

2008 State-Recognized Tribes and American Indian and Alaska Native Organizations Working Meetings

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Final Report

2010 Census American Indian and Alaska Native Program



USCENSUSBUREAU



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Acknowledgments

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The Census Bureau's executive staff participants included **Daniel H. Weinberg**, Assistant Director for ACS and Decennial Census, **Frank Vitrano**, Chief, Decennial Management Division.

The following headquarters Census Bureau staff were presenters: **Tim Olson**, Field Division; **Bettye Moohn** and **David Wycinsky, Jr.**, Field Division, Partnership and Data Services Branch; **Jamie Rosenson**, Geography Division; **Stella Ogunwole**, Population Division; **Nancy Torrieri and Todd Hughes**, American Community Survey Office; **Clif Taylor**, Field Division, Recruiting Branch; **Kathleen Styles**, Decennial Management Division, Content and Outreach; **Maria Malagon** and **Farrah Garcia**, Census 2010 Publicity Office.

The following regional office staff were presenters: **Reginald Bigham**, Atlanta; **Bruce Kaminski**, Boston; **William W. Hatcher**, Charlotte; **Marilyn A. Sanders**, Chicago; **Cathy Lacy Illian**, **Vicki McIntire**, and **Jan N. Jacobs**, Denver; **Dennis R. Johnson** and **Sydnee Chattin-Reynolds**, Kansas City; **Lester A. Farthing**, New York; **Nunzio Cerniglia**, Philadelphia; **Jan McStay**, Seattle.

Joanna Mounce Stancil (Shawnee), Field Division, Partnership and Data Services Branch, 2010 AIAN Program Manager, facilitated the consultation meetings and had primary responsibility for the meetings and the report. **Anita Lembo**, Field Division, Partnership and Data Services Branch, provided invaluable assistance for these meetings.

We also acknowledge the advice of headquarters and regional office staff who contributed to the review of this report. The 2010 AIAN Working Team, chaired by **Dee Alexander** (Cheyenne-Arapaho), Decennial Management Division, provided invaluable input on the planning of these meetings and review of background materials and this report.

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Executive Summary

In the summer of 2008, in preparation for the 2010 Census, the U.S. Census Bureau planned a series of three working meetings to be held with state-recognized tribes, national and state American Indian and Alaska Native (AIAN) organizations, intertribal alliances, and urban Indian centers and organizations to gain input into how to obtain an accurate count of state-recognized tribal members and AIANs in the upcoming decennial census. The meetings were coordinated with the assistance of an American Indian-owned firm, Kauffman & Associates, Inc. They were held in Raleigh, NC; Green Bay, WI/Oneida Nation; and Albuquerque, NM, with a total attendance of 114 participants. Of these participants, 65 were from state-recognized tribes, including 37 tribal leaders, and 33 were from AIAN organizations. Census Bureau regional and headquarters staff also attended these meetings, including Census Bureau leadership from both the regional and headquarters offices.

Agenda topics gave an overview of the Census Bureau and the 2010 Census as well as several important Census Bureau programs, including Population (Racial Statistics), Geography, 2010 Census Communications Campaign, Partnership and Data Services Program, 2010 Recruiting Program, and the American Community Survey.

The meetings were intended to promote a dialogue between the Census Bureau staff and the tribal participants. Throughout the meetings, participants asked questions, shared concerns, and offered insights and recommendations. The Census Bureau listened carefully to the participants' insights and provided answers and feedback as appropriate.

The 2008 Working Meetings between the Census Bureau, state-recognized tribes, nonrecognized tribes, AIAN organizations, and urban Indian centers were an opportunity for AIANs to learn about the importance of the decennial census and the American Community Survey and provide their input into how the Census Bureau can achieve success in gaining an accurate count.

Several key recommendations were provided by participants, as listed below.

- ***Seek AIAN Input Earlier.*** Participants want their recommendations to be relevant to the census process, and if their input is sought after key decisions have already been made (e.g., the wording of census forms), then they felt that there was little value in giving recommendations.
- ***Use Tribal Enrollment Numbers.*** The Census Bureau should use tribal enrollment numbers to get an accurate count.
- ***Change the Proposed Decennial Census Form.*** The proposed decennial census form should be changed so that the race question (question 9) is less confusing. The recommendation was that the Census Bureau should increase the number of blocks provided for writing down tribe names and make it clearer that people can mark the "American Indian or Alaska Native" checkbox even if they do not have a tribe name to write down. Some participants also felt that AIANs should not be asked to specify a tribe name at all.
- ***Be Inclusive of Tribes and Urban Indians.*** Specifically, participants recommended that changes to the proposed decennial census form should be made with input from tribes and from urban Indians to be sure that the question on race meets the varying needs of the diverse members of the AIAN population.

