**ND Complete Count Task Force**

**Executive Meeting Minutes**

**ND Department of Commerce**

**July 22, 2019**

The North Dakota Census 2020 Task Force Executive Committee met at 1:00 p.m. on July 22, 2019, in the Icelandic Room at the Commerce Department.

**Present at the meeting**: Louise Dardis, Linda Svihovec, Stephanie Dassinger, Erin Musland, Andrea Olson, Russ Ziegler, Steve Andrist, Arik Spencer, Joey Kitzman, Jace Beehler

**Present by phone**: Pat Bertagnolli

**Commerce Staff**: Kevin Iverson, Heather LeMoine, Sherri Frieze

**Approval of Minutes:**

Motion made by Arik Spencer to approve the June 20th Executive Committee minutes. Seconded by Andrea Olson. Motion carried.

**Mission Statement:**

The committee discussed and revised the mission statement.

**Original Version:**

The North Dakota Census 2020 Complete Count Task Force was established to plan and implement statewide outreach campaigns that raise awareness of the Census. ~~We honor privacy, protect confidentiality, and conduct our work openly.~~ The Task Force membership represents trusted North Dakota voices in communities across the state and ~~is charged with ensuring~~ an accurate and complete count of all North Dakota residents.

**Revised Version:**

The North Dakota Census 2020 Complete Count Task Force was established to plan and implement statewide outreach campaigns that raise awareness of the Census. The Task Force honors the U.S. Census Bureau’s pledge of privacy and confidentiality. The Task Force membership represents trusted North Dakota voices in communities across the state and works openly to ensure an accurate and complete count of all North Dakota residents.

**Goals of the Task Force:**

The committee discussed and revised the goals for the Task Force, Co-Chairs, and Subcommittee.

**Original Version:**

* ~~Represent the Governor on the importance of citizen participation in the census~~
* Collaborate on ways to promote Census 2020
* Participate in public outreach
* Advise the ND Department of Commerce on audience insights and communication ~~and promotional recommendations~~

**Revised Version:**

* Support the Governor’s goal of the highest self-response rate of any state.
* Collaborate on ways to promote Census 2020.
* Facilitate and participate in public outreach.
* Advise the ND Department of Commerce on marketing and communication needs for diverse and traditionally undercounted audiences.

**Goals of Task Force Co-chairs:**

**Original Version:**

* Identify partnerships, network opportunities, and venues to promote the value of the census.
* ~~Find the right people to serve on the Task Force and how best to achieve the goals and objectives through subcommittees.~~
* Help guide the work of subcommittees to achieve a complete count.
* Collaborate with the ND Department of Commerce on the composition of the Complete Count Task Force, subcommittees, and appointed members.
* Ensure Complete Count Task Force members understand the Governor’s goals and expectations in participation.
* Provide guidance, direction, support, prioritization, and supervision to Task Force subcommittee chairs.
* Attend Task Force meetings.

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* Provide guidance, direction, support, prioritization, and supervision to Task Force subcommittee chairs.
* Attend Task Force meetings.

**Goals of the Subcommittee Members:**

**Original Version:**

* Identify key organizations and networking opportunities with which to partner.
* Explore, identify, and develop opportunities to inform the public through direct engagement and targeted marketing.
* Develop talking points for members and representative organizations.
* Develop and/or provide input for presentations related to context of the subcommittee.
* Develop a list of key events and contacts for the state’s participation.
* ~~Subcommittee chairs serve on the ND Census 2020 Executive Committee and attend Task Force meetings.~~

**Revised Version:**

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* Explore, identify, and develop opportunities to inform the public through direct engagement and targeted marketing.
* Develop talking points for members and representative organizations.
* Develop and/or provide input for presentations related to context of the subcommittee.
* Develop a list of key events and contacts for the state’s participation.
* Attend Subcommittee meetings.

**Subcommittee Workplans**

It was discussed that subcommittees will need to develop a workplan, supporting the mission statement. These workplans should be submitted to the co-chairs by August 15. The document will be considered a living, breathing document and will be uploaded to SharePoint.

**Budget**

* **Procurement Policy**
* Purchase requests need to be emailed to Linda and Louise first.
* Census 2020 Administrative Assistant will be trained in Level 1, Procurement, to purchase items for Census 2020.
* **Local CCC support**
* Printed materials
* Event registration fee
* Booth set up

It was recommended to create a printable tool kit for the locals, along with a state fillable form for application requests, including criteria that need to be met for considerations, such as the impacts your request will have on traditionally undercounted populations, and/or regional or statewide impact, etc.

It was agreed that anything over $2,500 will be brought to the executive committee for final approval.

**CCC’s Status Update – Erin Musland**

Erin gave an overview of the document CCC (Complete Count Committee), discussing communities that are formed and trained, those in the process of formation, communities showing interest, and those to be invited. Counties and Communities are to be trained by September 15th. A CCC map is being created by Joe Cicha for plot points.

**Tracking Expenses – Kevin Iverson**

A final tracked amount will be updated later, once all requests for reimbursement are processed.

**Marketing & Media RFP update – Heather LeMoine**

* No separate logo allowed.
* Met with Angie Scherbanske from OMB last week on the process for creating an RFP.
* Heather mentioned the RFP legally needs to be opened for all agencies and not limited to only ND.
* Met with Scooter Pursley and Tricia Miller recently on the [ND. Gov](http://www.nd.gov) website. The site has the tabs of News/Events; with Census 2020 located within, and four identified subheads; taskforce, events, census jobs and map. Other items being worked on are, links, rankings, and fact sheets. The website could go live in early August.

**Opportunities/Events – Louise & Linda**

* Send a list of future events along with a contact name to Linda or Louise. – will be posted to SharePoint.
* Send a report of what was needed at each event. – will be posted to SharePoint.

Joey mentioned the opening of the new Area Census Office – October 1st – from 1-2 pm, located at the old Sykes building in Bismarck. It was discussed to have the Governor appear at the opening. Linda will fill out the online request form, for the Governor’s appearance on October 1st.

**Subcommittee Reports**

* **Business/Labor – Arik & Pat**
* Interest from folks to drive Census 2020
* Planning on having a meeting the 1st Wednesday of every month
* 50 ways Census data is used – very helpful and many people have liked
* **Community/Faith Based – Andrea**
* Developed a work plan
* What materials does the Census 2020 have and in multi-languages
* What questions will the media have
* **Education/Library – Russell**
* First meeting will be next Wednesday
* **Government – Stephanie**
* Developed a list that presents ways the government touches people
* Want a one pager for city, county and community people to get the word out
* Census 2020 will have an article in the City Scan magazine soon
* **Tribal – Scott** – not present at the meeting

**Future Executive Committee meetings at the Commerce Department**

* August 5th 1-3:00
* August 22nd 1-3:00
* September 5th 1-3:00

Meeting adjourned at 3:00 p.m.