




DEMOCRACY FUNDERS COLLABORATIVE CENSUS SUBGROUP

Reflections on the 2020 Census National Hub Reports Project



Summary of reflections and feedback on the participatory design process and the perceived utility of the reports

Overview

To complement the national evaluation and support national hub organizations' learning, the Democracy Funders Collaborative Census Subgroup (Census Subgroup) and hubs expressed interest in documentation of each national hub organization's approach to their 2020 Census work. The Census Subgroup engaged ORS Impact in March 2020 to design and execute a participatory approach with the hub organizations that would culminate in detailed documentation of their work to help them identify and institutionalize lessons learned and accomplishments that could also help propel future civic engagement and census work.

The Census Subgroup budgeted \$100,000 to provide honorariums to hub organizations that participated in the project, providing larger stipend amounts to those that engaged more deeply in the design process as part of an advisory group (advisory group members received \$6,111.11 and organizations that participated in the project received \$4,090.91).

In this memo, we describe each phase of the scope of work and our corresponding reflections based on our experience, overall key takeaways on the process, and feedback we received from hub organizations on the utility of the report. The interview protocol, partner survey, and an example of the final designed hub report are included as appendices.

Phase 1: Discovery and Design

(July–September 2020)

Recognized national hub organizations as the main audience for hub reports. ORS Impact kicked off the project with a meeting with Census Subgroup staff to clarify the purpose and the audience for the reports. National hub organizations' interest and demand for a deeper, individualized documentation of their 2020 Census work was the genesis of this project. It was clear the main purpose of the hub reports was to support each organization's institutional documentation and learning. We based our approach to the project in equitable evaluation principles to help be responsive to the needs of this audience.¹

Held kick-off meetings with hub organizations. We scheduled two kick-off meetings to provide date and time options for hub organizations to learn about the project. ORS Impact introduced hubs to the project, provided space for organizations to ask questions, and invited organizations to participate in the advisory group. Due to the uncertainty of the data collection period and census operational plans, the kick-off was delayed from early August to September 2020.

ORS Reflections

As the strategy evolved, so did the makeup and the number of hub organizations. There was some confusion among ORS Impact, the Census Subgroup, and hub organizations themselves about what defines a “national hub organization” and which national organizations were eligible to participate in the project. Mistakenly, a few organizations were invited to the kick-off meeting that were not considered hubs based on the Census Subgroup's funding strategy. In the future, improved clarity and communication about which organizations are eligible to participate will help reduce confusion and ensure all stakeholders have a common understanding.

Convened advisory group to co-create the design, data collection tools, and report outline. To help make the reports relevant as possible, ORS Impact convened an advisory group of hub organizations to provide feedback on the areas of inquiry, data collection tools, and the report outline. We received strong interest in the advisory group: the initial plan was to have three to five organizations participate in the advisory group, and nine organizations ultimately volunteered: Asian Americans Advancing Justice, NALEO Educational Fund, National Coalition on Black Civic Participation, National Coalition for Literacy, National LGBTQ Task Force, Partnership for America's Children, ReadyNation, State Voices, and the Leadership Conference. Over Phase 1 and Phase 2, four 60-minute advisory group meetings were held virtually.

¹ Three principles ground the Equitable Evaluation Framework™: Equitable Evaluation Initiative. (2020). *Equitable evaluation framework: Principals and co-learning*. www.equitableeval.org/ee-framework

We learned that meetings were more useful as work sessions. Due to their busy schedules, advisory group members did not have the time or head space to review pre-reads or provide feedback prior to meetings. When we came prepared with draft documents (e.g., report template, interview protocol) for advisory group members to reflect upon, sessions were more productive. In addition, having more members required more coordination and preparation to schedule and facilitate advisory group meetings.

Provided Hubs the option to opt in or out of engaging in this project. In the end, 19 of 25 organizations² participated in the project: American Library Association, Arab American Institute Foundation, Asian Americans Advancing Justice, Color Of Change, Faith in Action, Faith in Public Life, NALEO Educational Fund, National Coalition for Literacy, National Coalition on Black Civic Participation, National Community Action Partnership, National Congress of American Indians, National LGBTQ Task Force, National Urban Indian Family Coalition, National Urban League, Native American Rights Fund, Partnership for America's Children, ReadyNation, State Voices, and The Arc of The United States.

Phase 2: Data Collection and Analysis

(November 2020–March 2021)

Developed an interview protocol and an affiliate/partner survey. The design included one interview with each hub organization, a survey of hub organizations' key affiliates/partners who worked on the census (with a set of consistent items for each hub organization and the option to insert up to three custom questions), the hub organization's most recent grant report, and certain items from a survey of hub organizations that was implemented as part of the national evaluation. (The interview and partner survey instruments are available as appendices). The advisory group provided feedback on the data collection instruments to ensure relevant language was used and that questions would result in useful data.

