Census 2020 Task Force Executive Committee Meeting

DRAFT Minutes - June 20, 2019

The North Dakota Census 2020 Task Force Executive Committee met at 1:00 p.m. on June 20, 2019, in the Fort Ransom Room at the Commerce Department office building. Present at the meeting were Co-chairs Louise Dardis and Linda Svihovec, Subcommittee Chairs Pat Bergnatolli, Stephanie Dassinger, Scott Davis and Leah McCloud. Attending the meeting by phone were Andrea Olson and Russ Ziegler. Advisory and staff attending included: Kevin Iverson and Heather LeMoine, Commerce Department, as well as Erin Musland, US Census Bureau Partnership Specialist. Co-chair Louise Dardis opened the meeting with introductions of those in attendance.

Budget

The RFP for Marketing and Media Services was approved (general scope of work below) with a $400,000 ceiling. This effort will address concerns about allocating time and expense for developing specific messaging and strategies to assure we count every ND resident in the 2020 Census. It will also allow the Task Force to focus their time and energy on planning for thoughtful and strategic initiatives that will assure an accurate complete count. Heather LeMoine from the Commerce Department is very familiar with the RFP process and expects a turn-around time for advertising and proposals to be 4-6 weeks. It was decided to interview no more than 4 vendors after scoring the proposals. The Commerce Department will assist with scoring criteria and scheduling interviews. All Executive Committee Task Force members are asked to participate in the interviews, which will be held on one day, if possible. Linda and Louise will be contacting OMB for assistance in writing a Procurement/Budget policy with an emphasis on responsible use of fund allocation and a priority for initiatives that engage our known hard-to-count populations, encouraging self-responses, and promotion of local citizens applying for Census enumerator jobs.

ROAM etc.

Erin Musland provided a mapping tool demonstration on the use of the ROAM (Response Outreach Area Mapper). The meeting attendees found ROAM to be a very valuable tool for identifying when and why there were low response rates in certain areas of North Dakota in the 2010 Census. In turn, we can develop targeted strategies to address those areas in the state on how to improve their participation in Census 2020.  The link for ROAM is:  <https://www.census.gov/roam>

Erin also reviewed the Census 2020 timeline and provided a local Complete Count Committee status update.

Events/Opportunities

Booth banners will be ordered by the Commerce Department and will be available for shared use within a week. Contact Kevin or Heather for access to the booth banners. Erin Musland provided the latest "library" of Census-approved materials for your use. This library of materials is updated periodically, and the attached document is the latest version of the library. Erin can send you any of these documents in PDF format for the Task Force to print and distribute as needed.

We discussed the need for volunteers to man a booth at the North Dakota State Fair. Our ND Partnership Specialists, Erin and Joey, have committed to covering all the days (Erin July 19-22 and Joey July 23-27), but they cannot man the booth alone. Please reach out to your committee members to see if any of them are able and willing to devote some time to manning the booth at the State Fair with Joey and Erin.

Biweekly Executive Committee Task Force Meetings

Louise will email a Doodle Poll survey for scheduling bi-weekly Executive Committee meetings early next week. During the current planning/strategy stage, we will be meeting as an Executive Committee. Once the Marketing/Media vendor has been selected and has met with each of the subcommittees, we will have a full Task Force meeting to provide a statewide “plan” for a successful “complete count in 2020.

Task Force & Subcommittee Members

The list of Task Force members was provided with each subcommittee membership highlighted in the same color. Subcommittees may need to hold more than one meeting for their committee to complete a general work plan and to identify the challenges their respective committee can best address and to identify the tools needed to accomplish their goals. Subcommittees were asked that their first Subcommittee meeting be scheduled in the next couple of weeks to allow enough time to gather input and address key issues. The Marketing/Media vendor awarded the contract will use the work plans from each committee to help develop a comprehensive strategy to meet the goals of your committee and the entire Task Force. Subcommittee Chairs were asked to have their committee’s work plan completed by August 15.

Open Meetings

All Task Force meetings, including Subcommittees, are public meetings which **require a posted meeting notice and minutes**. Joleen Leier, Commerce Department Administrative staff member, will be the contact person for posting all committee meetings. Please email Joleen with all meeting dates, times, and locations, and she will properly post the meetings. In addition, you are required to post the meeting notice outside the room where the meeting is being held. I will rely on Joleen to provide any other open meeting compliance requirements. Joleen will also take Executive Committee Task Force meeting minutes. Joleen’s contact information is:

Joleen Leier

[joleier@nd.gov](mailto:joleier@nd.gov)

               Phone:  701-328-2469

Committee Membership

All committee members must be appointed by the Governor’s office and included on the Contact List. Any new member added to a Subcommittee must be added to the Contact List, as well as completing the “Governor’s Appointment Application” online using the following link: (<https://www.governor.nd.gov/boards/AppForm.aspx>). Under the board applied for, select “Complete Count Task Force”.  If you invite someone to your meeting as a resource only and are not adding them to your committee, they do not need to be appointed.  Contact Louise or Linda for any additional committee appointments to ensure follow-up with the Governor’s office on submitted applications.

**Task Force Executive Committee Members**:

Louise Dardis: Co-chair

Linda Svihovec: Co-chair

Arik Spencer:  Co-chair Business/Labor Subcommittee

Pat Bertagnolli:  Co-chair Business/Labor Subcommittee

Andrea Olson:  Chair Community/Faith Based Subcommittee

Stephanie Dassinger:  Chair Government Subcommittee

Russ Ziegler:  Chair Education/Library Subcommittee

Scott Davis:  Chair Tribal Subcommittee

Leah McCloud:  Tribal Subcommittee

**Advisory/Staff:**

Kevin Iverson:  ND Census Director

Heather LeMoine:  Commerce Department Marketing Research Mgr

Joleen Leier:  Commerce Department (meeting notices, minutes)

Erin Musland:  US Census Bureau Partnership Specialist (Eastern ND)

Joseph Kitzman:  US Census Bureau Partnership Specialist (Western ND)

**SCOPE OF WORK – MARKETING AND MEDIA SERVICES**

Advertising Services

* Account director and staff who can provide day-to-day contact and are responsible for overall project management, project coordination, presentation of opportunities, strategy and budget oversight.
* Provide creative services for the development of all advertising as needed, including art direction, copywriting and scripting.
* Provide creative services for promotional and printed materials.
* Contract production services for materials necessary to complete advertising, including photography and videography.
* Assistance with preparing presentations and graphics.
* Monitor advertising efforts, including research and analytic reporting.
* Collaborate with key stakeholders and groups to ensure alignment with strategies and tactics.
* Provide new insights into target markets.

Media Services/Purchasing

* Develop media buy budget(s); monitor and report appropriately.
* Plan and place media advertising.
* Prepare and present media buy recommendations to include, but not limited to: television, radio, print, online/interactive, social media and out-of-home.
* Monitor placement to insure accuracy and completion of all paid media schedules.
* Collaborate with key stakeholders and groups to ensure alignment with strategies and tactics.
* Provide new insights into target markets.

Public and Media Relations and Social Media

* Provide recommendations on public relations strategies.
* Provide talking points, speeches, presentations and press releases.
* Distribution of press releases.
* Create and manage editorial calendar with timelines.
* Proactively contact media as it relates to strategies and goals.
* Assist in the strategy and implementation of social media marketing, including maintaining social media presence, publishing posts and monitoring feedback.
* Provide reports on key performance indicators.