- ***Do a Better Job of Reaching Out to Urban Indians.*** National urban Indian organizations requested that the Census Bureau seek their input on how to best reach urban Indian populations to help educate them to answer the race question correctly. Another recommendation was to run a public service announcement (PSA) in urban areas, educating urban Indians that they can go to urban Indian organizations to get support in accurately filling out the 2010 Census form. Another suggestion was for the Census Bureau to coordinate a regional meeting of urban Indian organizations so that this group could work together to make recommendations to the Census Bureau.
- ***Allow Sufficient Time to Establish the Right State Designated Tribal Statistical Area (SDTSA).*** Because the SDTSA was seen as a very important geographic program, it was recommended that sufficient time be allowed for state-recognized tribes to review, clarify, and change boundaries if necessary.
- ***Be Inclusive in Approach.*** Participants saw an opportunity for the Census Bureau to improve its inclusiveness in reaching all sectors of the AIAN population when conducting outreach and communications campaigns.
- ***Be Local and National in Reach.*** Some people did not remember seeing any of the Census 2000 advertisements. Other people remembered but were sitting next to people who had never seen the ads. Participants urged the Census Bureau to be local, regional, and national in their reach when placing media buys and advertising.
- ***Provide Outreach and Promotional Materials Early.*** The specific recommendation was that tribes and organizations need 2010 Census promotional materials much sooner than the Census Bureau is intending to provide them. Participants wanted materials at least 1 full year in advance.
- ***Hire From Within the Community.*** This issue was very important to participants. They stated numerous times that cultural sensitivity is an important part of hiring, and many participants felt strongly that someone from outside their culture would not be able to do the job of enumeration effectively. Some participants, specifically from state-recognized tribes, went so far as to say that their tribe's members would refuse to answer the door or give any information to a person who was not a member of their community.
- ***Provide Training on the Use of ACS Data.*** Because participants were concerned about the integrity of data, they suggested that the Census Bureau should offer training on how to accurately use the ACS data.

Working Meetings Report

1. Introduction

In the summer of 2008, in preparation for the 2010 Census, the U.S. Census Bureau planned a series of three working meetings to be held with state-recognized tribes, national and state American Indian and Alaska Native (AIAN) organizations, intertribal alliances, and urban Indian centers and organizations to gain input into how to obtain an accurate count of state-recognized tribal members and AIANs in the upcoming decennial census. The Census Bureau had previously met with federally recognized tribes in 14 consultation meetings that were held in 2007. During these consultations, the Census Bureau gained valuable input and insight from federally recognized tribes but also sought to gain input from other members of the AIAN community who, because they were not representing governments recognized as sovereign by the U.S. government, could not attend the 2007 tribal consultation meetings. These entities included state-recognized tribes, national and state AIAN organizations, intertribal alliances, urban Indian centers, and other urban Indian organizations. Thus, the Census Bureau invited these groups to attend the 2008 American Indian and Alaska Native Working Meetings to give further input into how to gain an accurate count of AIANs in the 2010 Census. Tables 2 and 3 on pages 3 and 4 provide additional information on meeting attendees.

The goal of the working meetings was to provide tribal delegates, organization representatives, and the Census Bureau an opportunity to discuss, in partnership, the 2010 Census. The Census Bureau, with the assistance of its logistics contractor, Kauffman & Associates, Inc. (KAI), identified and invited tribal delegates and organization representatives to attend these meetings.

The working meetings were held to assist the Census Bureau with the 2010 Census through the following anticipated outcomes.

- Build on the existing partnerships between the Census Bureau and tribes and AIAN organizations in preparation for the 2010 Census.
- Increase the response rate for the 2010 Census.
- Obtain input on topics relevant to conducting the 2010 Census in Indian Country.
- Obtain input from state-recognized tribes, nonrecognized tribes, urban and rural AIAN organizations, and national AIAN organizations to gain accurate household counts in AIAN communities.

The date and location of the working meetings as well as the Census Regions represented at these meetings are listed below.