While our initial intention was to maintain relatively simple and short data collection tools (e.g., a five-question survey of partners), **the complexity and depth of work hub organizations engaged in required a more nuanced and comprehensive approach.** The advisory group successfully pushed for longer protocol and survey instruments than we initially planned for, which resulted in additional costs and hours required to synthesize the data but stronger and more comprehensive hub reports.

² Organizations that opted out include, American-Arab Anti-Discrimination Committee, Black Alliance for Justice Immigration, Fair Immigration Reform Movement, Formerly Incarcerated Convicted People and Families Movement, and the National Association for the Advancement of Colored People. ORS Impact did not develop a hub report for Leadership Conference because we engaged in a deeper evaluative effort that included broader questions and more data collection.

Conducted interviews with hub organization staff who were most engaged in census efforts. Initially, we planned to repurpose interviews conducted for the national evaluation for hub organization reports. However, there were some gaps between the areas of inquiry defined by the advisory group and the evaluation questions for the national evaluation. Therefore, ORS Impact conducted one to two interviews with each hub organization for the national evaluation and for their hub report using two related but distinct interview protocols.

ORS Reflections

Scheduling was a challenge, given how focused hubs were on census advocacy and get out the vote efforts and because there were multiple data collection efforts underway (e.g., national evaluation interviews, policy advocacy case study interviews, and hub reports interviews). There was confusion among hub organizations about the different data collection efforts and the purpose of each. It was not uncommon for us to receive emails that said, *“What is this for again?”* even after we hosted kick-off calls and sent several emails explaining the project. We sought to be as flexible as possible by extending the interview data collection period and conducting interviews over a four-month period, December 2020 through March 2021.

Administered a partner survey for each hub organization that wanted/had capacity to participate. Each organization had the opportunity to have ORS administer a survey of their partners, which included up to three custom questions in addition to the questions designed and agreed upon by the advisory group. We administered partner surveys for 12 hub organizations: Arab American Institute Foundation, Asian Americans Advancing Justice | AAJC, Faith in Action, Faith in Public Life, NALEO Educational Fund, National Community Action Partnership, National Urban League, Native American Rights Fund, Partnership for America's Children, ReadyNation, State Voices, and The Arc of The United States.

ORS Reflections

Administering the partner survey required multiple touchpoints with each organization and lots of administrative effort. Attaining contact lists and custom survey questions were additional asks of hub organizations, and in some cases required several emails and calls. After making several attempts ourselves, we asked Census Subgroup Staff to reach out to organizations to help us get the attention of hub organization for both interview and survey data collection. In addition, several of our points of contact left their hub organization during this period, which required us to reintroduce the scope of the work and all the data collection efforts underway. In the future, streamlining communication with hub organizations and setting expectations around their roles in supporting data collection efforts will help save time and effort on all sides.

Phase 3: Analysis and Reporting

(April–May 2021)

Drafted reports for each hub organization and provided an opportunity to provide feedback. Interview data was systematically coded, and the partner survey was analyzed using descriptive statistics software for each draft report. Each report was then developed by building these data into a standard reporting template that was based on the report outline that we co-designed with the advisory group. All 19 reports follow a similar organization and flow, with some variation depending on available data and the strategies each organization engaged in.

To ensure accuracy and completeness and appropriate language use, we shared draft reports with each hub organization and asked them to review and provide feedback. All but three organizations provided feedback. Organizations shared appreciation for the opportunity to provide feedback via email. The average report length was 11 pages, not including page covers and section breaks. Organizations also received a copy of their partner survey tool and an Excel file with the resulting descriptive analysis.

ORS Reflections

The report development stage required balancing several tradeoffs. Following a report template that synthesized data at a high-level created efficiency, and at times created challenges by having to fit the unique work of each hub organization into a pre-determined outline. In addition, to maximize time and limit budget overages, we were not able to create custom data visualization of the quantitative data from the partner survey for each report. Lastly, building in multiple levels of internal and external review helped ensure quality and was also time consuming (in the future, it would help to protect more time for this part of the process).

Feedback from Hub Organizations

We asked each hub organization that participated in the project ($n = 19$) to complete a short survey ($n = 12$) on the utility of their report.

Feedback was overwhelmingly positive.

Of the 12 respondents, 100% found their report helpful (50%) or very helpful (50%). When asked what was most helpful, organizations shared that they appreciated they didn't have to write their own report and that the report was comprehensive and concise.

"Not having to write it ourselves! Seriously, this was a huge help to have in [sic] done externally." – Hub staff

"It provides a concise summary of the most important information about our process and outcomes." – Hub staff

"Comprehensive. Easy to read and follow. Nice length." – Hub staff

In addition, organizations particularly liked their partner survey.

"I like hearing directly from the external partners and the recommendations for the future, all of our reflections and work in one coherent place" – Hub staff

Hub organizations plan to use their reports in a variety of ways.

