



Arkansas Counts Complete Count Committee  
June 21, 2019  
Southeast Arkansas Regional Library  
Dial: 646-558-8656  
Meeting ID: 873-066-6691  
Join URL: <https://zoom.us/j/8730666691>

## OBJECTIVES

- Provide CCC and Census 2020 updates
- Discuss Arkansas Counts communications strategy

## AGENDA

Noon	<b>Welcome/Introductions/Lunch</b> Shaytrese Byers, Arkansas Public Policy Panel Arkansas Counts CCC Members
12:10 pm	<b>CCC and Subcommittee Updates</b> CCC Members and Subcommittee Chairs, Arkansas Counts
12:30 pm	<b>U.S. Census Bureau Updates</b> Samuel Abbasi, U.S. Census Bureau - Chicago
1:00 pm	<b>Census Messaging Breakout Session</b> Kara Wilkins, Arkansas Counts
1:20 pm	<b>Communications and the 2020 Census – How Do We Reach our Audience?</b> <ul style="list-style-type: none"><li>• Engaging Local Media in the Census Denver Peacock, The Peacock Group</li><li>• How to Use Social Media to Tell the Story of the Census Brad Cameron Cooper, Big Box Communications</li></ul>
1:50 pm	<b>Committee Feedback &amp; Next Steps</b> Kara Wilkins, Arkansas Counts
2:00 pm	<b>Adjourn</b>