- Working Meeting 1: Thursday, July 10, 2008 – North Raleigh Hilton, Raleigh, NC, representing the Atlanta, Boston, and Charlotte regions.
- Working Meeting 2: Thursday, July 31, 2008 – Radisson Hotel, Oneida Nation, Green Bay, WI, representing the Dallas, Chicago, Detroit, New York, and Philadelphia regions.
- Working Meeting 3: Tuesday, August 26, 2008 – Downtown Doubletree Hotel, Albuquerque, NM, representing the Denver, Kansas City, Los Angeles, and Seattle regions as well as delegates from other regions that could not attend the meeting to which they had been invited.

This report provides a summary of the proceedings of the meetings, including the issues and themes that emerged at the meetings, key recommendations from tribal participants, and next steps.

This report is organized to follow the agenda that was used at the meetings. Comments are consolidated and may not be reported in the same order that they were delivered by participants. This report will summarize the information provided by the Census Bureau presenters, participants' issues and concerns, the Census Bureau's response, and the participants' key recommendations.

2. Background

CENSUS BUREAU

The U.S. Census Bureau is the premier source of information about the American people and the economy. The U.S. Constitution mandates that a census be taken every 10 years in order to reapportion the House of Representatives. The data gathered by the decennial census and other Census Bureau programs are used for several other purposes, including the allocation and distribution of funds to state, local, and tribal governments. Census information shapes important policy decisions that address the nation's social and economic conditions. While best known for the decennial census, the Census Bureau conducts numerous surveys and censuses that measure changing individual and household demographics and the economic condition of the nation.

Census data help tribal elders and leaders plan for what their communities need. Many tribal communities use census information to attract new business and plan for growth. In fact, many tribes and tribal organizations use the census data to plan new facilities and programs for the communities they serve. Thus, it is vital that the 2010 Census has an accurate count of AIANs.

2010 CENSUS AMERICAN INDIAN AND ALASKA NATIVE PROGRAM

When the first population census took place in 1790, American Indians were not counted as a separate population category. In fact, they were not counted in this way until 70 years later, in 1860. Until 1950, census takers or enumerators mainly used observation to identify AIANs. Starting in 1960, however, self-identification began to replace enumerator observation. It was for the 1980 Census that the Census Bureau began to actively seek AIAN input into the census process by:

- Holding regional meetings with tribal leaders to discuss the census process.
- Conducting workshops and distributing materials at national American Indian conferences.
- Providing American Indian media with census public relations materials.
- Hiring AIANs to work at the regional and headquarters levels.

For the 1990 Census, the Census Bureau developed the Tribal Governments Program to work with federally recognized tribal governments through a "liaison" designated by the highest elected tribal official. This liaison function is still used today. For Census 2000, the name of the Tribal Governments Program was changed to the American Indian and Alaska Native Program. This change was made for a variety of reasons: to reflect the inclusion of the entire AIAN population, such as state-recognized or nonrecognized tribes and AIANs who are not enrolled in a tribe; to address the significant undercount from the 1990 Census; and to respect the great diversity between each tribe.

Today, the American Indian and Alaska Native Program continues to work with tribal communities, including federally recognized tribes, Alaska Villages and Corporations, state-recognized tribes, nonrecognized tribes, urban Indian organizations, and other tribal entities to ensure an accurate count of AIAN communities in the 2010 Census.

LOGISTICS CONTRACTOR

The Census Bureau hired Kauffman & Associates, Inc. (KAI), an American Indian and woman-owned small business, to provide assistance with meeting coordination and logistics. KAI had also worked with the 2010 Census AIAN Program in 2007 to host 14 consultation meetings with federally recognized tribes, and the Census Bureau continued this working relationship for the 2008 meetings. In support of the 2008 Working Meetings, KAI worked closely with the 2010 Census AIAN Program to invite participants, coordinate their travel and lodging, identify meeting sites, coordinate onsite logistics, and develop the event packets, meeting summaries, and this final report.

MEETING PARTICIPANTS

Tribal Participants

Not including Census Bureau staff and KAI staff, a total of 114 participants attended the meetings. Some participants were delegates whose travel and expenses were paid by the Census Bureau so they could attend the meetings as the official spokesperson for their tribe or organization. Other participants attended the meetings as nondelegates. Some tribes and organizations identified a delegate to attend the working meetings and also sent a nondelegate. Thus, there were more participants at the meetings than entities represented, as shown in Table 1.

