



# Fostering Engagement with Stakeholders and Community



Hosted by:

CIC and SDC Steering Committee Members

November 15, 2023

# Melanie Poulter

Research and Data Director

Tulsa Area United Way

CIC Member

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# Engaging Data Stakeholders as a Census Partner

Tulsa Area United Way Census Information Center

November 15, 2023

# Engaging Data Stakeholders as a Census Partner

- **Resources**
- **Collaboration**
- **Engagement & Learning Opportunities**



# Resources for Identifying Data Stakeholders



**Tulsa Area United Way**

# Resources for Identifying Data Stakeholders



About TAUW   Our Work   Giving HQ   M



## THE PARENT CHILD CENTER OF TULSA

(918) 599-7999  
<http://www.parentchildcenter.org>

Strengthens families to break the cycle of child abuse and neglect through education, prevention, treatment and advocacy.

Child/Family Protection



## READING PARTNERS, TULSA

(918) 949-1979  
<http://www.readingpartners.org/location/tulsa/>

Reading Partners is a national nonprofit that mobilizes communities to provide students with the proven, individualized reading support they need to read at grade level by fourth grade.

Academic Achievement

# Resources for Identifying Data Stakeholders



# Resources for Identifying Data Stakeholders

## Research



**Jon Chiappe**

**Director, Research &  
Economic Analysis  
Services**

 405-815-5210

 [jon.chiappe@okcommerce.gov](mailto:jon.chiappe@okcommerce.gov)



# Expand Your Reach and Capacity

**1. Collaborate**


**2. Collaborate**


**3. Collaborate**






# Engagement & Learning Opportunities

BEST ADVISORY DATA SUBCOMMITTEE PRESENTS  
**2023 DATA FIELD TRIP**  
*A Day Away from Zoom & the Office*

**Data Storytelling**  
*Featuring*  
*Valerie Logan,*  
*The Data Lodge*



November 2   
8:00 a.m.-5:00 p.m.  
Post Oak Lodge

- GKFF - Local private funder
- Tulsa Health Department
- ImpactTulsa
- Tulsa Public Schools