When asked how they plan to use their report, organizations responded in the following ways:

- All organizations (100%) plan to use it for **internal documentation for the 2030 Census and for internal reflection and learning.**

"This will be a valuable tool and key reference point for civic engagement teams as we move toward the 2030 Census." – Hub staff

- All but one organization (92%) plan to use the report in **communications with leadership and board members.**
- Three quarters (75%) plan to use it in **communications with funders.**
- Over half (58%) plan to use the report in **communications with partners.**

While less prevalent, critical feedback highlights opportunities to improve.

Seventy-three percent of respondents indicated they would want the same exact report for the 2030 Census, and 27% indicated they would want a similar report but different, signaling there are areas to improve. Written responses suggest several unique ideas and suggestions to consider for future efforts:

- The report for the 2030 Census should be designed earlier in the cycle, as outreach and campaigns may look different in the future.
- The report should include census materials and collateral, so the organization has all the information and learning in one place.
- One organization did not like the report structure with quotes from the narrative built within the narrative sections.
- Interview data collection tools should be built in real time, with census operations/data collection to ensure that the interviews capture everything appropriately.
- In the process of synthesizing data from interviews and surveys down into the high-level reporting structure, there was some loss of detail.
- An organization would have liked more time to provide feedback on their report *“to firm up the narrative and structure.”*
- Survey responses were helpful, but the organization is unsure how universally it applies to their network.
- The summary of strategies could have been captured with more detail; one organization was not sure how it differed from information already captured in their grant report.

Overall Key Takeaways on the Project

There was a mix of engagement among hub organizations, which indicated a need to start earlier. It was clear that some organizations were engaged throughout the project. For others, it was a big challenge to get their attention, which could be due to many reasons described in this section. Still, in the future it may be wise for the funders and the project team to plan and start earlier to confirm interest, buy-in, and commitment from hub organizations that want to participate.

Organizations were distracted—and for good reasons. Therefore, implementing data collection was a big challenge that extended work plans and strained budgets. It was an ambitious effort to implement robust data collection across multiple projects during a global pandemic, an unprecedented and contentious presidential election, and census operational drama, such as the efforts to change the deadline and the presidential memorandum to remove undocumented immigrants from apportionment. While all deserved and needed grace during this tumultuous period, we could have maintained momentum after the kick-off call to schedule interviews and collect contact lists for partner surveys. There was about two months between the kick-off call and the work of the advisory group to finalize data collection tools and approaches. We may have lost the attention of organizations during this planning phase.

The advisory group greatly informed the areas of inquiry, data collection tools, and reporting template. We shared the commitment required, including six to ten hours and up to four webinars. The roles of the group were as follows: (1) guide areas of inquiry and report design; (2) inform data collection surveys and interview questions; and (3) help plan the data collection process. On the flipside, sharing power with the advisory group in terms of defining areas of inquiry and data collection tools adds time and cost to the scope of work. Still, the buy-in and support that the advisory group provided ensured a successful project, as evidenced by the positive feedback received.

There were limitations in the data collected, given the broad scope of work of hub organizations. The main data sources for reports, as described prior, were one telephone interview, (if applicable) a partner survey, a grant report, and a few items from a survey of national hub organizations administered as part of the national evaluation. For some organizations, like those who worked on the 2020 Census for over three years, the data sources were simply not enough to capture the magnitude of their work. Additionally, in a few cases, staff who were responsible for 2020 Census efforts left, and the interview was held with someone less familiar with the day-to-day operations.

Overall, the team is proud to have engaged in such an important aspect of civic society. The work of these national hub organizations was critical to the fight for a fair and accurate count for the 2020 Census. Our hats go off to them in what was truly an unprecedented time in modern society and political discourse.



June 2021

Hub Organizations Interview Protocol

Introduction/Consent

Thank you for taking the time to speak with me today. As we mentioned in the email, we wanted to speak with you because of your role in the 2020 Census as a National Hub, funded by the Democracy Funders Collaborative's Census Subgroup.

We are speaking today as part of the Hub Report Project, we plan on using this interview data to develop a report for your organization that documents your GOTC efforts. The information we gather today will not be confidential.

To make sure we capture your comments accurately, do we have your permission to record the interview?

Hub Report/Organizational Strategy

Hub Report Questions

1. Were you involved in Census work in 2010? When did you start planning for the 2020 Census? What steps and activities did you take to lay the groundwork for the GOTC in 2020.
2. What was the most successful aspect of your census work? What campaigns, strategies, GOTC methods worked well and why? What was less successful or did not work well and why?
3. Can you describe how you interacted and engaged with your members/affiliates? How did they inform your census strategies and understanding of how the census was being implemented on the ground? As a national organization what did you do to foster the ability of your members/affiliates to innovate and create culturally appropriate GOTC strategies on the ground?
4. What role did your organization play in census advocacy, if any? Please describe administrative advocacy, congressional advocacy and participation on advisory bodies.
5. As far as getting out the count and reaching historically under-counted populations, what lessons are you taking from this cycle that you and other stakeholders might use in the future for the census as well as engaging these communities in other issues?
6. What were the most significant challenges you faced in the 2020 Census? How did you pivot in response to these challenges and what factors enabled or supported your ability to pivot?