Table 1. Delegates and Nondelegates by Region

Regions Represented	Delegates	Nondelegates	Total Participants	Total Entities Represented
Atlanta	8	5	13	10
Boston	9	0	9	8
Charlotte	15	16	31	22
Chicago	2	5	7	7
Dallas	6	2	8	7
Denver	3	14	17	15
Detroit	6	1	7	6
Kansas City	2	1	3	3
Los Angeles	4	0	4	3
New York	2	0	2	2
Philadelphia	4	4	8	6
Seattle	4	1	5	4
Total	65	49	114	93

The working meetings' participants came from a variety of entities, as defined in Table 2 below. Table 3 on the following page provides the total number of each meeting's participants by entity and region.

Table 2. Label Definitions

State-Recognized Tribes	Tribes who have a government-to-government relationship with a U.S. state government but not with the U.S. federal government.
Unrecognized Tribes	Tribes that do not have a government-to-government relationship with a U.S. state government or the U.S. federal government.
Federally Recognized Tribes	Tribes who have a government-to-government relationship with the U.S. federal government.
National AIAN Organizations	Organizations focused on serving or advocating for AIANs nationally.
State AIAN Organizations	Organizations focused on serving or advocating for AIANs within a state or a geographic region of a state.
Intertribal Alliances	Alliances, organizations, or councils established by a group of tribal governments working together for a common purpose on matters that affect them collectively and individually.
Urban Indian Centers	Organizations providing social, health, workforce development, and cultural services to Indians living off reservation. Although they are called "urban Indian centers," the centers attending these meetings were located in both urban metropolises and small cities/towns.
Other Urban Indian Organizations	Organizations providing a different scope of services than Indian centers to AIANs living off reservation.
Other Participants	Staff of state and federal offices serving AIANs; the 2010 Census AIAN communications contractor; a Census Information Center; and a member of the Census Bureau's AIAN Advisory Committee.

Table 3. Participants by Entity and Region

Region	State-Recognized Tribes	Non-recognized Tribes	Federally Recognized Tribes	National AIAN Orgs	State AIAN Orgs	Intertribal Agencies	Urban Indian Centers	Other Urban Indian Orgs	Other Participants	Total Participants
Raleigh Working Meeting										
Atlanta	10	0	0	0	0	0	0	0	2	12
Boston	7	0	0	0	0	0	2	0	0	9
Charlotte	27	1	0	0	0	0	0	0	3	31
Total Raleigh Participants	44	1	0	0	0	0	2	0	5	52
Green Bay/Oneida Working Meeting										
Chicago	2	1	1	0	0	0	2	0	1	7
Detroit	4	0	0	0	1	0	1	1	0	7
New York	2	0	0	0	0	0	0	0	0	2
Philadelphia	3	0	0	1	0	0	2	0	0	6
Total Green Bay/Oneida Participants	11	1	1	1	1	0	5	1	1	22
Albuquerque Working Meeting										
Atlanta	1	0	0	0	0	0	0	0	0	1
Dallas	5	0	0	0	1	2	0	0	0	8
Denver	1	0	0	6	2	0	1	1	6	17
Kansas City	0	0	1	0	0	0	2	0	0	3
Los Angeles	3	0	0	0	0	0	1	0	0	4
Philadelphia	0	0	0	1	0	1	0	0	0	2
Seattle	0	0	0	0	0	0	1	4	0	5
Total Albuquerque Participants	10	0	1	7	3	3	5	5	6	40
TOTAL WORKING MEETING PARTICIPANTS	65	2	2	8	4	3	12	6	12	114

Census Bureau Leadership

Census Bureau staff were also present at the meetings, including representatives from Census Bureau headquarters in Washington, DC, and representatives from Census Bureau Regional Offices. The following list provides the names and titles of Census Bureau leadership who attended the working meetings.