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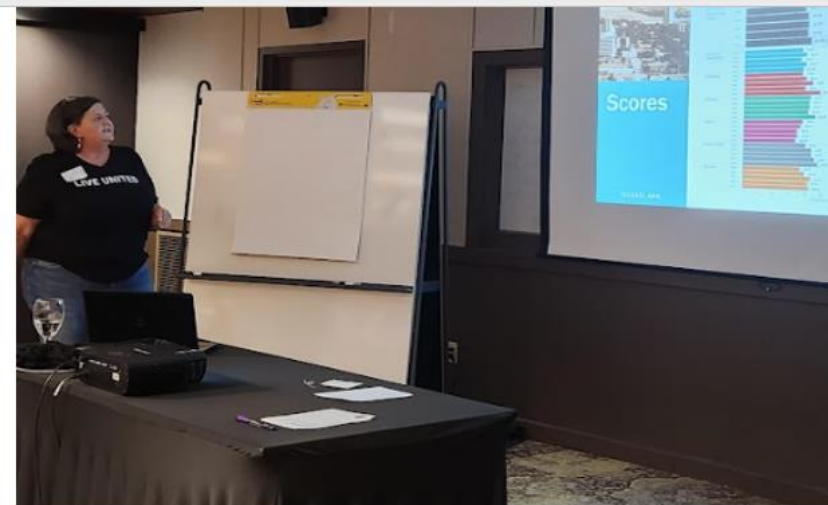
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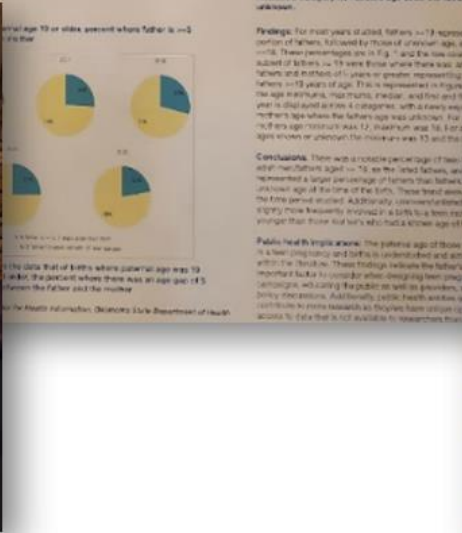
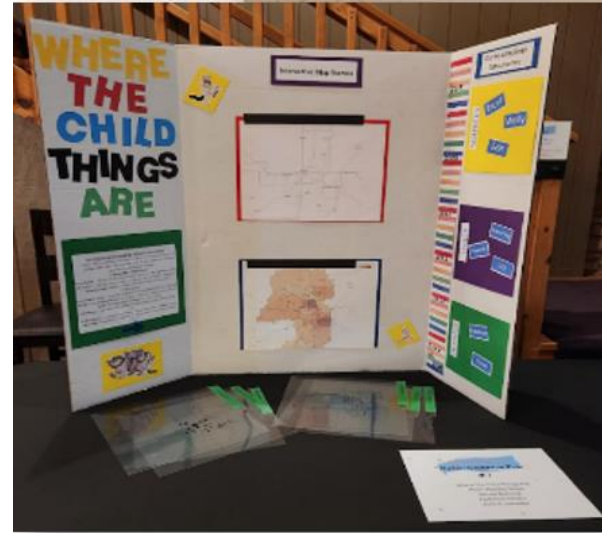
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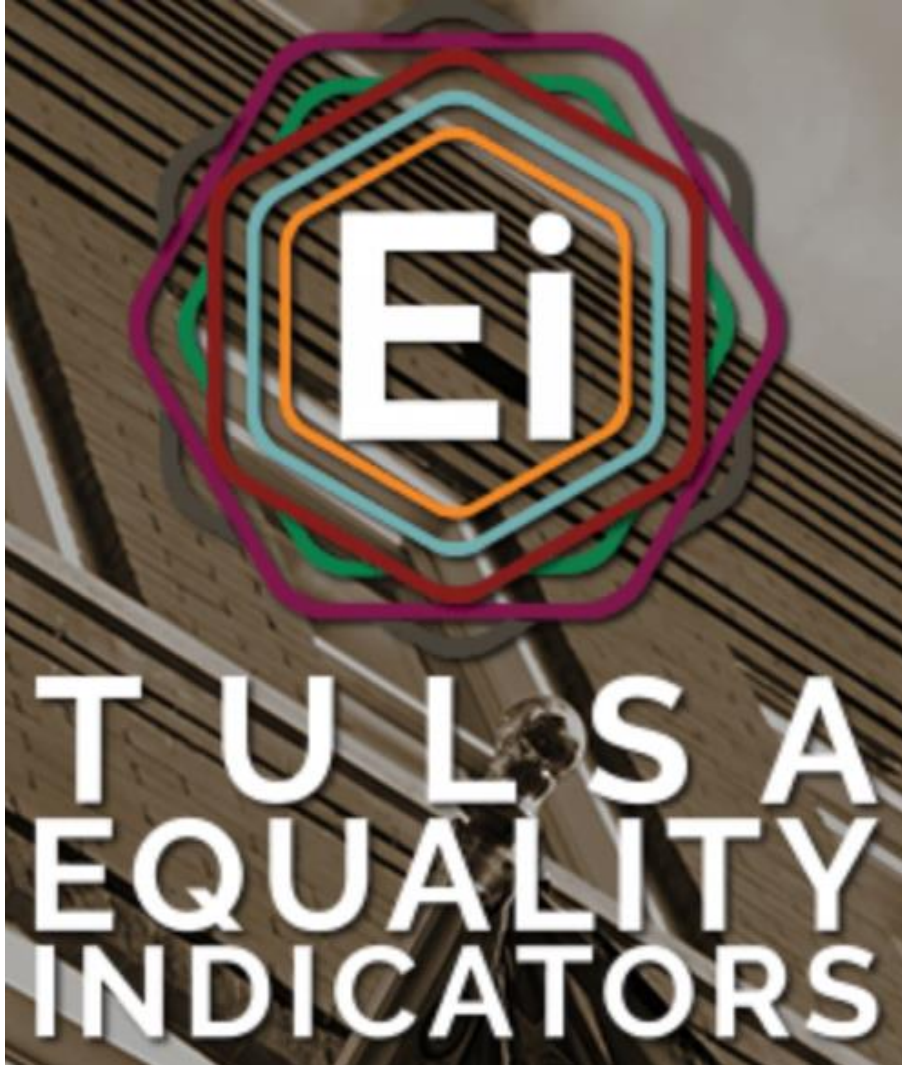
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 Post Oak Lodge



