

# MAKING NC COUNT: NORTH CAROLINA STATEWIDE CONVENING FOR 2020 CENSUS PREPARATION

JANUARY 31, 2019, 8:30 AM – 6:00 PM, NCSU MCKIMMON CONFERENCE AND TRAINING CENTER

## PROGRAM AGENDA

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### REGISTRATION AND CONTINENTAL BREAKFAST 8:30 AM

#### WELCOME 9:00 AM

Stacey Carless, Esq., Executive Director, NC Counts Coalition

#### SPECIAL REMARKS 9:10 AM

Secretary Machel Sanders, Secretary of NC Department of Administration and Chair of the North Carolina Complete Count Commission

#### SPECIAL PRESENTATION 9:20 AM

Laura McClettie, North Carolina Census Partnership Coordinator, Atlanta Regional Office, US Census Bureau

#### OPENING PLENARY: COUNTING NORTH CAROLINA 9:40 AM – 11:00 AM

The Census is vitally important to North Carolina; however, achieving a full enumeration of our state's population is not an easy task. This session will focus on challenges to achieving a complete and accurate Census in North Carolina and will offer strategies to effectively communicate the value of the Census to hard-to-count communities.

Moderator: [Rebecca Tippett, PhD, Director of Carolina Demography, The Carolina Population Center, UNC-Chapel Hill](#)

- ❖ [Janna Driskel and Jennifer Hausman, Students, Duke University Sanford School of Public Policy](#)
- ❖ [Juliana Cabrales, Mid-Atlantic Director, National Association of Latino Elected and Appointed Officials \(NALEO\) Educational Fund](#)
- ❖ [Michelle Boykins, Director of Strategic Communications, Asian American Advancing Justice](#)
- ❖ [Jennifer Edwards, Program Director, Color of Change](#)

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#### 11:10 AM – 12:10 PM BREAKOUT SESSION 1: CENSUS DATA FOR COMMUNITY PLANNING AND ECONOMIC DEVELOPMENT

Census data is used to distribute about \$1.5 billion a year to N.C. local governments as a part of the State's general revenue fund. The private sector relies heavily on census data to make critical decisions, such as where to invest in job creation, new facilities, and marketing. This session will provide insight on the importance of accurate and complete Census data to local governments, and the links between successful business decisions and government data.

Moderator: Vicki Lee Parker, Executive Director, N.C. Business Counsel

- ❖ [Bob Coats, Governor's Census Liaison, N.C. Office of State Budget & Management](#)
- ❖ [Michael Cline, State Demographer, N.C. Office of State Budget & Management](#)
- ❖ John Quinterno, South by North Strategies, Ltd.

#### 11:10 AM – 12:10 PM BREAKOUT SESSION 2: MODELS OF SUCCESSFUL OUTREACH

Successful outreach strategies are critical to ensuring hard to count communities participate in the Census. This session will focus on past successful outreach campaigns by nonprofit organizations to reach hard-to-count communities, and current creative ways groups are integrating Census education and outreach into civic engagement and service programs.

Moderator: Kathryn Firmin-Sellers, Chief Impact Officer, United Way of Central Carolinas

- ❖ [Ames Simmons, Policy Director, Equality NC](#)
- ❖ Angeline Echeverria, Executive Director, El Pueblo
- ❖ Donna Pygott, Executive Director, North Raleigh Ministries
- ❖ [Allison Riggs, Esq., Senior Attorney, Southern Coalition for Social Justice](#)

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#### WORKING LUNCH: PLANNING AROUND THE CITIZENSHIP QUESTION 12:35 PM – 1:35 PM

This session is a deep dive into the implications of the citizenship question for Census outreach and participation. Speakers will provide background information on the citizenship question and an update on litigation. Attendees will participate in small group discussions about strategies to generate participation despite the citizenship question and identify resources for effective education, outreach and mobilization.

Moderator: Stacey Carless, Executive Director, NC Counts Coalition

- ❖ Corrine Yu, Senior Program Director, Special Projects, The Leadership Conference
- ❖ [Laura Wright, Equal Justice Works Fellow, Southern Coalition for Social Justice](#)

## AFTERNOON PLENARY: COUNTING OUR CHILDREN 1:45 PM – 2:45 PM

Young children are the group most likely to be undercounted in the Census. This Plenary session will provide insight on common situations that contribute to the undercount of children, the importance of ensuring that children are counted, what North Carolina will gain from making sure children are counted, and ways to support a complete and accurate count of North Carolina's children.

Moderator: Adam Sotak, Public Engagement Director, NC Child

- ❖ [Bill O'Hare, President of O'Hare Data and Demographic Services LLC](#)
- ❖ [Whitney Tucker, Research Director, N.C. Child, and Member of North Carolina's Complete Count Commission](#)
- ❖ [Deborah Stein, Network Director, Partnership for America's Children](#)

### 2:55 PM – 4:10 PM BREAKOUT SESSION 3: PREPARING LOCAL GOVERNMENT FOR THE 2020 CENSUS

Local government can play a leading role in ensuring the complete and accurate count of our communities. This session will provide an overview on how local governments can engage in 2020 Census planning through Complete Count Committees (CCCs). Attendees will understand the role local government play in establishing CCCs, learn how to establish CCCs and learn of resources available to them as they begin to establish and convene CCCs.

Session attendees will also engage in discussions around challenges to Census engagement, strategies for convening CCCs and tools and resources for capacity building to support effective CCCs.

Moderator: Angel Wright-Lanier, Deputy Town Manager, Town of Mooresville

- ❖ Laura McClettie, NC Census Partnership Coordinator, U.S. Census Bureau
- ❖ [Juan Garcia, GIS Data/Transportation Planning Analyst, Gaston County Government](#)
- ❖ [Alex Jones, Manager, Local Democracy Initiative, National League of Cities](#)

### 2:55 PM – 4:10 PM BREAKOUT SESSION 4: ENGAGING NONPROFITS WITH THE NC CENSUS TASK FORCE

The N.C. Census Task Force is a coalition of community leaders and stakeholders coordinating resources and advocacy efforts to mobilize all people in North Carolina, including those who have been historically undercounted, to achieve a full and accurate Census count. This session is an opportunity for community leaders and nonprofit, grassroot and service organizations to learn more about the Task Force and ways to engage with the group.

During this session, attendees will participate in working group discussions around opportunities for Census engagement, strategies for effective outreach to hard-to-count communities and building capacity for nonprofit and community mobilization.

Co - Moderators:

- ❖ Stacey Carless, Executive Director, NC Counts Coalition
- ❖ David Heinen, Vice President of Public Policy and Advocacy, NC Center for Nonprofits

### CLOSING SESSION AND NEXT STEPS 4:15 PM – 4:35 PM

This session will conclude the day with remarks about lessons learned, opportunities for engagement and next steps.

Moderator: Stacey Carless, Executive Director, NC Counts Coalition

- ❖ Beau Mills, Executive Director, NC Metropolitan Mayors Coalition
- ❖ Sorien Schmidt, Senior Program Officer, Z. Smith Reynolds Foundation

### NETWORKING RECEPTION 4:35 PM – 6:00 PM

Mix and Mingle with fellow attendees to share what you have learned and to build networks and partnerships for Census engagement.

This convening is brought to you by:



Special thanks to our partners at the  
NC Census Task Force in planning this event