National Census Hub Partner/Affiliate Survey - Draft

Welcome!

Thank you for participating in this survey!

The survey should take ~10-15 minutes to complete. You can complete it in multiple sessions using the same device, but you must click on the "Next" or "Prev" buttons at the bottom of each page to save your answers.

Please complete the survey by no later than [Deadline].

Your responses to this survey will be kept confidential. The ORS Impact/Barsoum Policy Consulting team will only share de-identified survey data with [GOTC Organization Name], although it may be possible for them to identify your organization based on your responses. Participation in the survey is optional, and you are free to skip any questions and only provide information you feel comfortable sharing. We also encourage you to respond candidly to as many questions as possible, as your input will help [GOTC Organization Name] learn and improve their work going forward.

Please reach out to Kendra Winchester at ORS Impact if you have any questions or issues while taking the survey: kwinchester@orsimpact.com.

National Census Hub Partner/Affiliate Survey - Draft

About Your Organization

1. Please select **up to three focus areas** that best describe the primary work of your organization:

- | | |
|---|--|
| <input type="checkbox"/> Advocacy | <input type="checkbox"/> Faith based |
| <input type="checkbox"/> Arts and culture | <input type="checkbox"/> Good governance |
| <input type="checkbox"/> Census | <input type="checkbox"/> Grassroots organizing/base building |
| <input type="checkbox"/> Children /child advocacy | <input type="checkbox"/> Health/Health care rights |
| <input type="checkbox"/> Civic engagement | <input type="checkbox"/> Immigration/Immigrant rights |
| <input type="checkbox"/> Civil rights | <input type="checkbox"/> Indigenous rights |
| <input type="checkbox"/> Criminal justice | <input type="checkbox"/> LGBTQ+ rights |
| <input type="checkbox"/> Direct services | <input type="checkbox"/> Youth justice and development |
| <input type="checkbox"/> Economic justice | <input type="checkbox"/> Disability Rights |
| <input type="checkbox"/> Education equity | <input type="checkbox"/> Racial justice |
| <input type="checkbox"/> Environmental justice | <input type="checkbox"/> Multi-Issue |
| <input type="checkbox"/> Other (please specify) | |

2. Please identify which of the historically undercounted populations your organization primarily sought to reach in the 2020 Census: (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Arab American, Middle Eastern, and/or North African | <input type="checkbox"/> Native Hawaiians and Pacific Islanders |
| <input type="checkbox"/> Asian Americans | <input type="checkbox"/> People experiencing homelessness |
| <input type="checkbox"/> Black/African American/Black Immigrant | <input type="checkbox"/> People with disabilities |
| <input type="checkbox"/> Children ages 0-5 | <input type="checkbox"/> People with limited English proficiency |
| <input type="checkbox"/> Children ages 6-17 | <input type="checkbox"/> People with low literacy/numeracy or limited educational attainment |
| <input type="checkbox"/> Immigrants and refugees | <input type="checkbox"/> Renters and highly mobile populations |
| <input type="checkbox"/> Latino/Latina/Latinx | <input type="checkbox"/> Seniors/Older adults |
| <input type="checkbox"/> LGBTQ+ people | <input type="checkbox"/> Veterans |
| <input type="checkbox"/> Low-Income | <input type="checkbox"/> Young adults |
| <input type="checkbox"/> Native American and Tribal Communities | <input type="checkbox"/> Rural communities |
| <input type="checkbox"/> Other (please specify) | |

3. Please select the state(s)/territories in which your organization conducted 2020 Census work: (Select all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> National | <input type="checkbox"/> Kansas | <input type="checkbox"/> Northern Mariana Islands |
| <input type="checkbox"/> Alabama | <input type="checkbox"/> Kentucky | <input type="checkbox"/> Ohio |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> Louisiana | <input type="checkbox"/> Oklahoma |
| <input type="checkbox"/> American Samoa | <input type="checkbox"/> Maine | <input type="checkbox"/> Oregon |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Maryland | <input type="checkbox"/> Pennsylvania |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> Puerto Rico |
| <input type="checkbox"/> California | <input type="checkbox"/> Michigan | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Minnesota | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Mississippi | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Missouri | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Montana | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Nebraska | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Nevada | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Guam | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> Virgin Islands |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> New Jersey | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Illinois | <input type="checkbox"/> New York | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Iowa | <input type="checkbox"/> North Dakota | <input type="checkbox"/> Wyoming |

4. How did your organization staff your census work? Please enter the number of staff, consultants, and/or volunteers who worked full time (32-40+ hours/week) or part time (<32 hours/week) on the census.