“Data”  
 Science  
 Fair



# Engagement & Learning Opportunities



- [City of Tulsa](#)
- [Leadership Tulsa](#)
- [Tulsa Race Massacre Beyond Apology collective action series](#)

# Engagement & Learning Opportunities

- **Host your own**
- **Partner with other data specialists**
- **Host training by Census Bureau's DDS team**



**Thank you!**

# Angeline Echeverria

Director of Partnership

NC Counts

CIC Member

[Angeline@nccounts.org](mailto:Angeline@nccounts.org)



**NC COUNTS  
COALITION**

# Presentation to CIC and SDC Network

[NCCounts.org](http://NCCounts.org)

1. NC Counts Coalition Mission
2. 2020 Census Efforts and Lessons Learned
3. Recent Efforts
4. Tips for New CICs



NC Counts Coalition is a nonpartisan, nonprofit 501(c)(3) organization committed to building a healthy, just, and equitable North Carolina through cross-sector partnerships that advance systemic solutions for communities facing systemic barriers, including BIPOC communities, LGBTQ+, low wealth, immigrant, and other communities.

Current Focus Areas:

Census 365

Civic Engagement & Representation

Recovery & Resiliency: health and digital equity



# 2020 Census Efforts

- Goal: Ensure a complete and accurate 2020 Census count for NC.
- Major Strategies
  - Build Cross-Sector Partnerships: NC Census Task Force (nonprofits), convenings, and formal and informal partnerships with state, local, and federal agencies
  - Provide Resources to Trusted Messengers: regranting in priority counties, building relationships and capacity with organizations and individuals who are accountable to priority communities
  - Provide Accurate and Updated Information: curating and creating resources for communicating the importance of the decennial census in priority communities, information and news hub for stakeholders

## Challenges

# Counting Hard-to-Count Communities



Languages



Money



Outreach



People





## **BE ABLE TO PIVOT**

NC Counts Coalition and each of the 66 organizations we funded had to adapt their plans because of the challenges we encountered. As Megan Shepard from Church World Services Greensboro said, “Though our initial plans looked very different than what actually happened, we are pleased with the process and outcomes of the project. This experience highlighted the strength of our leader base and forced us to think creatively about how we engage with partners, the community, and beneficiaries.”



## **STORYTELLING IS KEY**

Grant recipients reiterated the need to connect with people and engage them on the importance of completing the census and listening to communities who hadn’t filled out the census in the past. Darlene Leysath of the Cornerstone Community Development Corporation noted, “Many people got a chance to share powerful and engaging stories about why they never completed the census and some were thankful that we were able to help especially seniors, young people, disabled vets, and Latinos.”



## **FACILITATE CLEAR AND TRUSTED COMMUNICATION**

Liana Adrong of the Montagnard Dega Association noted that members of her community functioned as interpreters, translators, and speakers for others and were able to simplify and summarize information about the census for their community. “Creating a message that’s easy to read and to understand had a big impact on the outcome of census outreach,” she said.



## **PREPARE FOR GET OUT THE COUNT (GOTC) EARLY**

GOTC preparation should start no later than three years prior to the decennial census operation year. Staff and organizational partners need time to understand how the operation works and to begin addressing policy and funding challenges that could prevent a complete and accurate count.



## **FUND EARLY**

We received the majority of our funding in 2020, months before and during the actual census operation. Earlier funding would have allowed us to have a larger team to cover the state, build a stronger infrastructure, and to be more intentional on how we spent outreach funds.



## **365 DAYS A YEAR**

Census education and engagement should be year-round, 365 days a year. One of the greatest challenges we ran into during community engagement, along with our partners, was explaining why it is important to be counted in the census. Even though the decennial census is only every 10 years, we must treat it like voting and find ways to continuously connect the count to resources for our communities and “people power” so that it becomes a regular part of our civic engagement and community vocabulary.

