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CHICAGO REGION PARTNERSHIP

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In Today's Issue:

A monthly newsletter brought to you by Chicago Regional Office Partnership Staff

Director's Corner, Marilyn A. Sanders



The Chicago Region is pleased to share our plans for the upcoming 2020 Census Partnership Program activities. We look forward to this opportunity to meet and engage our partners in support of our 2020 Census mission: to conduct a census of population and housing, and

disseminate the results to the President, the states and the American people.

We want to share the many opportunities available for you to engage with the region. With your assistance and support, we will take every opportunity to work in concert with each of the eight states in our region. As the operational design for the 2020 Census is still being tested and not yet finalized, it is important to keep in mind the purpose of the 2020 Census and how the data will be used in the future. Our goal is to count everyone once, only once, and in the right place!

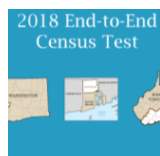
I am certain you will find the information shared informative, and staff from the Chicago Regional Office 2020 Census Team responsive to your questions. We promise to listen to your valuable input. We are available as a resource and engaged at every level to achieve a complete count of the population in our Region. Please feel free to email me or contact me by telephone. I can be reached at marilyn.a.sanders@census.gov or 630-288-9301. Looking forward to the 2020 Census Experience!



Partner Spotlight



Around the Region



Operations Update



Facts for Features

Partner Spotlight—Partners who are leading the way for the 2020



Susan Brower—Minnesota State Demographer



Sharon Robinson—Director of the Dept. of Admin. for the City of Milwaukee



Joan Bowman – MNA—Senior Director of Public Affairs and Communication

Susan Brower directs the Minnesota State Demographic Center. Ms. Brower became the State Demographer in February 2012. In that capacity, she travels the state talking with Minnesotans about the new social and economic realities that are brought about by recent demographic shifts. Her work applies an understanding of demographic trends to changes in a range of areas including the state's economy and workforce, education, health, immigration and rural population changes. She joined the State Demographic Center after working as a researcher on the Minnesota Compass project at Wilder Research in St. Paul. Prior to that, she worked at the Population Studies Center at the University of Michigan. Susan earned her Ph.D. in sociology at the University of Michigan, specializing in demography and family sociology. Susan is officially serving as the Governor's Liaison for the State of Minnesota's 2020 Census effort.

Sharon Robinson has accrued over 20 years of executive level management experience in the government and non-profit arena. Ms. Robinson currently serves as Director of the Department of Administration for the City of Milwaukee. She manages a workforce of over 100 employees and is responsible for overseeing many of the centralized functions of city government. Prior to moving to Milwaukee, Ms. Robinson was the Director of the Washington office of the William Davidson Institute (WDI), an international nonprofit devoted to promoting economic growth in emerging market economies. Ms. Robinson managed the startup of the WDI's Washington, D.C. office and worked closely with the Institute's first Distinguished Scholar, former U. S. Secretary of State Madeleine K. Albright, to raise the Institute's visibility and standing nationally and globally. Sharon served as the chairperson for the mayor's 2010 Complete Count Committee.

Joan Bowman is the Senior Director of Public Affairs and Communication Michigan Non-profit Association (MNA), a state-wide association serving the nonprofit sector. Ms. Bowman will be responsible for the development and execution of a comprehensive public affairs and communication strategy for the organization. Previously, Ms. Bowman spearheaded the communication and government affairs efforts for the Global Food Protection Institute (GFPI). Prior to joining GFPI she was the Regional Director of West Michigan for Governor Jennifer M. Granholm. "Joan has a proven track record as a leader and team-builder, and she's a great fit with our culture and values," said Donna Murray-Brown, President and CEO. "MNA is a highly respected resource and advocate for Michigan's nonprofits," said Bowman. "I am delighted to advance our vital mission." Joan is currently spearheading MNA's 2020 Census outreach program.

2020 Census Operations Update...

The 2020 Census Schedule

Date	Activity
✓ January 2017	Advance Notice mailed to HEOs and other governmental unit contacts Housing unit counts by block available for governments
✓ March 1	Deadline for BAS response (1 st Deadline)
✓ March-December 2017	LUCA Promotional Workshops
✓ July 2017	LUCA Invitation and Registration Materials mailed to HEOs
October 2017	LUCA Technical Workshops begin
December 15 2017	Deadline for LUCA Registration
February-April 2018	Participants review and update the Census Bureau's address list (120 day review period from receipt of materials)
August-September 2019	Census Bureau delivers LUCA participant feedback
April 1, 2020	2020 Census Day



2020 Census Local Update of Census Addresses Operation (LUCA)

LUCA is the only opportunity offered to tribal, state, and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census

Who Can Participate?

Active, functioning governments are eligible to participate in LUCA for areas including:

- Federally recognized tribes with a reservation or off-reservation trust lands;
- States;
- Counties;
- Cities (incorporated place); and
- Townships (minor civil divisions).
- If your government lacks the resources to participate in LUCA, you can arrange for a higher level of government, such as county, or an organization, such as regional planning agency or council of governments, to conduct your review.

Why Participate?

