AGENDA

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

Join New Mexico Counts 2020 Collaborative for a gathering of census advocates who are 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 and Tribal organizations, and philanthropic partners including:

- Tribal Governments and census outreach partners
- NM Counts 2020 Grantees
- Center for Civic Policy C3 Table Partners
- Complete Count Committee Members and Community Partners
- Civic Engagement Groups

Attendees will learn about promising strategies, successful efforts and best practices from local census colleagues and advocates, along with messaging resources for anticipated get-out-the-count challenges. Attendees will also have the opportunity to form new partnerships, identify and share tools and resources to begin preparing effective outreach strategies as the 2020 U.S. Census begins on March 12, 2020.

8:30 am – 5:00 pm Registration and All Day events:
- NM Counts 2020 Collaborative Resource Tables
- One-on-One Consultation: “Ask a Census Expert” Resource Tables
- Census Resources & Sharing Space for all Attendees
- “Poll Everywhere” – Real time Attendee Engagement: Questions, Live Response, Instant Results

9:00 am Welcome & Overview

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

9:15 am Opening Plenary Panel: This session will focus on census outreach plans from the US Census Bureau, the NM Indian Affairs Department, the NM Public Education Department, the Statewide Complete Count Committee and the Center for Civic Policy as they work to
engage their civic partners for the census. **Moderator:** Allan Oliver, Executive Director, Thornburg Foundation, Co-chair NM Counts 2020

**Panelists:**
- Lynn Trujillo, Cabinet Secretary, New Mexico Department of Indian Affairs
- Robert Rhatigan, Interim Director, Geospatial and Population Studies, University of New Mexico
- Mercy Alarid Ed.D., Senior Partnership Specialist NM & UT, US Census Bureau
- Oriana Sandoval, CEO, Center for Civic Policy
- Katie Avery, Director of Strategic Outreach, NM Public Education Department

10:30 am **Working with Local Media to Promote a Complete Count:** A discussion and Q&A session with journalists and media experts about working with media in your community to educate and motivate census participation.

**Moderator:** Jose Viramontes, Chief Executive Officer, MediaDesk

11:45 am **Interactive Activity** led by Eli Cuna, Center for Civic Policy and Jaime Roanhorse, Roanhorse Consulting

12:00 – 12:45 pm **Lunch & Message from New Mexico’s Governor Michelle L. Lujan Grisham, Ane Romero, Deputy Legislative Director, Office of the Governor** (Invited)

12:45 – 1:45 pm **KUNM hosts: “Let’s Talk” with Complete Count Committee Representatives:** Q&A session with attendees on what community organizers and complete count committees are doing to reach hard-to-count communities in New Mexico.

**Moderator:** Ty Bannerman, KUNM
- Jamie Gloshay, Complete Count Commission, Chair of Tribal Subcommittee
  Member of the New Mexico Native Census Coalition
- Marcela Diaz, Statewide Complete Count Committee, Hard-to-Count Subcommittee Chair
- Dr. Nancy Lopez, Co-Chair UNM Complete Count Committee; Director, Institute for the Study of “Race” and Social Justice, University of New Mexico
- Cathryn McGill, Co-Chair, City of Albuquerque/Bernalillo County Complete Count Committee

1:45 – 3:15 pm **NM Counts 2020 hosts “Census Outreach World Café”:** Census outreach tactics, tools and resources to learn and share community engagement ideas

3:15 Break

3:30 – 4:30 pm **The Statewide Complete Count Commission Census Outreach Plan**
Olivia Padilla-Jackson, Cabinet Secretary, New Mexico Department of Finance and Administration, Chair of the New Mexico Complete Count Commission

*State Commission Chair will provide updates on staffing, the new weekly census newsletter, upcoming WebEx meetings and plans to use the $8 million appropriated by the legislature for census outreach.*

4:30 – 5:00 pm **Summary and Closing Comments,** Alvin H. Warren, Program Officer, W.K. Kellogg Foundation
NM Counts 2020 Collaborative Members:

[Logos of various organizations]