Census Bureau Headquarters Participation

- Alexander, Dee – Program Analyst, Decennial Management Division
- Burke, Vicki – Program Analyst, Field Division
- Garcia, Farrah – Program Analyst, Census 2010 Publicity Office
- Gimbel, Stacy – Public Affairs Specialist, Public Information Office
- Gist, Yvonne – Demographic Statistician, Population Division
- Green, Jeri – Chief, Census Advisory Committee Office
- Harris, Barbara – Chief, Customer Liaison and Marketing Services Office
- Hughes, Todd – Assistant Division Chief for Data Collection, American Community Survey Office
- Lawrence, Van – Chief, Congressional Affairs Branch, Congressional Affairs Office
- Lembo, Anita – Information Services Specialist, Field Division
- Malagon, Maria – Program Analyst, Census 2010 Publicity Office
- Moohn, Bettye – Chief, Partnership and Data Services Branch, Field Division
- Ogunwale, Stella – Statistician and Demographer, Population Division
- Olson, Tim – Assistant Division Chief, Field Division
- Rosenson, Jamie – Chief, Geographic Areas Branch, Geography Division
- Stancil, Joanna Mounce – 2010 Census AIAN Program Manager, Partnership and Data Services Branch, Field Division
- Styles, Kathleen – Assistant Division Chief for Content and Outreach, Decennial Management Division
- Tarsia, Bonnie – Team Leader for Decennial Recruiting, Field Division
- Taylor, Clif – Consultant for Decennial Recruiting, Field Division
- Torrieri, Nancy – Chief, Communication, Information, and Education Staff, American Community Survey Office
- Vidal, Phillip – Statistician, Customer Liaison, and Marketing Services Office
- Vines, Paula – Statistician and Demographer, Population Division
- Vitrano, Frank – Division Chief, Decennial Management Division
- Weinberg, Daniel H. – Assistant Director for ACS and Decennial Census Programs
- Wycinsky Jr., David – Program Analyst, Field Division

Census Bureau Regional Offices Participation

- Bigham, Reginald – Assistant Regional Director, Atlanta Region
- Cerniglia, Nunzio – Assistant Regional Census Manager, Philadelphia Region
- Chattin-Reynolds, Sydnee – Deputy Regional Director, Kansas City Region
- Davis, Edward – Partnership Coordinator, Atlanta Region
- Farthing, Lester “Tony” – Regional Director, New York Region
- Fogarty, Rosemarie – Information Services Specialist, New York Region
- Garcia, Jane – Partnership Specialist, Detroit Region
- Glidden, Ronald – Partnership Specialist, Los Angeles Region
- Greene, Alice – Area Manager, Seattle Region
- Hatcher, William – Regional Director, Charlotte Region
- Hernandez, Eloy – Assistant Regional Census Manager, Dallas Region
- Illian, Cathy – Regional Director, Denver Region
- Jacobs, Jan – Tribal Partnership Specialist, Denver Region
- Jaquez, Ligia – Assistant Regional Director, New York Region
- Johnson, Dennis – Regional Director, Kansas City Region
- Kaminski, Bruce – Assistant Regional Census Manager, Boston Region
- Lewis, Stanley – Partnership Specialist, Dallas Region

- Mainster, Juanita – Partnership Coordinator, Atlanta Region
- Maldonado, Hector – Partnership Coordinator, Seattle Region
- Marriner, Foster – Assistant Regional Census Manager, Atlanta Region
- McClettie, Laura – Partnership Coordinator, Charlotte Region
- McIntire, Vicki – Deputy Regional Director, Denver Region
- McStay, Jan – Assistant Regional Census Manager, Seattle Region
- Monzon, Cesar – Partnership Coordinator, Boston Region
- Peeler, Mary – Partnership Coordinator, Charlotte Region
- Randle, Tommy – Partnership Coordinator, Los Angeles Region
- Sears, Reva – Partnership Coordinator, New York Region
- Shiye, Amadeo – Tribal Partnership Specialist, Denver Region
- Simon, Catyna – Area Manager, Atlanta Region
- Stephens, Marliyn – Partnership Coordinator, Chicago Region
- Wong, Jerry – Assistant Regional Census Manager, Los Angeles Region

MEETING FORMAT

Each of the three meetings followed the same general format, including opening remarks, opening invocation, agenda review, presentations and discussion on seven agenda topics, and closing observations. These meeting components are summarized below.

Opening Remarks and Invocation

Each of the three meetings began with a greeting from Joanna Mounce Stancil, 2010 American Indian and Alaska Native Program Manager, followed by welcoming remarks from regional directors and other key staff from Census Bureau Regional Offices. In addition, a tribal participant opened each meeting with an invocation, which is a cultural practice common in AIAN communities.

Agenda Overview

At the onset of each meeting, Joanna Mounce Stancil reviewed the meeting's goals and objectives with the participants, explained the contents of the folders that each participant had been given, and introduced the agenda that would be covered that day, consisting of the following topics.

- Understanding the Census Process – Census 101.
- Classifying and Tabulating American Indian and Alaska Native Responses in the 2010 Census.
- Geography Counts: Understanding the Link Between the Geography and the Data.
- How Best to Reach American Indians and Alaska Natives.
- Establishing Partnerships for a More Accurate 2010 Census.
- How State-Recognized Tribal Governments Can Help Recruit for Census Jobs.
- American Community Survey and American Indians and Alaska Natives.

