



Statewide Census 2020 Gathering

Monday, August 26, 2019

8:30 to 5:00 pm

Isleta Resort and Casino

11000 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

Introductions and Overview: NM Counts 2020

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

9:15

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:

- Isaac J. De Luna Navarro, Communications Director, Center for Civic Policy
- Gabriel R. Sanchez, Ph.D. Professor, Department of Political Science, Executive Director, UNM Center for Social Policy
- Jose Viramontes, Chief Executive Officer, MediaDesk
- Laurie Weahkee, Executive Director, 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
- Winter L. Torres, Deputy City Attorney for Policy, City of Albuquerque – Bernalillo County & City of Albuquerque CCC

11:45 – 12:30 **Lunch & Keynote Speaker: Congresswoman Debra Anne Haaland, U. S. Congress**

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

1 Training for Complete Count Committees, Nonprofits and Volunteers to Engage in the 2020 Census

Description: *This session will cover the fundamentals of readily available mapping tools civic engagement, and how civic engagement programs can be used for census outreach including the most effective way to determine where hard-to-count residents reside in their communities, structuring outreach campaigns based on those findings, and thereby best utilizing limited resources in the 2020 Census.*

2 Crafting your Get Out the Count Message for your Community!

Description: *Who are the right messengers to reach our hard to count communities? What is the right message to convey the critical importance of the census? What are each hard-to-count communities preferred means of filling out the census? This session will help you take the valuable information from the poll and turn it into an effective communication strategy for your community.*

Presenters:

- Jose Viramontes, Chief Executive Officer, MediaDesk
- Isaac J De Luna Navarro, Communications Director, Center for Civic Policy
- Gabriel Sanchez, PhD Professor, Department of Political Science, Executive Director UNM Center for Social Policy

3 Community-Specific Complete Count Committees: Training, Best Practices & Certification
Description: *The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census. This session will provide Complete Count Committee's essential training for certification by the U.S. Census Bureau Partnership Specialists.*
Presenter:
Veronica Arzate de Reyes, Partnership Specialist, U.S. Census Bureau, New Mexico

4 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)**

1 Training for Complete Count Committees, Nonprofits and Volunteers to Engage in the 2020 Census (Repeat)

2 Crafting your Get Out the Count Message for your Community! (Repeat)

3 Community-Specific Complete Count Committees: Training, Best Practices & Certification (Repeat)

4 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.*

- Allan Oliver, Executive Director, Thornburg Foundation

4:00 – 5:00 Open Space Meetings: *Optional time for groups to meet to begin strategizing effective outreach strategies within their communities.*

5:00 pm Adjourn

**Thank you for attending!
NM Counts 2020 Collaborative**