

Kansas City Regional Census Center Census MMX News

The 2010 Census "It's in our hands."

Fall 2008 Issue 1

Bureau of the Census * Kansas City Region * (816) 298-9704 * www.census.gov/kansascity

The 2010 Census: Closer than it appears

The census is here! It's hard to believe April 1, 2010 is just 20 months away.

The decennial census will direct the equitable distribution of federal aid and funds and will be the planning benchmark for state, local, and tribal governments for the next decade. The 2010 Census will provide a snapshot of the nation, which helps define who we are. Data about how communities change are crucial to planning decisions such as neighborhood improvements, emergency preparedness, and disaster recovery.



"The 2010 Census is a community census that just happens to take place nationwide," stated Dennis Johnson, Kansas City Regional Director.

Core strategies for the 2010 Census include establishing partnerships with local businesses; faith-based and community organizations; field operations; and targeted recruitment efforts. The benefits of renewing current partnerships and developing new ones include increased participation in the 2010 Census process resulting in a more complete count and developing a better understanding and familiarity with census operations and recruiting.

The Census Bureau is in the midst of many activities in preparation for opening 11 local offices. Recruitment efforts include testing and applicants for 66 management positions. (See page 2 for Current employment opportunities) Operations' staff are working to get the offices outfitted and ready for move-in and interviewing of candidates to begin work by mid-October in preparation for address canvassing.

The Kansas City region will work to heighten community awareness and inspire everyone to be counted on April 1, 2010.

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*"It's a community census
that just happens to take
place nationwide."*

*- Dennis Johnson
Regional Director*

Recruitment Efforts In Full Swing

The Recruiting staff has recently grown to six; Marietta Selmon Gumbel, Michelle Williams, Catherine "Hester" Duisik, Kaitlin Elliott, Connie Bolten and Virginia Stifers-Johnson.

The growth of the department is due to the need to recruit managers for eleven Early Local Census Offices. Each office, which is scheduled to open later this fall, has a need for one local census office manager and five assistant managers responsible for administration, field operations, recruiting, quality assurance and technology.



Recruiting Department in their element

To fill each of these sixty-six management positions, we must recruit and qualify at least five times that number to create a sufficient applicant pool. So as you are out and about the city, please remember to share census jobs information with people who may be looking for employment or looking for a career change. Help us to continue to grow; share our Recruiting Line at (888) 340-7525.

Come and Work with Us

2010 Census Job Opportunities

Census planners estimate that approximately 3 million applicants will be needed to meet recruiting goals for the 2010 Census. Census workers will reflect the compositions of their neighborhoods and know how to motivate local applicants to apply for census jobs.

Efforts are in place to ensure that recruiting strategies on federally-recognized American Indian Reservations and Alaska Native lands are successful.

In the Kansas City region, we have begun work on staffing the Early Local Census Offices which will open Fall 2008. **We Need Leaders NOW!**

The Early Local Census Office operates under the direction of the Local Census Office Manager and is supported by five assistant managers.

Each office is under the direct supervision of an Area Manager at the Kansas City Regional Census Center, who is responsible for the supervision and oversight of all Local Census Offices in the assigned area.

LCOM - Local Census Office Manager

Responsible for the general supervision and administration of the office including planning, development and successful implementation of census operations and field activities within the boundaries of the Early Local Census Office.

AMFO - Assistant Manager for Field Operations

Responsible for the direct supervision of 10-15 Field and Office Operations Supervisors including accomplishing production and quality goals in field operations under their span of control.

AMR - Assistant Manager for Recruiting

Responsible for the management and supervision of the recruitment and testing of applicants to fill Early Local Census Office positions.

AMQA - Assistant Manager for Quality Assurance

Works closely with the Assistant Manager for Field Operations and the Local Census Office Manager to advise them on compliance with pre-established quality assurance goals and procedures for all field data collection operations in the Early Local Census Office.

AMA - Assistant Manager for Administration

Responsible for supervising and managing payroll and other administrative activities. Responsibilities include supervising Office Operations Supervisors and up to 10 clerical staff; managing the daily processing of payroll, personnel, and other administrative documents; monitoring day-to-day selection activities.