- Capacity-Building
  - Developing and sharing tools to use ACS data
    - Example: [NCCounts.org/VoterDataMappingTool](https://NCCounts.org/VoterDataMappingTool)
  - Group training and one-on-one support for member organizations
- Promoting Improvements
  - Full funding: [example of testimony](#)
  - Effective questions: [presentation to Race and Ethnicity study group example](#)
  - Counting people in community: [Federal Register Notice example](#)
- Monitoring and Education
  - Sharing data release information and analysis
  - Developing tools to educate communities on American Community Survey and other Census Bureau data
  - Share practical applications of census data



¿Sabía que el Censo es ordenado por la Constitución de Estados Unidos? Cada 10 años, todas las personas... See More



## Convening and Connecting Organizations

- Roundtable Meetings
- “Subcommittee” Work
- Strategic planning among stakeholders

## Education and Training

- Develop and Publish Calendar of Events
- Redistricting Convening Summit
- Workshops on request

## Mobilizing

- “Get Out the Comment” Campaign
- Mobilize Support as Needed, and for Emergency Sessions

## Resource Facilitator

- NC Counts Toolkit
- Identify Gaps in the Field
- Identify and uplift mapping tools

## Benefits:

- Exclusive funding opportunities open to official members
- Information, training, resources and technical assistance
- Quarterly meetings and transportation support for annual convening
- Recognition on website and promotional materials

## Members agree to:

- Two meetings or activities per year (minimum)
- Uphold the organization's [values](#)
- Remain nonpartisan in NC Counts spaces
- Accurately represent the Coalition (as possible)
- Refrain from making official statements or using the logo without permission



# Tips for New CICs

- Build and sustain relationships
  - Lean on SDC, DDS, and other CICs
  - Consistent communication
  - Create a sense of belonging
- Start with what you have
  - Existing relationships—how can you help?
  - “Unrelated” projects
  - Can you make it catchier?
- Ask for and respond to feedback
  - Not every tool, communication, activity will catch on
  - Look at who is missing

**DON'T COUNT US OUT**  
*Creating Pathways to Recovery, Resiliency, and Transformation*

**NC COUNTS COALITION 2023 STATEWIDE CONVENING**



# Thank you!

Angeline Echeverría  
Pronouns: she, they, ella, elle  
Director of Partnership  
[Angeline@NCCounts.org](mailto:Angeline@NCCounts.org)  
M: 919-480-8723

NC Counts Coalition  
[www.nccounts.org](http://www.nccounts.org)  
@NCCounts



Partnership form English:  
<https://bit.ly/NCCountsMember>

Hoja de membresía en español:  
<https://bit.ly/MiembroNCCounts>

List of current members:  
<https://nccounts.org/about-us#Member%20Organizations>





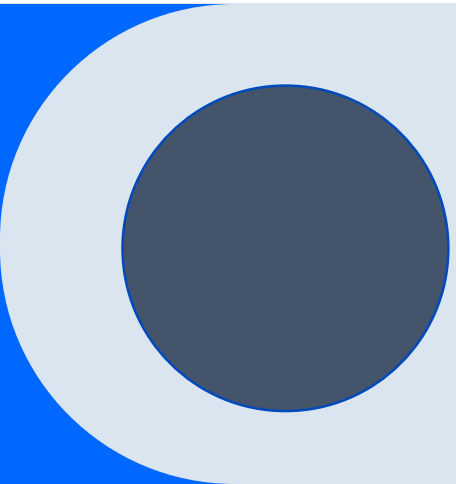
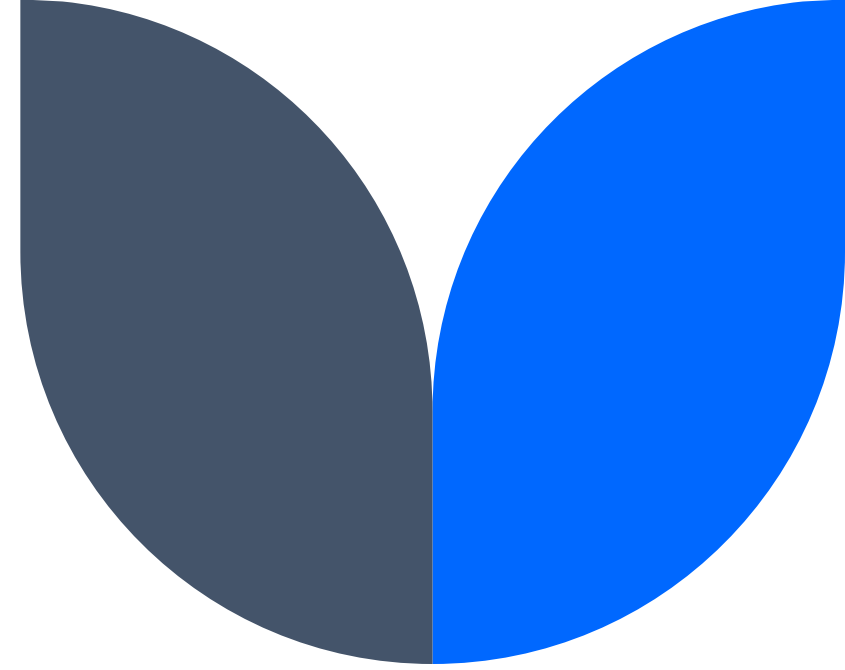
# Monica Cruz

