Countdown to the 2020 Census

Friday morning 9:00 – 10:00 a.m.

Successful implementation of the 2020 Census is critical for the nation. The Census Bureau is implementing several innovations to reduce costs while ensuring a complete count, including the option of responding by Internet.

Evaluations have confirmed that the Census misses higher proportions of people of color, low income households, and young children. In today's political climate, immigrants fearing deportation may be even less likely to respond to government surveys. This "undercount" implies substantial loss of resources to areas where these groups tend to reside.

As respected and well-connected local organizations, NNIP Partners are in an ideal position to help promote effective implementation of the 2020 Census and help to minimize the undercount. From a 2009 survey, we learned all but one member organization of NNIP planned on at least informal promotional activities for Census 2010, and about half formally registered as a Census Partner. As a network, we want to encourage all NNIP Partners to get involved in supporting the 2020 Census efforts.

The purpose of this session is to educate NNIP Partners about the changes in the implementation of the 2020 Census 2020 and spark ideas about how they can get involved over the next three years.

The session will be moderated by Lisa Pittman (The Children's Trust), who will briefly share their experience in promoting Census 2010 in Miami.

- *Jennifer Kim* will present an overview of 2020 Census key areas of innovation, the changes in the response options, including the Internet self-response, and related content research.
- *Bill O'Hare* will discuss the high undercount of young children in the Census and potential responses by NNIP Partners.
- *Kyla Fullenwider*, Chief Innovation Officer for the Census Bureau, will share how NNIP Partners can get involved in outreach to ensure a complete count and talk about the timing for action.

Discussion: (15 minutes)

- Are there ways the network can support NNIP Partners in participating in the outreach for the 2020 Census?
- Are there lessons from Partners' experiences in supporting Census 2010?

Guest Speakers Biographies

Jennifer Kim is an Assistant Division Chief of the Decennial Census Management Division at the Census Bureau. In this role, she oversees the development of the 2020 Census content and forms design, language and translation services, and decennial census operations in Puerto Rico and the Island Areas. Prior to joining the Decennial Census team, she represented the Census Bureau in providing training and technical assistance to statistical agencies in Sudan, Bangladesh, Guam, India and Guyana. Jennifer holds a Ph.D. International Education Policy from the University of Maryland, M.S. in Education Policy and Administration from the University of Southern California, and B.A. in Linguistics and Spanish from the University of Michigan.

William O'Hare has a PhD from Michigan State University. He ran the KIDS COUNT program at the Annie E. Casey Foundation for many years. He is a professional demographer who has worked closely with the U.S. Census Bureau including a 2-year stint (2011-2013) as a research fellow at the Census Bureau. During his stint as a research fellow at the Census Bureau, he focused on the undercount of young children in the U.S. Census, which had been largely unrecognized prior to the 2010 Census. He authored a book that was published in 2015 titled, "The Undercount of Young Children in the U.S. Decennial Census" which summarizes much of what he has learned on this topic.

Kyla Fullenwider serves as the first Chief Innovation Officer for the US Census Bureau, the nation's authoritative data source on people, places, and the economy. Previously she served as a White House Presidential Innovation Fellow, part of a groundbreaking initiative to modernize the US federal government by bringing top executives, entrepreneurs, technologists, and other innovators to improve federal programs that serve more than 150 million Americans.

She is also founding faculty in the Products of Design department at the School of Visual Arts and in the joint MBA/MA program at Johns Hopkins and the Maryland Institute College of Art where she teaches social design and entrepreneurship.

Previous work includes directing Garden in Transit in partnership with the City of New York, developing the first crowd sourced CSR program, the Pepsi Refresh Project, with GOOD Magazine and PepsiCo, and creating Etsy's first annual Values & Impact report. She's designed and implemented other programs and initiatives with the City of Los Angeles, the City of Baltimore, the Cooper Hewitt Design Museum, UCLA, and the Legacy Foundation. She is also a Cofounder and board member of New York-based Imperative.