Number of full-time staff:

Number of part-time staff:

Number of full-time consultants:

Number of part-time consultants:

Number of full-time volunteers:

Number of part-time volunteers:

National Census Hub Partner/Affiliate Survey - Draft

Prior and Future Census Experience

5. Please describe your organization's prior experience with the census: (Choose one)

- The census is a core issue to our organization, and we work on it on an on-going basis
- The census is important to our organization and we work on it every 10-year cycle
- This is the first time we have worked on the census

6. What census or civic engagement issues does your organization plan to continue to work on going forward, if any? (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Addressing and shaping the disclosure avoidance program (also known as differential privacy protection) | <input type="checkbox"/> State advocacy for the 2030 Census |
| <input type="checkbox"/> Advocating for changes in census questions, such as on race and ethnicity for the next census | <input type="checkbox"/> Citizenship promotion |
| <input type="checkbox"/> Allocation of funding for use of census data | <input type="checkbox"/> Get Out The Vote |
| <input type="checkbox"/> GOTC for the 2030 Census | <input type="checkbox"/> Redistricting |
| <input type="checkbox"/> Helping the Census Bureau improve outreach efforts | <input type="checkbox"/> Voter registration |
| <input type="checkbox"/> Mitigating 2020 Census Data Quality issues in support of state redistricting efforts | <input type="checkbox"/> Voter education and engagement |
| <input type="checkbox"/> Mitigating 2020 Census Data Quality issues in support of federal funding efforts | <input type="checkbox"/> Voter Protection / Election Administration Reform |
| <input type="checkbox"/> Other census surveys, such as the COVID Household Pulse Survey or American Community Survey | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Preparing and advocating for the 2030 Census | |
| <input type="checkbox"/> Other (please specify) | |

7. To what extent did you work with each of the following national organizations on the census?

	We did not work with this organization	We worked with this organization occasionally (sharing info, materials, some coordination)	We worked with this organization regularly (close collaboration and shared strategy development)
American Library Association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American-Arab Anti-Discrimination Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arab American Institute Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian Americans Advancing Justice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black Alliance for Just Immigration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color of Change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Action Partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair Immigration Reform Movement (FIRM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faith in Action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faith in Public Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formerly Incarcerated Convicted People and Families Movement (FICPFM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership Conference Education Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Association for the Advancement of Colored People (NAACP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NALEO Education Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Coalition for Black Civic Participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Coalition for Literacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Congress of American Indians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National LGBTQ Task Force	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Urban Indian Family Coalition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Urban League	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native American Rights Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnership for America's Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ReadyNation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Voices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Arc of the United States	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Did your census work catalyze/or will it catalyze any new collaborations around other issue-specific advocacy efforts beyond the 2020 Census?

No

Yes (please describe)

National Census Hub Partner/Affiliate Survey - Draft

Get Out The Count Strategies

9. To what extent did you plan for each of the following activities to be part of your GOTC strategy **before the COVID-19 pandemic?**

	Not at all	A little	To some extent	To a great extent
Direct assistance (e.g., Assistance Centers, Questionnaire Assistance Kiosks, hotlines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coalition building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community/Stakeholder education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital and social media outreach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door-to-door canvassing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earned media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Material/resource sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train-the-trainer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working through direct service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

10. To what extent were the following activities part of your GOTC strategy **in order to continue work through the COVID-19 pandemic?**

	Not at all	A little	To some extent	To a great extent
Direct assistance (e.g., Assistance Centers, Questionnaire Assistance Kiosks, hotlines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coalition building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community/Stakeholder education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital and social media outreach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door-to-door canvassing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earned media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Material/resource sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train-the-trainer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working through direct service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. Did you participate in any of these days/weeks/months for action? (Check all that apply)

- April Census Day of Action
- May 1 Digital Day of Action
- June 17 Our Power, Our Census Day of Action
- July 25 "Pre-Non Response Follow Up/True for You" Day of Action
- September Service Based Enumeration (SBE)/Targeted Non-Sheltered Outdoor Locations (TNSOL) Day of Action
- Days/Weeks of action tied to specific holidays (e.g., Easter, Mother's Day, Babies Day)
- State or local Census days of action
- Census Bureau days of action
- We did not participate in any of these days of action
- Days/Weeks/Months of action tied to specific groups/populations (e.g., Latino/a/x, AAPI, Black Arab Americans, LGBTQ+, people with disabilities, students). Please indicate the day/week/month of action.