State Data Center Lead

Texas Demographic Center

SDC Member


[Monica.Cruz@utsa.edu](mailto:Monica.Cruz@utsa.edu)



# Outreach Strategies

- ❖ Email list of data users (including media list)
- ❖ Collaborate with CB staff to host webinars throughout the year (include registration question to add to email list– list builds up!)
- ❖ Presence at statewide affiliate conferences (Texas Municipal League)
- ❖ Outreach to legislators prior to the session


# Host a Webinar Series



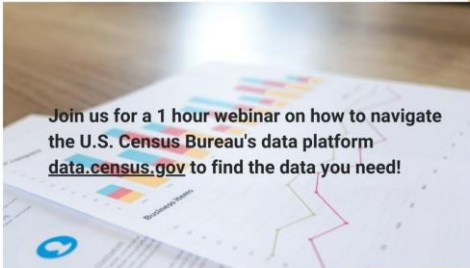
**U.S. ECONOMIC CENSUS AND CENSUS BUSINESS BUILDER WEBINAR**

Monday, November 15 | 10-11:30 AM  
Online Webinar  
[Click HERE to Register](#)

Come learn about this economic data survey and tool to help start or grow a business in your area!



**FREE WEBINAR**




Join us for a 1 hour webinar on how to navigate the U.S. Census Bureau's data platform [data.census.gov](https://data.census.gov) to find the data you need!

Wednesday, April 20th  
1-2 PM (CST)



**Learning from the 2020 Census and Looking Ahead at 2030**  
**Date: Tuesday, October 25, 2022**  
**Time: 10-11 AM (CST)**  
To attend, click link below:  
[\*\*Register\*\*](#)





**Join our webinar on Population Estimates**

Tuesday, November 7, 2023  
10:00 AM - 11:00 AM (CST)

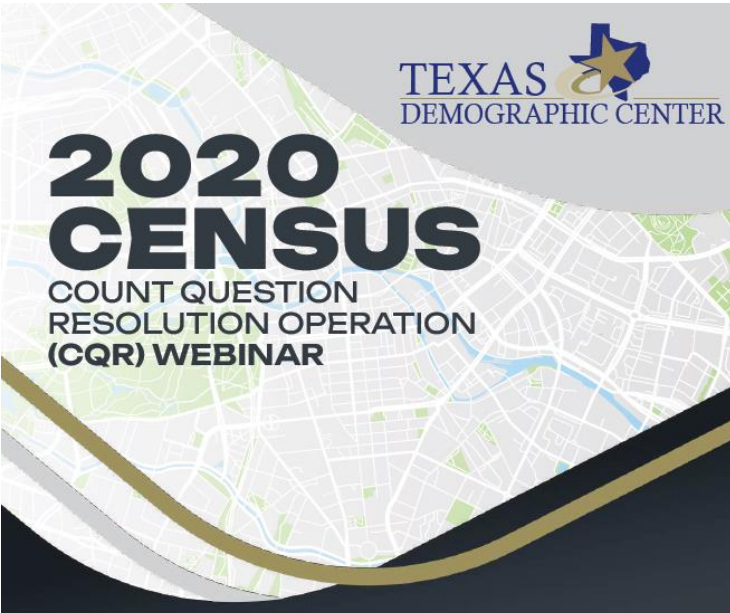
The webinar will provide an overview of our population estimates methodology and process and seek user and stakeholder feedback.

[Register Here](#)

Free and Open to the Public



**2020 CENSUS**  
COUNT QUESTION  
RESOLUTION OPERATION  
(CQR) WEBINAR



# Begin a Social Media presence



@TexasDemography



Texas Demographic Center



texasdemographiccenter



Texas Demographic Center

Texas Demographic Center @TexasDemography · 20h  
 Texas has made its mark in the U.S. top 10, with four cities with the largest numerical growth and another four achieving the fastest growth rates!  
 #CensusData #PopulationEstimates #PopulationGrowth #Texas

**Fastest-Growing Cities in Texas From July 2021 to July 2022**

City/Town	Growth Rate
Georgetown	14.4
Pyle	10.9
Leander	10.9
Little Elm	8.0
Conroe	6.3
New Braunfels	5.7
Temple	4.5
Allen	4.2
Prisco	4.0
Burleson	3.7

