



IT'S TIME TO COUNT!

NC STATEWIDE CONVENING

February 4, 2020, 10:00 AM – 5:00 PM

Research Triangle Foundation, 12 Davis Drive, Research Triangle Park, NC 27709

PROGRAM AGENDA

REGISTRATION: 9:45 AM

OPENING PLENARY: 10:00 AM – 11:20 AM

We are exactly 57 days out from Census Day 2020. Join us for a morning of inspiration, information and updates as we prepare for implementation of the Census operation in North Carolina. This opening plenary will feature opening remarks by national expert and Census advocate, Arturo Vargas, Executive Director of NALEO Educational Fund, and Secretary Machel Sanders, Secretary of the NC Department of Administration and Chairwoman of North Carolina’s Complete Count Commission. The session will also feature Get Out the Count (GOTC) updates from NC Counts Coalition, including the official rollout of NC Counts Coalition’s education and outreach campaign.

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

- ❖ Secretary Machel Sanders, Secretary of the NC Department of Administration and Chairwoman of North Carolina’s Complete Count Commission
- ❖ Arturo Vargas, Executive Director, NALEO Educational Fund

BREAKOUT SESSION 1:

**THE DO’S AND DON’TS OF CENSUS OUTREACH
11:30 AM – 12:30 PM AND 1:50 PM – 2:50 PM**

How can you and/or your organization support 2020 Census response? How do you make devices available to the public for response? Can you assist individuals with their response? Should I visit homes to encourage response? Can I make phone calls to encourage a response? What resources are available to help me in my outreach? Attend this session to learn the answers to these questions and more! This session will give you the do’s and don’ts of community outreach to support outreach within the guidelines of the US Census Bureau. It will also feature an overview of NC Counts Coalition’s GOTC mini grant community outreach program.

Moderator: Juliana Cabrales, NALEO Educational Fund

- ❖ Ivanna Gonzalez, Blueprint NC
- ❖ Dr. Rebecca Tippett, Carolina Demography

BREAKOUT SESSION 2:

**STRATEGIES TO COUNT NC KIDS
11:30 AM – 12:30 PM AND 1:50 PM – 2:50 PM**

According to NC Child, the net undercount of young children – the difference between the actual census count of children ages 0-4 and Census Bureau population estimates – has steadily worsened over the past 40 years. In the 2010 Decennial Census, children under 5 were missed at a higher rate than any other age group, and an estimated 25,000 young children in North Carolina were not counted. This session, led by NC Child, will be an interactive hour of developing strategies your organization can implement to support the enumeration of NC’s young Children.

Co-Moderators:

- ❖ Whitney Tucker, NC Child
- ❖ Adam Sotak, NC Child

BREAKOUT SESSION 3:

**US CENSUS BUREAU CREATE-A-THON
11:30 AM – 12:30 PM AND 1:50 PM – 2:50 PM**

Join US Census Bureau partnership specialists for an hour of fun and creativity. This session will engage attendees around creative outreach tactics that can be implemented through social media. Please bring your own laptop/device, if possible, to participate in this session. NC Counts will also provide laptops for use during this session.

Co-Moderators:

- ❖ Allisa Shepard, US Census Bureau
- ❖ Priscilla Dingle, US Census Bureau
- ❖ Bernadette Richards, US Census Bureau

FLASH LUNCH: A PANEL OF LIGHTNING ROUND TALKS 12:45 PM – 1:30 PM

During the lunch break, enjoy this panel made up of mini-sessions. A group of presenters will grace the stage and share their outreach plans and tactics for community outreach and engagement during Census 2020 in brief 5 minute talks. This fast-paced event is sure to inspire you, give you ideas, and leave you with a few golden nuggets to take home!

Moderator: Stacey Carless, Esq., NC Counts Coalition

- ❖ Juan Garcia, Gaston County, Census 2020: It’s Time to Count
- ❖ Akul Nishawala, Wake County Complete Count Committee
- ❖ Vicki Lee Parker-High, NC Business Council
- ❖ Irving Zavaleta-Jiménez, NC Campus Compact
- ❖ Mac Sims, East Greensboro Now
- ❖ Ricky Leung, NC Asian Americans Together
- ❖ NC Counts Coalition, El Pueblo and NALEO Educational Fund
- ❖ James Lee, Project 70 Forward

UPDATES FROM THE US CENSUS BUREAU 1:30 PM – 1:45 PM

During the lunch break, enjoy the latest and greatest Census Bureau updates from US Census Bureau Partnership Specialist Allisa Shepard!

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LATINX COMPLETE COUNT COMMITTEE MEETING

3:00 PM – 5:00 PM

Join AMEXCAN, NALEO Educational Fund and El Pueblo for a discussion around counting NC’s Latinx communities for Census 2020. This meeting will be a strategic planning session to begin development of an education and outreach campaign targeting NC’s Latinx communities for Census participation.

BLACK COMPLETE COUNT COMMITTEE MEETING

3:00 PM – 5:00 PM

Join North Carolina Black Alliance and NC Counts Coalition for a discussion around counting NC’s black communities for Census 2020. This meeting will be a strategic planning session to begin development of an education and outreach campaign targeting North Carolina’s black communities for Census participation.