National Census Hub Partner/Affiliate Survey - Draft

Resources, Support, and Capacity Building

12. How valuable were the following types of resources for informing your GOTC work?

	Not valuable at all	Somewhat valuable	Valuable	Didn't know it existed
Census websites (hosted by national organizations including the Census Counts website and State Census Campaign websites, Count Us In 2020)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toolkits/collateral materials (e.g., Census Counts Get Out the Count Toolkit and other national organization's census toolkits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research and fact sheets on census issues such as undercount and how census influences federal funding (e.g. Urban Institute, William O'Hare)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Translated materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swag (e.g., posters, palm cards, flyers, t-shirts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census Counts Help Desk and Chat Bot (Text Census Questions to 442020)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census hotlines (run by NALEO, AAJC, Arab American Institute, Lawyers Committee for Civil Rights Under Law)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resources and training on inoculation strategies and combating disinformation (e.g., Reporting disinformation e.g., Junkipedia, Color of Change tool for reporting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training and technical assistance on census operations and GOTC (e.g., Census Operations Webinar Series, Self-Response Analysis Webinars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coordinating bodies and tables (e.g., State Counts Action Network, coalitions, Complete Count Committees, guidance on how to form, join, and advocate to coordinating bodies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications and messaging (e.g., research and guidance from national organizations and Census Counts Campaign)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media tools developed or provided by national organizations (e.g., guidance sheets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (e.g., videos, technical assistance/coaching/training on digital and social media outreach strategies, Census U)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook ad credits and ads certification for non-political advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messaging (e.g., training, support and campaigns)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wifi hotspots to facilitate online completion of the Census	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CUNY Mapping Service 2020 Census Hard to Count Map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Databases (e.g., State Voices VAN and Tools for All Program, Census Hard to Count Score for Data Targeting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please identify the most helpful resource you used to support your GOTC work:

14. What information, resources, or support (besides funding) **would have assisted your census GOTC work** that you either could not find or didn't receive? (Select all that apply)

- Information about census current events and news
- Coordination between partners and/or coalition or campaign members
- Materials and messaging that align with community needs
- Translated materials
- Comprehensive training, education, and onboarding about census operations
- Transparent and organized action plans
- Useful and searchable website of materials and resources
- Ongoing updates on census related litigation and advocacy
- Other (please specify)

15. Did your census work allow you to use **existing** skills/expertise or build **new** skills/expertise in the following areas?

	Used existing skills/expertise	Built new skills/expertise	Did not leverage or build in this area
Advocating and working with the Census Bureau to ensure a fair and accurate Census (e.g., census operations, data quality)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating and working with a state or local government to ensure a fair and accurate Census (e.g., outreach plans, funding, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocating to Congress for a fair and accurate Census (e.g., advocacy for budget allocations, census operations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaborating with a diverse group of actors (e.g., other national organizations, advocates, base building organizations, leaders, foundations, government leaders and/or agencies, companies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications expertise (e.g., message development, message testing, content development, earned media strategies, and dissemination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competence in making information appropriate accessible to PWD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural competence (e.g., understanding and engaging target populations using culturally appropriate methods, language, and materials)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data management and analysis (e.g., response rate analysis, survey data)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing and implementing a paid media strategy (e.g., paid digital ads, paid radio ads, print)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing and implementing digital communications strategies and using new technology tools (e.g., social media, webinars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing and implementing phone banking campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing and implementing text messaging campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing virtual events and activities (e.g., meetings/convenings, town halls, bus tours, convenings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobilizing and engaging our network of members/partners on the Census	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in litigation process (e.g., the citizenship question, census timeline, exclusion of undocumented immigrants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategies to address disinformation/misinformation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subject matter expertise on the Census (e.g., knowledge about the census, its operations, phases of implementation, data quality, data confidentiality)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with the business community to ensure a fair and accurate Census	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

National Census Hub Partner/Affiliate Survey - Draft

Challenges

16. Please select the **top five GOTC challenges** your organization faced:

- | | |
|---|--|
| <input type="checkbox"/> Changes to the Census operations timeline | <input type="checkbox"/> Lack of/limited access to wifi/internet |
| <input type="checkbox"/> Concerns about the confidentiality of the Census | <input type="checkbox"/> Lack of materials to distribute |
| <input type="checkbox"/> COVID-19 pandemic | <input type="checkbox"/> People you were reaching out to did not understand the importance of the census for their community |
| <input type="checkbox"/> Developing culturally appropriate materials for members/partners | <input type="checkbox"/> Politicization of the Census / political rhetoric |
| <input type="checkbox"/> Disinformation and misinformation | <input type="checkbox"/> Securing public/state funding for your GOTC work |
| <input type="checkbox"/> Fear that government would use the Census to harm immigrants | <input type="checkbox"/> Social uprisings over police brutality and racial injustice |
| <input type="checkbox"/> Fear that landlords would use the Census to harm tenants | <input type="checkbox"/> The Census Bureau announcing it would shorten the Census and how that would contribute to an inaccurate 2020 Census |
| <input type="checkbox"/> Lack of consistent messaging and support from the Census Bureau | <input type="checkbox"/> Uncertainty about a citizenship question being on the Census |
| <input type="checkbox"/> Lack of information about how you should do census outreach | |
| <input type="checkbox"/> Other (please specify) | |



Summary Report

Organization Name



This report was developed by ORS Impact as part of a larger evaluation effort commissioned by the Democracy Funders Collaborative Census Subgroup. Data was collected between December 2020 and February 2021. We extend our deepest gratitude to the Organization and their partners who contributed their time to share their experiences for this report.