At the beginning of the Green Bay/Oneida Nation meeting and the Albuquerque meeting, a video featuring North Carolina Commission of Indian Affairs Executive Director Greg Richardson's comments about the importance of participating in the 2010 Census was shown.

3. Discussion Topics

The following sections give details of the dialogue between the Census Bureau and meeting participants. The sections are organized to follow the agenda that guided the meetings, with each topic separated into three parts.

1. A summary of the information the Census Bureau provided during the working meetings.
2. Key issues that emerged as tribal participants asked questions and presented concerns.
3. Key recommendations that were made by tribal participants.

Tribal feedback has been classified as a “key issue” if one of the two following circumstances occurred.

1. If the issue emerged during at least two of the three working meetings.
2. If the issue was discussed for a significant amount of time and by several tribal participants at just one of the meetings.

Tribal feedback documented in the sections to come is not verbatim unless it is presented as a quotation. The following sections will describe the discussion of the topics in the same order they were presented in the meeting, as listed below.

- Understanding the Census Process – Census 101.
- Classifying and Tabulating American Indian and Alaska Native responses in the 2010 Census.
- Geography Counts: Understanding the Link Between the Geography and the Data.
- How Best to Reach American Indians and Alaska Natives.
- Establishing Partnerships for a More Accurate 2010 Census.
- How State-Recognized Tribal Governments Can Help Recruit for Census Jobs.
- American Community Survey and American Indians and Alaska Natives.

UNDERSTANDING THE CENSUS PROCESS – CENSUS 101

Summary of Census Bureau Presentation

This agenda topic focused on giving a high-level overview of the reason for the census, the history of past censuses, and the 2010 Census. In each working meeting, the Census Bureau presenters highlighted the following information related to the 2010 Census.

- **Confidentiality.** The Census Bureau’s procedures for ensuring the protection of personal information were described.
- **Difference Between the 2010 Census and Tribal Enrollment.** Tribal participants were reminded that the census numbers for AIAN would be different than tribal enrollment numbers for a variety of reasons, including the fact that the census is conducted entirely by self-identification and that all AIANs everywhere are included in the counts (not just enrolled tribal members).
- **Census Bureau Forms.** The 10 questions that are proposed to be included on the 2010 Census form were provided to the participants. Presenters explained that the 2010 Census will be a short-form only census. In the past, most households received a short-form questionnaire, while one household in six received a long form that contained additional questions and provided more detailed socioeconomic information about the population. The more detailed socioeconomic information is now collected through an ongoing survey process called the “American Community Survey.” This survey is described in detail later in this report.
- **Strategies for Gaining an Accurate Count of AIANs.** Presenters shared information about the Census Information Center (CIC) Program, which is a cooperative venture between the Census Bureau and national-level and community-based organizations, colleges, and universities that serve as data distribution centers reaching underserved populations. Participants were provided with contact information for the CICs in their regions. The Census Bureau also described three roles that assist in gaining an accurate count of AIANs, as defined below.

1. **Tribal Liaison Program:** Tribes designate an individual to serve as the point of contact between the tribe and the Census Bureau. This position is not funded by the federal government and is intended to increase involvement of tribal governments in the 2010 Census.
2. **Partnership Specialists:** These Census Bureau staff members serve as the point of contact with the Tribal Liaisons. In addition, the Partnership Specialists are tasked with conducting outreach to other AIAN groups, such as urban Indian organizations.
3. **Liaison for State Tribal Geographic Programs:** Also referred to as the “Governor’s Liaison,” this individual is designated by states to work with state-recognized tribes in defining State Designated Tribal Statistical Areas.

Summary of Participants’ Key Issues

The following key issues regarding this portion of the presentation emerged during the meetings, and they will be described in detail below.

- Confidentiality.
- Tribal, state, and federal government roles.
- Discrepancies between tribal enrollment numbers and census counts.
- The value of the decennial census.

Confidentiality

“We’d like to see this as easy as possible so that people are not disclosing information that they feel somewhere down the road they will be punished for.”
- Participant at Green Bay/Oneida Nation Meeting

Summary of Issue. The issue of confidentiality was raised at least once at each of the meetings. Participants wanted assurance that their information would be kept private from other people as well as from other federal agencies, such as the Internal Revenue Service (IRS). Particularly among participants who were representing state-recognized tribes, the concern was that their tribe’s members do not trust the federal government and wanted to be able to reassure members that they could participate in the 2010 Census without risk of negative consequences.