AMT - Assistant Manager for Technology

Responsible for supervising and performing automation troubleshooting duties also including supervising technology support staff within the Local Census Office and managing IT security.

The Census Bureau will enlist the cooperation of partners in sharing information about current and future job positions. Besides publicizing census jobs, partners promote census awareness in a variety of ways.

Kansas City Regional Census Center

2001 NE 46th Street, Kansas City, MO 64116

Recruiting Phone: (888) 340-7525

General Phone: (816) 994-2000

Partnership Phone: (816) 298-9704

Website: www.census.gov/kansascity

Space Leasing: Moving Full Speed Ahead

The Kansas City Regional Census Center gathers information for acquiring 35 properties totaling more than 290,000 square feet. These buildings will be transformed into local census offices for personnel to conduct the 2010 Census.

We establish working relationships with many partners, including the General Services Administration. We research to find possible sites in the required areas of consideration that fit the Census criteria of availability and suitability. We evaluate offers and complete negotiations and award leases when all requirements are met. We then take all the necessary steps from drawings to overseeing build out of the office, to ordering and setting up furniture and setting up everything, to turning the key! And our job does not end there.

We are available to handle all issues during the term of the lease. This is no small feat. We are in constant motion. Our team consists of nine, including Patti Comstock, the Space Leasing Coordinator, and six Space Leasing representatives: Stephan Mann, Sharon Robinson, Paula Price, Peggy Cook, James New, and Gregg O'Hara, and two space leasing clerks, Ricki McCauley and Kathleen Corn.

The team travels over a six-state region to fulfill the needs of 35 offices. We work together in all aspects of the acquisition and operations process. We are proud to be one of the first steps in the overall success of the 2010 Census!

Eleven Early Local Census Offices in Kansas City Region

*Kansas City, MO
Two Pershing Square Building
Kansas City, Missouri*



*St Louis, MO
Goodfellow Federal Center
St. Louis, MO*



*Springfield, MO
Wilhoit Plaza
Springfield, MO 66609*



*Cedar Rapids, IA
225 2nd Street, SE
Cedar Rapids, IA 52401*



*Des Moines, IA
Walnut Woods Business Center
Des Moines, IA*



*Oklahoma City, OK
Broadway Executive Park 9
Oklahoma City, OK*



*Tulsa, OK
1411 North 105th East Avenue
Tulsa, OK 74116*



*Duluth, MN
Harbor Center
Duluth, MN*



*Topeka, KS
900 SW 39th Street
Topeka, KS 66609*



*Little Rock, AR
1400 West Markham
Little Rock, AR 72201*



*St. Paul, MN
180 East Fifth St., Suite 500
St. Paul, MN 55101*



Partnerships Key to Accurate Count

One of our goals is to communicate the 2010 Census message to the 10 million households in this region's six states (AR, IA, KS, MN, MO and OK).

We recognize this large task cannot be completed without your help and participation. In order to accomplish this task, we will continue to communicate with our current partners. In addition, we will also develop new partnerships with the goal of also involving them in the 2010 Census.

Other goals we have established to improve the census count include:

(1) increase the mail response rate, (2) reduce the differential undercount, (3) and improve cooperation with enumerators.

In developing relationships with partners that will assist in the information cycle, we have identified potential challenges that will be addressed as we work to include every person in the 2010 Census. These challenges will be addressed in two ways:

- by communicating a simple, clear, consistent and compelling 2010 Census message that will inform, educate and motivate residents to answer and mail back their census form,
- And by maintaining and developing consistent communication with organizations to promote Census awareness and to improve participation.



Partners at national LULAC Convention

Partnership and Data Services Ramps Up for 2010 Census

Since late spring, the Partnership Staff has expanded from four to twelve. Each state in the Kansas City region now has a partnership specialist.

Efforts have begun in earnest to build greater associations with existing census partners and to establish relationships with prospective partners. Staff has worked on developing contacts with tribal, governmental, business, nonprofit, and community entities on such activities as setting up Complete Count Committees, Questionnaire Assistance Centers, Be Counted Sites, and similar initiatives to ensure a more accurate count for the decennial census.



New staff training in Kansas City

The outreach process will continue throughout the coming months with the goal of building solid collaboration with governments, communities, as well as faith-based, education and media organizations toward public awareness and education about the census. The goal is to motivate people to quickly respond when questionnaires arrive in the mail in spring of 2010.