Overview of the Report

This report summarizes the Organization's 2020 Census work as part of their specific census campaign, with the goal of helping institutionalize key activities to build a foundation of knowledge for future civic engagement efforts, including the 2030 Census.

In this summary, we describe the following:

- **Laying the groundwork for 2020 Census efforts**
- **Key outreach and policy advocacy strategies**
- **Engagement with partners around the census**
- **Key takeaways and future plans**

This report includes data from the following sources: an in-depth interview with [Name], who led the Organization's census work; reviews of 2020 grant reports; and two surveys, one completed by the Organization and one completed by a subset of their state and local census partners.

Context Setting

It is important to acknowledge that the 2020 Census and those supporting its implementation faced a series of unprecedented and compounding challenges. Prior to 2020, this census was dealing with congressional budget shortfalls and lack of oversight; the rollout of online data collection; a federal administration that threatened to add a citizenship question to the census and stoked xenophobic, anti-immigrant sentiment and policies; growing distrust of government, especially among communities of color; difficulties hiring enumerators; and more. Just before data collection began, the COVID-19 pandemic reached the United States. Once active data collection was underway, census outreach and advocacy efforts were impacted by racial justice uprisings, wildfires and hurricanes, an Executive Order seeking to exclude undocumented immigrants from apportionment calculations, and numerous court cases impacting the data collection period. All of this also happened during the lead up to one of the most highly contentious presidential elections in US history. This summary takes into account that the Organization had to respond to these challenges in order to maintain their focus on ensuring a fair and complete count.



Groundwork for 2020 Census Efforts

Overview of the organization, a high-level overview of their prior census involvement, and a summary of efforts made in years leading up to the 2020 Census to help support their work (including efforts to advocate for policies and rules that would support a fair and complete count/against those that could harm a fair and complete count).

Key Strategies

Outreach Strategies

Strategy 1

- **Headline of activities.** Description of activities.

Strategy 2

- **Headline of activities.** Description of activities.

Strategy 3

- **Headline of activities.** Description of activities.

BIGGEST CHALLENGES TO CENSUS OUTREACH EFFORTS:

- Challenge 1
- Challenge 2
- Challenge 3
- Challenge 4
- COVID-19 pandemic, specifically:
 - COVID-related challenge 1
 - COVID-related challenge 2
 - COVID-related challenge 3
 - COVID-related challenge 4
 - COVID-related challenge 5



Policy Advocacy Strategies

Overview/intro to policy and administrative advocacy strategies.

Strategy 1

- **Headline of activities.** Description of activities.

Strategy 2

- **Headline of activities.** Description of activities.

Strategy 3

- **Headline of activities.** Description of activities.

“Quote text.”
– Organization Staff



Engaging with Partners Around the Census

High-level overview of the Organization's partners that they engaged as part of their census outreach and/or policy advocacy strategies.

Learnings from Census Partner Survey

We surveyed a set of the Organization's census partners to better understand their experience. Survey questions were focused on how partners focused their census outreach, what resources were most valuable, how they utilized existing/built up new skills and expertise, the top challenges they faced, and whether they planned to continue working on civic engagement issues going forward. We received responses from XX of the XX partners who were invited to take the survey (XX%). Unless otherwise noted, findings in this section reflect data from the survey; findings may not necessarily reflect the experience of all organizations that partnered with the Organization on the census.

Overview of the Organization's Census Partners

- **Partner organizations work on a broad array of issue areas and focused their 2020 Census efforts on reaching a diverse set of historically undercounted populations across many states, as well as nationally.**
 - The most common issue areas were issue 1 (XX% of partners¹), issue 2 (XX%), issue 2 (XX%), issue 3 (XX%), issue 4 (XX%), and issue 5 (XX%).
 - Partners primarily sought to reach the following historically undercounted populations: population 1 (XX%), population 2 (XX%), population 3 (XX%), population 4 (XX%), population 5 (XX%).
 - The most common regions of focus were State 1 (XX%), State 2 (XX%), State 3 (XX%), State 4 (XX%), and State 5 (XX%).
 - Note: These categories were not mutually exclusive; partners could choose more than one option.

¹ Throughout the *Learnings from Census Partner Survey* section, percentages shown in parentheses indicate the percent of surveyed partners (N=XX) who provided that specific response on the survey. Percentages are calculated based on the number of respondents who completed the survey question, which may be less than the overall sample size (since not all respondents answered every question). Many questions allowed respondents to select multiple answer choices, so percentages do not always add up to 100%. In most cases, we report out only the top five most prevalent responses rather than sharing percentages for every answer choice offered for each question.