Summary of Census Bureau Response. The Census Bureau response to this concern in each meeting was to remind participants that they have airtight processes in place to ensure confidentiality and to guarantee that no identifying or individual-level information is ever divulged to any other person nor to any other state, tribal, or local government or to any agency of the federal government. The Census Bureau reminded participants that all U.S. citizens are guaranteed privacy during this process and that any breach of privacy carries serious penalties including a federal prison sentence of up to 5 years, a fine of up to \$250,000, or both.

The Census Bureau explained another built-in protection for reporting population-based information. If the size of a population, such as a state-recognized tribe, is too small, then detailed breakdowns cannot be given, as it would be easy to figure out specific details about individuals and/or families.

Tribal, State, and Federal Government Roles

“Some tribes are very small and have very limited resources and will not be able to commit financial resources for their tribal liaison.”
- Participant at Raleigh Working Meeting

Summary of Issue. Throughout the three meetings, participants raised several questions about the three roles that were described in the Census Bureau presentation: Tribal Liaison, Partnership Specialist, and Governor’s Liaison. The themes are detailed on the following page.

- **How Tribal Liaisons and Partnership Specialists Work Together:** Questions regarding the Tribal Liaison were especially prominent at the Raleigh Working Meeting, which had the largest number of participants who were there on behalf of state-recognized tribes. They wanted to know how the Tribal Liaison would work with the Census Bureau and wanted to be sure that the Tribal Liaison did not need to have a day-to-day level of interaction. They were also concerned about how the Tribal Liaison position would be funded since the Census Bureau was not paying for it and how expenses critical to the position (such as mileage) would be paid by tribes with small budgets.
- **Urban Indian Concerns:** Participants who were representing the viewpoint of urban Indians wanted to know how their constituencies would work with the federal government since there is no liaison program for urban Indians.
- **Governor's Liaison:** In general, participants were just seeking clarification on this position, including how it was selected, how it would work with tribes, and who had been appointed in their state.

Summary of Census Bureau Response. The Census Bureau clarified the roles as described below.

- **How Tribal Liaisons and Partnership Specialists Work Together:** The Census Bureau explained that each tribe had full flexibility in deciding how much time would be dedicated to this position and whether it would be a paid or volunteer position. Regarding expenses such as travel, the Census Bureau said that Tribal Liaisons should ask the Partnership Specialist to drive, as the Census Bureau can reimburse their mileage expenses since they are Census Bureau staff members.
- **Urban Indian Concerns:** Participants were reminded that the Partnership Specialist's role is to work with urban Indian organizations. They were also urged to participate in Complete Count Committees in their region.
- **Governor's Liaison:** The Census Bureau explained that every state had been contacted by the Census Bureau, requesting that an individual be designated. Not all states had selected a liaison yet, but the Census Bureau made contact information available for those who had been selected.

Discrepancies Between Tribal Enrollment Numbers and Census Counts

"Self-identification sounds like a great freedom, and I suppose if you subscribe to it, it is, but if you don't want to be identified to the outside world and only want to be identified by your own people, you are not going to be counted the way it [the census] is set up right now."

- Participant at Green Bay/Oneida Nation Meeting

Summary of Issue. This issue was important to participants who represented state-recognized tribes, so this feedback was especially prominent at the Raleigh Meeting but was also heard at the Green Bay/Oneida Nation Meeting. The issue hinged around the concern that Census 2000 numbers were significantly lower than tribal enrollment numbers at that time. This issue was important to tribal members because Census Bureau statistics determine the amount of money that is allocated to tribes to provide certain services. Participants shared that even state-recognized tribes, which are not eligible for federal allocations, are affected by the census's inaccuracies because state disbursement of federal funds is determined by Census Bureau statistics.

Distrust of the federal government was also cited by participants as a reason that tribal enrollment numbers differ from census counts. People said that some of their tribe's members would be unwilling to write down the name of their tribe for the federal government.

Summary of Census Bureau Response. The Census Bureau reiterated that the decennial census count is based on self-identification. For this reason, the Census Bureau explained, the census numbers will not match tribal enrollment numbers. The Census Bureau does not ask to see tribal identification to check if a person is an enrolled member of the tribe whose name they write on the form. In addition, a person may mark the AIAN checkbox on the census form and not write the name of an enrolled or principal tribe if

they do not know or have one. The Census Bureau described the steps that are being taken to help reduce inaccuracies: the 14 tribal consultations that were conducted with federally recognized tribes in 2007, the three working meetings that were conducted in 2008, the Tribal Liaison Programs, the Complete Count Committees, the Partnership Specialists, and the partnership and communications activities that will be conducted to promote the 2010 Census.