An additional 46 partnership staff will come aboard by January, 2009, to promote awareness and to foster participation in the Census including assisting with recruiting thousands of applicants for Census jobs to provide qualified candidates throughout the six-state region.

Partnership & Data Services staff includes: Debra Stanley, Coordinator, Matthew Milbrodt, Margaret Pettit, Peter Osei-Kwame, Shanel Hicks, Emmett Morris, Melvin Sanders, Tencha Wilcox, Rita Egan, William "Memo" Lona, Ami Nafzger, Norwood Seymour, Wendi Muir, and Donna Martin.

American Indian Partnership Meeting Held

A recent visit by Dennis Johnson, Regional Director and Donna Martin, American Indian Partnership Specialist, resulted in a meeting with the second largest tribal nation in the United States.

Chief Chad Smith was very gracious. He introduced his staff who will be establishing a Complete Count Committee to increase the tribe's response rate. The meeting highlighted several areas including self-identification when multiple tribal lineages are involved. There are several tribes within the Cherokee Nation including the Kootawahs who have their own constitution and tribal council.



Geography Department Wraps Up LUCA Program

The Geography staff recently wrapped up the first stage of the Local Update of Census Addresses (LUCA) program. The LUCA program provides local governments the opportunity to review and update the Census address list prior to the start of census field operations next year. The purpose of the program is to obtain local knowledge updates to ensure a more complete address list.

Over 2,000 tribal, state, and local governments in our region signed up and received address list materials to review. August 15 was the deadline for processing submissions from the LUCA participants. After the completion of next summer's Address Canvassing project, we will provide the participants with feedback on their address list submissions. LUCA is another way that we partner with tribal, state, and local governments to obtain their valued input into the Census process.

Address Canvassing Is a Major Field Operation



Field operations is getting geared up for our first major operation - Address Canvassing. In preparation, our department has expanded to three Area Managers (Michael Ferguson, Sherri Norris and Misty Skaff) and five Regional Technicians (Sue Bolfik, Anita Haney, Bob Keck, Arletta Taylor Williams and Jessie Williams).

We've all been busy interviewing and hiring the six-member management staff for each of our 11 Early Local Census Offices (ELCOs). As these offices open up later this year, their first task will be the ramp-up for address canvassing, which starts in early spring of 2009. You may have heard that for this operation we will be using (for the first time) Hand Held Computers (HHCs). These HHCs include Global Positioning System (GPS) software which will allow our listers to accurately mark households onto maps.

The HHCs will also be used to update, add or delete addresses, submit payroll data and view reports or case assignments. With all the work coming up in the next few months - we will have some great and exciting challenges!

Complete Count Committees Forming

By Tencha Wilcox



The primary goal of a Complete Count Committee is to provide education and awareness of Census 2010 activities and to promote participation in the census. The Complete Count Committee will be one of the first partnership activities launched in preparation for the 2010 Census.

Complete Count Committees will play a key role in localizing the 2010 Census promotional campaign and forming sub-committees that can specifically address each of the partnership program's initiatives.

A consistent awareness campaign can assist the Census Bureau in increasing the mail response rate, decrease the differential undercount, and assist with recruitment at the local level. Complete Count Committees are an excellent vehicle to magnify our census motto, "It's In Our Hands."

The community trusts the voices of community leaders and umbrella organizations. In Springfield, MO, a city-wide complete count committee plans to meet at the end of September. Hispanic leaders are uniting to work on making sure their community is counted. African American community leaders will be working on promoting Census awareness through collaborative efforts as a complete count committee.

There is a strong sense of ownership mobilizing these complete count committees into action. They value and understand the importance of reaching the hard-to-count areas strategically.

It's exciting to see leaders from businesses, education institutions, community and faith-based organizations working together to accomplish this important community work. They want to see their communities succeed with the data that will impact and reflect their population growth.

Reaching the homeless, identifying areas with recent immigrants where language may be a barrier is a priority. The common goal of increasing the mail-back response rates is the prize we are all working toward.

The 2010 Census has the potential of being the best census ever because IT'S IN OUR HANDS!
