

Roadmap to 2030: Census & Democracy Information Guide

Background

2024 stands as a pivotal year in shaping the 2030 Census, marked by significant advancements in testing and planning. Engaging with these activities and understanding the changing census landscape are crucial. 2024 is also an important election year, and the actions that we collectively take today will impact a fair and accurate count in 2030. This will be an interactive session highlighting how national and state advocates are preparing for the 2030 Census and identifying opportunities to educate stakeholders about the census and ACS. We will analyze the Roadmap to 2030 and address the actions national and state organizations can take to elevate the importance of the census and ACS to uplift our communities and strengthen our democracy.

Resources

2030 Census

- [Roadmap to 2030 Resource Guide](#) - updated April 2024!
- www.CensusRoadmap.org
- [Census Day 2024 Social Media Toolkit](#)

American Community Survey

- [ACS: What to Know](#) two-pager highlighting key points of the ACS
- [ACS talking points](#) for engaging with policymakers
- [ACS data stories](#) illustrating how ACS data benefit communities

OMB Race & Ethnicity Standards

- [Resource Page](#): A Renewed Direction for Directive 15 | *The Leadership Conference Education Fund*
- [Blog](#): The Decades-Long Fight for Accurate Race and Ethnicity Data | *The Leadership Conference Education Fund*
- [Press Release](#): The Leadership Conference Applauds New Federal Standards for Race and Ethnicity Data Collection | *The Leadership Conference Education Fund*
- [Blog](#): OMB Publishes Revisions to Statistical Policy Directive No. 15: Standards for Maintaining, Collecting, and Presenting Federal Data on Race and Ethnicity | *Dr. Karin Orvis, Chief Statistician of the United States, Office of Management and Budget*

[Click here for Speaker Bios](#)

Roadmap to 2030: Census & Democracy Information Guide

AGENDA

Welcome and Introduction

- **Saundra Mitrovich**, Director of External Engagement, National Congress of American Indians (NCAI)

Keynote Address

- **Nicole Borromeo**, Executive Vice President and General Counsel, Alaska Federation of Natives (AFN)

OMB Race & Ethnicity Standards

- **Meeta Anand**, Senior Director of the Census and Data Equity Program at The Leadership Conference Education Fund

Census Bureau Updates: Local Update of Census Addresses (LUCA)

- **Iheoma U. Iruka**, Census Advisor for the National Urban League (NUL) – **Moderator**
- **Robert Damario**, Supervisory Geographic Specialist, U.S. Census Bureau
- **Daniel Keefe**, Supervisory Geographic Specialist, U.S. Census Bureau
- **Mohammad Salem**, Geographer, U.S. Census Bureau
- **Francis McPhillips**, Program Manager, U.S. Census Bureau
- **Carrie Butikofer**, Supervisory Program Analyst, U.S. Census Bureau

Threats to the Census

- **Arturo Vargas**, Chief Executive Officer of National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund

Panel Discussion Stakeholder Engagement: Building Trust with Communities

- **Terry Ao Minnis**, Vice President of Census and Voting Programs for Asian Americans Advancing Justice | AAJC – **Moderator**
- **Caroline Medina**, Director of Policy at Whitman-Walker Institute (WWI)
- **Tho Vinh Banh**, Special Counsel, Strategic Partnerships and Community Engagement, Disability Rights California (DRC)
- **Maya Berry**, Executive Director of Arab American Institute (AAI)

Closing Remarks

- **Elena Langsworthy**, Deputy Director of Policy at State Voices