



Statewide Census 2020 Gathering

Monday, August 26, 2019

8:30 to 5:00 pm

Isleta Resort and Casino

1000 Broadway SE, Albuquerque NM 87105

AGENDA

New Mexico Counts! Networking, sharing and engaging for a complete census count

Join New Mexico Counts 2020 for a gathering of stakeholders who are all working to ensure a complete and fair count in the 2020 census. The gathering will bring together local leaders in hard-to-count areas, government agencies, nonprofit organizations, and philanthropic partners.

Attendees will learn about state and federal efforts, as well as available mapping, demographic data and messaging resources. Experts will be on-hand to discuss anticipated complete count challenges and promising strategies and solutions. Attendees will also have the opportunity to form partnerships, identify and access necessary tools and resources, and begin constructing effective outreach strategies specific to their communities.

8:30

Registration Open

- Coffee and Networking
- Exhibit Resource Tables
- NM Counts 2020 resource packet

9:00

Welcome & Overview

Invocation: Governor Max Zuni, Pueblo of Isleta

Opening Remarks: Representative Debra Anne Haaland, U. S. Congress

Introductions and Overview: NM Counts 2020

- Randy Royster, President and CEO, Albuquerque Community Foundation, Co-chair NM Counts 2020

9:30

Opening Plenary Panel: *This session will focus on state and federal efforts in overcoming barriers to a complete and accurate Census 2020 in New Mexico.*

Moderator: Allan Oliver, Executive Director, Thornburg Foundation, Co-chair NM Counts 2020

Panelists:

- Cathy L. Lacy, Regional Director, U.S. Census Bureau
- Olivia Padilla-Jackson, Cabinet Secretary, New Mexico Department of Finance and Administration, Chair of the New Mexico Complete Count Commission State's plan
- Lynn Trujillo, Cabinet Secretary, New Mexico Department of Indian Affairs
- Robert Rhatigan, Associate Director, Geospatial and Population Studies, University of New Mexico

10:15 **Messaging Research Findings and Media Strategies:** *This session will focus on messaging research and strategies to effectively reach hard-to-count communities.*

Moderator: Nelsy Dominguez, Program Director, Con Alma Health Foundation, Chair NM Counts Grantmaking Committee

Presenters:

- Gabriel R. Sanchez, Ph.D. Professor, Department of Political Science, Executive Director, UNM Center for Social Policy
- Jose Viramontes, Chief Executive Officer, MediaDesk
- Isaac J. De Luna Navarro, Communications Director, Center for Civic Policy
- Native American Voter Alliance (NAVA)

11:00 **Statewide Complete Count Committee (CCC) Convening Groups:** *This session will focus on the strategies and efforts of two statewide and one local CCC*

Moderator: Alvin Warren, Program Officer, W.K. Kellogg Foundation

Panelists:

- Oriana Sandoval, Chief Executive Officer, Center for Civic Policy - Nonprofit CCC
- Laurie Weahkee, Executive Director, Native American Voter Alliance (NAVA) - Native CCC
- Bernalillo County/City of Albuquerque CCC

11:45 – 12:30 **Lunch & Keynote Speaker**

12:45 – 2:00 **Breakout Session One: Tools, Strategies and Resources for Attendees**

- Mapping and Data Tools - Identifying and reaching Hard-to Count Communities
- Messaging Tools – Identifying Trusted Media and Effective Messaging
- Activating and Maximizing Community-Specific Complete Count Committees: Training, Best Practices & Certification
- Training for Nonprofits and Volunteers to Engage in Census
- **Indian Country Counts – A call to Action!** (Part 1)

Description: *What's at stake for Indian country in the 2020 Census? How will we overcome challenges and barriers to ensure an accurate count of Native Americans in NM? This workshop will explore the importance of an accurate count so that Native Americans receive our fair share of resources while protecting our political representation.*

2:15 – 3:30 **Breakout Session Two: Tools, Strategies and Resources for Attendees (Repeat or Part 2 of first session)**

- Mapping and Data Tools - Identifying and reaching Hard-to Count Communities
- Messaging Tools – Identifying Trusted Media and Effective Messaging
- Activating and Maximizing Community-Specific Complete Count Committees: Training, Best Practices & Certification
- Training for Nonprofits and Volunteers to Engage in Census
- Indian Country Counts – A Call to Action! (Part 2)

Description: *Bring your team and begin developing your plans to do an accurate census count. For those that are prepared and willing, this workshop will certify local Complete Count Committees. This will allow tribal CCC's the opportunity to access to statewide resources able to interface more clearly with the US Census Bureau.*

- 3:40 – 4:00** **Feedback, Summary and Call to Action:** *This session will conclude the day with remarks about lessons learned, opportunities for engagement and next steps.*
- 4:00 – 5:00** **Open Space Meetings:** *Optional time for groups to meet in a self-organized space to begin strategizing effective outreach strategies in their communities.*
- 5:00 pm** **Adjourn**

Thank you for attending!
NM Counts 2020 Collaborative