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OKCOMMERCE.GOV

**State Complete Count Committee
Minutes
November 6, 2020 at 10:00 a.m.
Virtual Meeting**

This virtual meeting is being held consistent with the amendments to the Open Meeting Act, 25 O.S. 2011, § 301 et seq, signed into law by Governor Stitt on Wednesday, March 18, 2020. See [SB661](#), 2020 O.S.L. 3, § 3

- Link to access meeting: <https://okcommerce.zoom.us/j/882502671>
- Meeting ID: **882 502 671**
- Call-in: 312-626-6799

The notice of this virtual Committee Meeting was filed with the Secretary of State's Office on November 2, 2020. The agenda was posted at least forty-eight (48) hours prior to the meeting on the East entrance of the Oklahoma Department of Commerce building at 900 N. Stiles Ave., Oklahoma City as well as on the Oklahoma Department of Commerce Website at <https://www.okcommerce.gov>.

1. Call to Order / Roll Call / Welcome

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:06 a.m.
- Members joining: Russell Boyd, Lisa Greenlee (580-471-8325), Brent Kisling, Brian McClain, Kyle Ofori, Marnie Taylor.
- Members not joining: Kara Berst, Ty Burns, Hannah Davis, Jason Dunnington, Shannon Fleck, Chuck Hall, Kevin Matthews, Francellies Otero, Lisa Powell, Becky Reynolds, Adam Soltani, Carolyn Thompson, Valerie Thompson, Matt White.
- Others joining: Dan Billingsley (OCNP); Emily Kelley (Census); Katilin Pope (Oklahoma State Dept. Of Health); Leslie Blair, Kristin Goodale, Kirk Martin, Josh McGoldrick, & Holly Miller (Commerce).

2. * Approval of Minutes from 3 previous meetings

- No quorum; tabled for next meeting.

3. Remarks from Chairman Brent Kisling

- We made it! Oklahoma achieved a total response rate of 99.9%. At 61.0%, our self-response was better than in 2010. More importantly, it looks like Oklahoma will reach our goal of 4 million in population.
- Thank you from Governor Stitt to the entire State Complete Count Committee. Thank you to Emily Kelley & Census Director Dillingham and to Kirk & Josh, who headed up ODOC's effort.
- Purpose today: discuss preparing report to Governor.

4. Remarks from Vice-Chair Marnie Taylor

- The nonprofit sector was essential to Oklahoma's effort. Dan Billingsley spoke at 25 locations.
- OCNP will send a survey to nonprofits about the Census effort. We'll share results at next SCCC meeting.

- Thanks to ODOC --
 - The Marketing team's materials and design for the Census were recognized as the best in the nation!
 - The work by the Research team on data & analytics were superb.
 - Brent & Sean provided great leadership.
- Thanks to the Oklahoma Institute for Child Advocacy, the Oklahoma Policy Institute, and the United Ways across the state.

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

- [Kirk emailed Emily's PowerPoint presentation to members on 11/9/2020.]
- Thank you to entire SCCC. Internet response was very popular; surprisingly, fewer responded by phone. Pandemic.
- Nonresponse Followup (NRFU) workload: 33% of U.S. households; 152 million resolved. ODOC's work on LUCA and New Construction program (adding & correcting addresses) was very helpful.
- Special ops (group quarters; service-based enumeration; etc.) increased significantly over 2010.
- OK was 1 of 11 states with a SCCC in 12-state Denver region.
- Area Census Offices (ACOs) are in close-down phase now; most will be completed by January.
- Dec. 31 expected date for state population announcements.
- Thank-You campaign to be completed by February.
- Redistricting info available by Spring.
- Post-enumeration survey ongoing, for quality control.
- Beyond the decennial enumeration effort, monthly Census surveys continue. Still hiring.
 - Household pulse survey
 - American Community Survey (ACS)
 - Current Population Survey (CPS)
 - National Crime Victimization Survey (NCVS)
 - National Health Interview Survey (NHIS)
- **Data services & dissemination – training available on accessing and using Census data.**
- Outreach work by partners rose to the challenges presented by COVID.

6. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on requirement for final report from State Committee per Executive Order (5-10 minutes)

- Josh will coordinate the report. Due before 12/31/2021. "Time capsule" to benefit the state's effort on the 2030 Census.
- Consider what went right & and what went wrong in 2020. Prepare for 2030.
 - Establish SCCC about 2 years before Census (late 2027/early 2028) & set timeline for major milestones.
 - Develop a Marketing Plan, THEN ask for money from the Legislature.
 - Engage non-profits. Large employers, too.

7. * Discussion and possible action by Committee Members on the contents of final report & the plan to produce it

- Brent Kislring:
 - Identify Research staffer with Census duties in job description for ongoing preparatory work.
 - County chair in all 77 counties; local Complete Count Committees; engage tribal governments

- State Complete Count Committee
- Media campaign
- Organizational partnerships
- Personal outreach – schools, events, etc.
- Emily Kelley:
 - Census had trouble hiring Partnership specialists in NW & SE OK.
- Dan Billingsley:
 - Will do surveys in Nov/Dec with in-state nonprofit partners. Ask Oklahoma Policy Institute to share its analysis of the 2020 Census effort in Oklahoma. Donate strategic planning services.
 - Get more interaction & support from large foundations in future.
- Josh McGoldrick:
 - Better line of communication between local CCCs and SCCC contacts. Perhaps quarterly meetings.
- Kyle Ofori:
 - Impact of 2020 census; educate on importance.
- Feedback survey is live. Responses will be grouped, summarized, & shared with SCCC members before next meeting.
- Lisa Greenlee:
 - Thanks to Emily & ODOC.
 - Engage military community in Altus & Lawton.
 - Struggled in rural areas. Toolkit for school events, etc.

8. * Discussion and possible action regarding possible future meetings and agenda items

- Commerce will set additional meetings for 2021. [Feb. 12 and April 9]

9. Announcements

- To reduce the number of meetings needed to prepare the final written report to the Governor, SCCC members will share drafts via email.

10. Adjournment

- Chairman Kisling adjourned the meeting at 10:48 a.m.

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