

2010 Census Partnership Program

Partner Selection Process and Guidelines

PARTNERSHIP PROGRAM OVERVIEW

The goal of the Census Bureau's partnership program is to combine the strengths of state, local, and tribal governments, community-based organizations, faith-based organizations, schools, media, businesses and others to ensure an accurate 2010 Census. These governmental and private sector businesses and organizations know their local conditions and circumstances better than the Census Bureau and have the connections in the local community to encourage and mobilize participation in the census.

Our partnership program is an integral part of the 2010 Census communications campaign, strategically designed to work in tandem with every other component throughout each phase of the campaign. At the local level, regional partnership specialists' ultimate goal is to recruit, train, support and advise trusted local leaders who will use their influence and existing networks to motivate their constituents to participate in the 2010 Census. Our partners carry the message to members of their communities that participating in the census is important, it is safe, and it is essential to serve local needs.

The regional partnership program is enhanced by our work with national partners. National organizations can wield tremendous influence with local affiliates, chapters, members and communities through leadership and endorsements. National corporations can also be helpful by supporting the census in their products and stores and by getting the word out to their employees and customers. Census Bureau headquarters staff are developing partnership agreements with hundreds of major corporations such as Target, Wal-Mart and Starbucks, and national organizations such as the National Association of Latino Elected and Appointed Officials, the National Association for the Advancement of Colored People and the Asian American Justice Center.

WHAT 2010 CENSUS PARTNERS DO AND DON'T DO

2010 Census partners are expected to be visible and trusted voices in the communities they serve. Partners use 2010 promotional materials such as drop-in articles in newsletters, mailings, and Web sites, encourage employees and constituents to complete and mail in their questionnaires, display and distribute 2010 Census promotional materials, sponsor community events to promote the census, urge community members to apply for census jobs and distribute and display recruiting materials. Census partners are not Census employees and have no responsibility for counting, collecting or processing census data.

PARTNERSHIP SELECTION CRITERIA

The selection of 2010 Census partners is extremely important. While not Census employees, partners are advocates for census cooperation and participation. They serve as trusted voices within their communities and are critical to our strategy to count everyone once, only once, and in the right place. During partnership training, detailed information is given to partnership specialists about the type of partners the Census Bureau should and should not seek partnership agreements with. Prior to obtaining a formal partnership agreement, partnership specialists also research potential partners and meet with them

to learn more about the support and outreach activities the organizations can provide to help ensure an accurate count of their constituents.

Partnership specialists develop and nurture relationships with local, regional and national non-governmental organizations, businesses, respected community groups and trusted community leaders. Specific attention is always paid to targeted areas that have been identified as having traditionally undercounted populations.

Census Bureau staff at the regional and national level use the following guidelines and criteria when identifying potential 2010 Census partners.

Select partner organizations that:

- Promote the goals of the Integrated Communications Campaign to:
 - Increase mail response,
 - Improve accuracy and reduce the differential undercount, and
 - Improve cooperation with enumerators.
- Reach and motivate households and individuals, particularly those who live in hard-to-count areas.
- Have communications vehicles designed to reach their members and/or constituents.
- Agree to take ownership of the outreach process to their members and/or constituents.
- Have influence and respect in their community.
- Are viewed as “trusted voices” by their community.

→ Do not select partner organizations that:

- Are not trusted or are viewed negatively within the community, such as a company or organization located within an African American community that has a negative reputation for mistreatment of African Americans or other population groups.
- Produce products that may create a negative connotation for the Census Bureau, such as sexually related products.
- • Could distract from the Census Bureau’s mission.
- May make people fearful of participating in the Census, such as groups that espouse violence or hate-crimes or extreme anti-immigrant views.

Partnership specialists are trained to consult with management if they are in doubt about the choice of an organization or corporation as a 2010 Census partner. When expressing concerns to management about a potential partner, the staff member outlines the concerns that caused them to doubt the validity of a potential partner organization choice. We fully utilize the expertise and experience of regional management staff and Regional Directors during this process, since they know best the organizations that will or will not resonate with the hard-to-count populations in their regions.

Prior to obtaining a formal partnership agreement, partnership specialists also research potential partners and meet with them to learn more about the outreach activities the organization can provide to help ensure an accurate count of their constituents.

PARTNER ORGANIZATION ACTIVITIES

The bullets below describe the various activities that partner organizations are asked to consider doing in support of the 2010 Census.

- Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters or affiliates.
- Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (such as e-mail, internal or external Web site, etc).
- Organize and/or serve as a member on a Complete Count Committee.
- Provide a translator and/or translate 2010 Census materials.
- Display and/or distribute 2010 Census promotional materials.
- Volunteer or participate in Census Bureau-sponsored events.
- Donate space for 2010 Census advertisements.
- Identify job candidates and/or distribute and display recruiting materials.
- Provide space to test job applicants and train new employees.
- Provide space for Be Counted sites and/or Questionnaire Assistance Centers.
- Appoint a liaison to work with the Census Bureau.
- Write 2010 Census editorials.
- Provide speaking opportunities and exhibit space at conferences or trade shows.
- Participate in a Speakers Bureau for the 2010 Census.
- Encourage employees and constituents to complete and mail their questionnaire.
- Provide volunteers for 2010 Census promotional events.
- Put the 2010 Census on the agenda at meetings and/or allow presentations by Census staff.
- Sponsor community events to promote participation in the 2010 Census.
- Allow the Census Bureau to post the organization's name on the 2010 Census Web site.
- Link to the 2010 Census Web site on the organization's Web site.

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