- Governments that participate in the LUCA operation help ensure an accurate decennial census count for their communities.
- An accurate count helps the federal government annually allocate more than \$400 billion across 26

...More News!

The 2018 End-to-End Census Test

The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the internet, telephone, traditional paper questionnaires or in-person visits, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy and safe for all to participate.

The 2018 End-to-End Census Test supports the goal of the 2020 Census, which is to count everyone once, only once and in the right place. As 2020 Census operations move forward, the Census Bureau will continue to improve the use of mobile technology, administrative records, geospatial data and self-response via the internet. This test will provide insights and guide our planning to ensure an accurate census.

Throughout the decade, the Census Bureau has conducted extensive research and testing to inform census design. The 2018 End-to-End Census Test is the culmination of that research, providing a rich environment to test all major components of the 2020 Census. The primary objective of the test is to confirm key technologies, data collection methods, outreach and promotional strategies, and management and response processes that will be deployed in support of the 2020 Census.

Census Bureau Announces Address Canvassing Operation Begins

NOTE TO CORRESPONDENTS: CB17-143

AUG. 28, 2017 — The U.S. Census Bureau today began the Address Canvassing operation for the [2018 End-to-End Census Test](#) across three test sites.

The operation will use mobile technology to verify and update our housing unit address list and will allow the Census Bureau to test procedures in building its [2020 Census](#) address list across a wide area of physical geography, housing structures and residence types. An updated address list will help ensure an accurate and complete count for the nation in 2020.

The operation will take place in [Pierce County, Wash.](#); [Providence County, R.I.](#); and the [Bluefield-Beckley-Oak Hill, W.Va.](#), area. Following the conclusion of address canvassing in the three sites in early October, the Census Bureau will continue conducting the [2018 End-to-End Census Test](#) in Providence County. Field operations there will begin in March 2018.

For more information, please visit the [2018 End-to-End Census Test](#) page, or the Census Bureau's [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

Amy Newcomb

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Around the Region



Director Marilyn Sanders with Chicago Deputy Mayor, Andrea Zopp



Joan Bauman, Executive Director of MNP, Ellisa Johnson, Eric Guthrie, State Demographer from Michigan, Jeana Bunn Hector, Michigan DDS

Director Marilyn Sanders with Jay Stewart and Jonathan Buckner, Cook County President's office



The Chicago Region 2020 Partnership and Management Team

Under the leadership of Debra Stanley, ARCM, and Ellisa Johnson, Partnership Coordinator, the Partnership Engagement Program currently has five Partnership Specialists all assigned to one to two states throughout the region. The Partnership staff has conducted a total of 335 meetings with the highest elected officials across the eight state region. This includes meetings with governors' liaisons and staff from the individual State Data Centers. The agenda has included extensive coverage of the geography programs, BAS, LUCA and PSAP followed by a presentation on the 2020 Partnership Engagement Program.

*If interested in learning more about how to become a 2020 Partner:

- <https://www.census.gov/about/regions/chicago/partners.html>
- https://www.census.gov/about/contact-us/social_media.html



Gail Kremenec
Assistant Regional
Census Manager



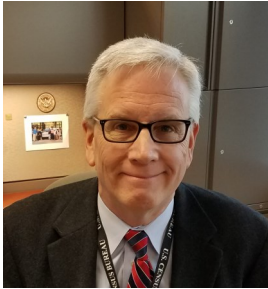
Ellisa Johnson
Partnership Coordinator



Debra Stanley
Assistant Regional
Census Manager

Management Spotlight

Mark Mitchell, Assistant Regional Census Manager



The 2020 Census will be Mark Mitchell's second decennial census where he was an Area Manager for field operations in the state of Wisconsin. He rejoined the Chicago Regional Office after six years at Department of Homeland Security, Chicago Region Federal Protective Service. He was the regional purchase card holder and the region's Federal Agency Travel Administrator for the Concur Travel System.

Mark holds a Bachelor's Degree in Business Administration from Georgetown University, Washington DC where he was a scholarship varsity basketball player. He has a Masters Degree in Business from De Paul University, Chicago, IL. He spent four years in the Navy as a Lt(jg) and Naval Flight Officer.

Facts for Features—<https://www.census.gov/newsroom/facts-for-features.html>

American Indian and Alaska Native Heritage Month: November 2017



The first American Indian Day was celebrated in May 1916 in New York. Red Fox James, a member of the Blackfeet Nation, rode horseback from state to state to get endorsements from 24 state governments to have a day to honor American Indians. In 1990, President George H.W. Bush signed a joint congressional resolution designating November 1990 as "National American Indian Heritage Month." Similar proclamations have been issued every year since 1994, and we now refer to this celebration as "American Indian and Alaska Native Heritage Month." This Facts for Features presents statistics for American Indians and Alaska Natives, as this is one of the six major race categories defined by the U.S. Office of Management and Budget.



Census Bureau Chicago Region Employment Opportunities:

<https://www.census.gov/about/regions/chicago/jobs/all.html>

For more information contact us at (630) 288-9200 or Chicago.RCC.Partnership@census.gov

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