- **Percent of partners for whom 2020 was the first time they worked on the census.** Percent of partners who consider the census important to their organization and work on it every 10-year cycle (XX%), or work on it on an ongoing basis (XX%).
- **To staff their census work, most partners relied on a smaller staff workforce and larger volunteer base, while few utilized consultants.**

STAFFING MODEL		MEAN	MEDIAN	% THAT HAD AT LEAST 1
# of staff	Full time:	X	X	XX%
	Part time:	X	X	XX%
# of consultants	Full time:	X	X	XX%
	Part time:	X	X	XX%
# of volunteers	Full time:	X	X	XX%
	Part time:	X	X	XX%

Experience of Partners Engaging in Census Efforts

Top Outreach Strategies Utilized

- **During the pandemic, partners had to pivot some of their strategies and activities to continue their Get Out the Count (GOTC)² efforts.**
 - Most partners increased their planned use of strategy 1. Other popular activities included strategy 2, strategy 3, and strategy 4, which were only slightly less utilized than originally planned pre-pandemic.
 - While used less often overall, strategy 5 and strategy 6 were also more utilized during the pandemic than originally planned. Partners also occasionally utilized strategy 7, but far less than originally planned.
 - The least common activities were strategy 8 and strategy 9, which many partners had expected to utilize more pre-pandemic.
- **Percent of the Organization’s partners (86%) that also participated in at least one Census Day of Action.** The most common types were the Day of Action 1 (XX%), Day of Action 2 (XX%), Day of Action 3 (XX%), Day of Action 4 (XX%), and Day of Action 5 (XX%).

² A get out the count (GOTC) campaign is a persuasion effort, designed to convince people to participate in the census and encourage others to do the same.



Partner Collaboration with the Organization

- **Partners helped to shape the Organization’s census work.** According to survey responses provided by the Organization, they modified and refined their strategies based on feedback and information provided by their census partners. Partner input was focused on issues such as: [list of issues].

Partner Collaboration with Other Organizations

- **The Organization’s census partners collaborated with other national organizations, most often on an occasional basis (e.g., sharing information and materials, and some coordination),** and less often on a regular basis (e.g., close collaboration and shared strategy development). Partners most often collaborated with National Hub Organization 1 (XX%), National Hub Organization 2 (XX%), National Hub Organization 3 (XX%), National Hub Organization 4 (XX%), and National Hub Organization 5 (XX%).
- **Percent of partners who reported that their census work catalyzed new collaborations** around other issue-specific advocacy efforts beyond the 2020 Census.

Most Valuable Resources Utilized

- **The organization’s partners found the following resources to be the most valuable for informing their census work:** [list of resources and materials].
- **Some partners shared that they either could not find or did not receive certain kinds of information, resources, or support that would have assisted their census work.** The most common of these included resource 1 (XX%), resource 2 (XX%), resource 3 (XX%), resource 4 (XX%), and resource 5 (XX%).

Top Skills and Expertise Utilized

- **Partners utilized a broad set of skills and expertise to carry out their census work,** drawing upon both existing capacities and new capacities that had to be built.
 - **Partners most commonly reported utilizing the following existing skills and expertise:** skill 1 (XX%), skill 2 (XX%), skill 3 (XX%), skill 4 (XX%), and skill 5 (XX%).
 - **Partners most commonly reported building new skills and expertise in the following areas:** skill 1 (XX%), skill 2 (XX%), skill 3 (XX%), skill 4 (XX%), and skill 5 (XX%).

Top Challenges Faced

- **Partners identified the top five most common challenges they faced during the 2020 Census:** challenge 1 (XX%), challenge 2 (XX%), challenge 3 (XX%), challenge 4 (XX%), challenge 5 (XX%).



Plans for Future Civic Engagement Efforts

- **Percent of the Organization’s census partners who plan to continue working on at least one civic engagement issue going forward.**
 - Percent of partners who plan to continue working on **issues related to voting**, primarily voter issue 1 (XX%), voter issue 2 (XX%), voter issue 3 (XX%), and voter issue 4 (XX%).
 - Some partners plan to continue working on **issues related to the census**, primarily census issue 1 (XX%), census issue 2 (XX%), census issue 3 (XX%), and census issue 4 (XX%).
 - Some partners plan to continue working on **other civic engagement issues**, such as issue 1 (XX%) and issue 2 (XX%).

The Organization’s Collaboration with Other National Organizations

High-level description of how the Organization worked with other national organizations, including but not limited to other hubs.

- Examples of collaboration, providing more detail about the collaboration than was provided if also mentioned in the strategies section.

In addition, the Organization regularly worked with [list of national organizations]. These interactions were focused on a range of issues, such as [list of issues].

Key Takeaways

- **Key takeaway 1 headline.** Key takeaway description.
- **Key takeaway 2 headline.** Key takeaway description.
- **Key takeaway 3 headline.** Key takeaway description.
- **Key takeaway 4 headline.** Key takeaway description.

“Quote text.”

– Organization Staff

Future Plans

- Looking ahead, the Organization plans to remain engaged in census work in both the near and long term by:
 - [list of future plans for engaging in the census]
- The Organization also plans to work closely with other national organizations on the following issues:
 - [List of issues]



May 2021