City/Town	Population Change
Fort Worth	10,170
San Antonio	10,089
Houston	11,233
Georgetown	10,887
Dallas	8,533
Prisco	8,509
Leander	7,282
Conroe	5,987
New Braunfels	5,675
Pyle	5,632

Texas Demographic Center  
 May 15 at 12:59 PM · 🌐

We can see the changing demographics between foreign born and native born within the AAPI community. Data from the 2021 5-year ACS Public Use Microdata Sample suggests that 68% of the AAPI population was born outside of the U.S., compared to 17% among all Texas. However, more AAPIs were born in the U.S. among the younger generations. #AAPIHeritageMonth

**ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH**

Estimated AAPI Population in Texas by Nativity and Age Group

Age Group	Foreign-Born	Native-Born
65+	127,803	7,839
36-64	516,539	58,782
25-35	254,864	71,923
19-24	54,969	94,417
0-18	81,436	273,862

texasdemographiccenter

**HAPPY TEACHER APPRECIATION WEEK 2023**

The Ratio of School Age Population to the Number of Teachers Employed in Texas has Declined

Year	School-Age Population/Children	Teachers in Texas	SchoolAge Pop/Teacher Ratio
2012	~6,000,000	~17.4	~17.4
2013	~6,000,000	~17.4	~17.4
2014	~6,000,000	~17.4	~17.4
2015	~6,000,000	~17.4	~17.4
2016	~6,000,000	~17.4	~17.4
2017	~6,000,000	~17.4	~17.4
2018	~6,000,000	~17.4	~17.4
2019	~6,000,000	~17.4	~17.4
2020	~6,000,000	~17.4	~17.4

Source: U.S. Census Bureau, Population Division  
 Sources: TEA PEMS and ECOS

Texas Demographic Center  
 155 followers  
 1mo · 🌐

In 2022, Texas's population surpassed 30 million (30,029,572) and ranks second in the country behind California. Learn more about the population growth in Texas in our latest infographic. <https://bit.ly/3zIJPVs>

**In the Wake of the Pandemic, Texas Population Growth Ranks High in the U.S.**

Infographic

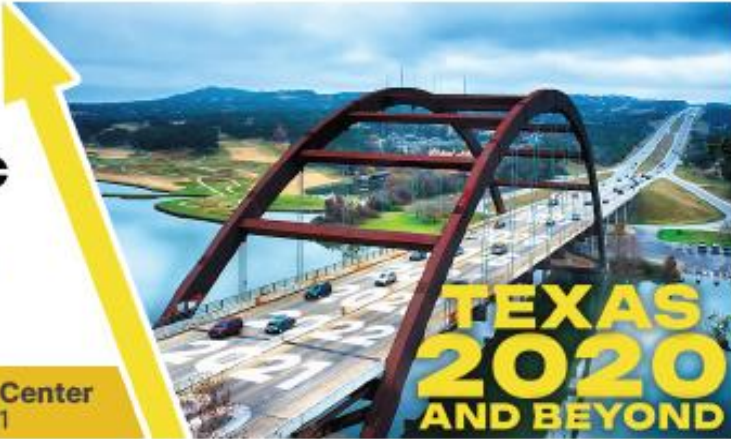
# Host an Annual Conference

2023

## Texas Demographic Conference

MAY 23 & 24

Robert E. Johnson Conference Center  
1501 Congress Ave., Austin, TX 78701



### KEYNOTE SPEAKERS



**Robert Santos**  
Census Bureau Director



**Dr. Lloyd Potter**  
State Demographer



# Expand your network/visibility

## Collaborate with universities

- Develop an internship or experiential learning opportunity for students
- Collaborate with data science programs to engage students

## Communication

- Create an email list with help from partners or affiliates
- Ask affiliates to promote your events on their newsletters
- Utilize state directories to expand outreach
- Begin a monthly or quarterly newsletter
- Partner with CB staff to host webinars



# Thank you for joining us!

Mallory Bateman (SDC), [Mallory.Bateman@utah.edu](mailto:Mallory.Bateman@utah.edu)

Doug White (CIC), [Douglas.White@lsus.edu](mailto:Douglas.White@lsus.edu)

Melanie Poulter (CIC), [mpoulter@tauw.org](mailto:mpoulter@tauw.org)

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