



STATE COMPLETE COUNT COMMITTEE

Meeting Minutes

Monday, August 21, 2020 at 10:00 a.m.

Zoom Teleconference ID #: 882 502 671

1. Call to Order / Roll Call / Welcome

Statement of Compliance with 56 O.S. §162.1b affirming the date, time, and place of this public meeting of the Oklahoma Complete Count Committee was timely provided to be posted on the website of the Oklahoma Secretary of State.

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:03 a.m.
- Members joining: Kara Berst, Ty Burns, Hannah Davis, Lisa Greenlee, Brent Kisling, Kyle Ofori, Lisa Powell, Adam Soltani, Marnie Taylor, Carolyn Thompson, Valerie Thompson.
- Members not joining: Russell Boyd, Jason Dunnington, Shannon Fleck, Chuck Hall, Kevin Matthews, Brian McClain, Francellies Otero, Becky Reynolds, Matt White
- Others joining: **U.S. Census** – Emily Kelley, Jeronimo Gallegos; **Oklahoma Dept. of Commerce** – Kristin Goodale, Kirk Martin, Josh McGoldrick, Jennifer Springer; **State Regents for Higher Education** – Debbie Blanke; **Oklahoma State Dept. of Health** – Kaitlin Pope (for Adrienne Rollins); **Chickasaw Nation of Oklahoma** – Kyle Key; **Oklahoma Health Care Authority** – April Anonsen; **Oklahoma Policy Institute/Together Oklahoma** – Ahniwake Rose; **Town of Buffalo** – James Leonard; **City of Broken Arrow** – Farhad Daroga; **Community Council of Greater Tulsa** – Melanie Poulter; **Southwest Oklahoma Regional Transportation Planning Organization (SORTPO)** – Julie Sanders; **The Oklahoman** – Carmen Forman; **City of Stillwater** – Paula Dennison.

2. Approval of Minutes from previous meeting

- At the time of this agenda item, a quorum was not present, so action was deferred until the next meeting.

3. Remarks from Chairman Brent Kisling

- Commerce has adjusted our marketing buys in response to the U.S. Census Bureau's shortening of the timeline for self-response by one month.
- Oklahoma's self-response ranking has gone up slightly to 40th.
- My goal for this effort is that Oklahoma's population count hit 4.1 million.
- We will cancel the September meeting, so today's meeting will be our last *planning* meeting. At the October meeting, we will discuss our final report to the Governor.
- The Governor has been promoting the Census in all of the Community Success Tours organized by Commerce.

4. Remarks from Vice-Chair Marnie Taylor

- The focus of most nonprofits during COVID has been on their immediate survival while meeting increased demand for their services. The Oklahoma Center for Nonprofits plans 1 or 2 Census-focused conference calls

with its members in September. We continue doing op/eds – Oklahoma Center for Nonprofits will have ads & op/eds in Journal Record, 2-4X/mo.

5. Presentation by Emily Kelley, U.S. Census Bureau, on ongoing Census operations (10-15 minutes)

- The self-response period for Census now ends Sept. 30. Oklahoma now ranks 40th for self-response.
- The Census Bureau has a new tool to show total enumeration (self-response plus group quarters and results from Non-Response Follow-Up by enumerators). Staff are also doing NRFU by phone – a first.
- Staff are focusing on low response rate areas. Doing targeted mailing by Census Tract. Recently sent a 7th mailing to homes.
- Enumerators are going door-to-door to non-response households. They must wear masks, use hand hygiene, and not enter homes, staying at least 6 feet away.
- Enumerators will conduct a post-enumeration survey as a quality check after Sept. 30. So they will continue to be going door-to-door. Encourage everyone to be cooperative.
- We have lots of ads running on TV and radio to remind people to respond before Sept. 30.
- “Census Week” kick off in Lawton to boost self-response rates.
- Mobile Questionnaire Assistance sites (MQAs) provide in-person assistance for people to complete their Census questionnaires. We have several teams doing this throughout the state, focused on low-response rate areas. If interested, coordinate with either Emily Kelley or Jeronimo Gallegos.
- We’re doing a “Stop the Knock” campaign to remind people to respond to the Census by mail, online, or phone to avoid having an enumerator visit their home. Outreach materials are available online (in English & Spanish). Enumerators also leave a Notice of Visit (NOV) to help boost self-response.

6. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on Commerce Census Operations (5-10 minutes)

- No report.

7. Presentation by Kristin Goodale, Oklahoma Dept. of Commerce, on marketing strategies for the 2020 Census (10-15 minutes)

- We still have some Community toolkits (print materials) available. Let us know if you need some.
- Digital ads ran through July and will reappear in September.
- Brent has done a number of radio interviews. The OK Ag Network radio program (statewide) will be helping to get out the word.
- We developed talking points and social media messaging for the Governor.
- We identified low-response rate areas that have received Community Development Block Grant (CDBG) funds in the last five year. We have pre-written op/eds explaining the importance of Census data to this funding and are identifying local officials who can use these op/eds locally.
- Kirk continues to send weekly emails to nearly 300 partners with updated response rate data, resources, and encouragement.

8. Discussion by Committee Members on individual member efforts made toward promoting Census since last meeting within their communities and individual member efforts to undertake prior to next meeting

- Chickasaw Nation, Kara Berst. Continuing outreach; back-of-house messaging for employees; full-page ad in tribal newspaper; radio spots; Facebook. Targeting counties with low response rates.

- OK House of Representatives, Ty Burns. The Speaker and House leadership continue to support our Census efforts. Many House members have published op/eds about it.
- Farm Bureau, Hannah Davis. We run ads twice monthly in publications & have promoted Census at annual meetings.
- Southwest Oklahoma, Lisa Greenlee. Backpacks; NBC Bank tellers in Altus remind customers about Census; the bank has placed a local ad. Using electronic signage in Altus. Many small communities continue to have low response rates.
- Tulsa area, Kyle Ofori. We had a Census caravan in a low-response rate neighborhood with TV coverage. We've sent outreach teams to events and high-traffic areas. Many of these team members are bilingual. Continue to push messaging on social media. Doing billboards with partners. Using Mobile Questionnaire Assistance sites. Would like to do letters from schools to parents – any examples?
- Northwest Oklahoma, Lisa Powell. We might try MQAs and caravans in low response rate neighborhoods. Ads in local media.
- Islamic faith community, Adam Soltani. So many events having been cancelled, we've relied more heavily on social media, Facebook ads, etc. Making 2,500 phone calls. Using targeted videos in our final push.
- Common Education, Carolyn Thompson. Continue to push information out through newsletters. Using Census lessons in classes.
- Urban League, Valerie Thompson. Served 1,500 families and included Census info in their bags. Providing Census assistance to many clients.
- Oklahoma Policy Institute, Ahniwake Rose. We have some money available, thanks to a funder, to help place more ads.
- Community Service Council of Greater Tulsa, Melanie Poulter. Greenwood Leadership Academy. Drive-by pick-up resources for school; will include a Census tote bag and materials.
- City of Broken Arrow, Farhad Daroga. Billboards on the Broken Arrow Expressway. Booth at Farmers' Market. 38,000 mailings in utility bills.

9. Discussion of possible agenda items for next meeting

- Written report (due by Dec. 1, 2021) analyzing the 2020 Census process and recommending improvements in advance of the 2030 Census.

10. Announcements

- Next regularly scheduled meeting: **October 16, 2020**
- Chairman Kisling expressed special thanks to:
 - Jennifer Springer of Commerce for hosting today's Zoom meeting
 - Kristin Goodale and the Marketing division at Commerce
 - Josh McGoldrick for coordinating the ground game for State Committee
 - Jon Chiappe and the Research division at Commerce for data collection last year preparing us for activities this year
 - Kirk Martin for his weekly emails to partners
 - Co-Chair Marnie Taylor for invaluable assistance throughout the year

11. Adjournment

- Chairman Kisling adjourned the meeting at 11:08 a.m.

Approved by State Complete Count Committee on May 21, 2021.