The Value of the Decennial Census

“How do we get the state-recognized tribes to put down that they are Native American if they feel that their number only benefits the federally recognized tribes that don’t recognize anyone else?”
- Participant at Raleigh Working Meeting

“They don’t see the incentive for filling it out for the U.S. government because they don’t see what it is doing for them.”
- Participant at Green Bay/Oneida Nation Working Meeting

Summary of Issue. Some participants were very vocal about the challenges they would experience in communicating the value of the census to their tribe’s members or constituencies. Among state-recognized tribes, the specific challenge was that members of state-recognized tribes felt that if they were to self-identify as AIAN, their tribe would never receive any financial benefit through federal allocations and that, instead, the federally recognized tribes would receive the money. Participants representing urban Indians said that people who were not enrolled in a tribe and did not know their ancestral heritage were also unmotivated to self-identify as AIAN because they did not see the value in doing so.

Summary of Census Bureau Response. The Census Bureau reminded participants that state-recognized tribes are eligible to receive federal monies through state allocations and that these formula programs are based on decennial census numbers. The Census Bureau also explained that it is important for all AIANs, including nonenrolled people or people who are members of federally recognized tribes, to come forward and be counted so that there is an accurate record of the number of AIANs who live in the United States.

Summary of Recommendations

“I don’t know how many urban Indians are on your advisory committee, but we get left out, and we need to be involved early on.”
- Participant at Albuquerque Working Meeting

At the meetings, participants made a few recommendations during the “Census 101” presentation for how the Census Bureau could succeed in gaining a more accurate count of AIANs in the 2010 Census. They are listed in the table below.

Recommendations for Improving the Census Process
<ul style="list-style-type: none">• Seek AIAN Input Earlier. Participants want their recommendations to be relevant to the census process, and when their input is sought after key decisions have already been made (e.g., the wording of census forms), they felt that there was less value in giving recommendations. Participants asked that these meetings be held earlier in the process for the 2020 Census.• Use Tribal Enrollment Numbers. The Census Bureau should use tribal enrollment numbers to get an accurate count.

CLASSIFYING AND TABULATING AMERICAN INDIAN AND ALASKA NATIVE RESPONSES IN THE 2010 CENSUS

Summary of Census Bureau Presentation

This agenda topic focused on the proposed 2010 Census question on race, which is displayed in Figure 1 on the next page. In each working meeting, the Census Bureau presenters highlighted the following information related to the 2010 Census.

- **Self-Identification.** Racial classification is based on self-identification. That means that every race checkbox people mark will be tabulated without their being asked to prove that they are, for example, an enrolled member of a tribe. The Census Bureau presentation emphasized that people can self-identify as one or more races.
- **List of Potential Responses.** Because people selecting “American Indian or Alaska Native” in the race question are also asked to include their “enrolled or principal tribe,” the Census Bureau has compiled a list of potential responses that people may give. The reason for this list is that tribal members may use several names to identify themselves, and the Census Bureau wants to accurately assign names to the right tribes during tabulation. At the meetings, this draft list was presented to participants for their feedback.
- **Groups Classified as AIAN.** Participants were asked which groups should be included in the AIAN tabulation: federally recognized tribes, state-recognized tribes, nonrecognized tribes, and Canadian, Central, and South American tribes. They were asked this question because the Census Bureau uses OMB’s definition of “American Indian,” which includes all of the above-listed groups. Thus, all of these groups were classified as AIAN in Census 2000, and they will likely be counted in the AIAN population for the 2010 Census.

Summary of Participants’ Key Issues

The following key issues emerged during the meetings, and they will be described in detail below.

- Proposed 2010 Census question on race.
- The Census Bureau’s list of potential tribe names.
- Tabulating multiple races.
- Certain groups should not be classified as AIAN.

Proposed 2010 Census Question on Race

*“It’s assumed that they [urban Indians] need to be enrolled in order to be counted as AIAN.”
- Participant at Green Bay Meeting*

*“You need to teach people how to fill out what tribe you are from. . . . There’s no place to fit the things in the boxes if your name is too long. it’s only 19 blocks. . . . we need to educate people.”
- Participant at Albuquerque Meeting*

Summary of Issue. The 2010 Census Question on Race is question 9 on the proposed 2010 Census form. This portion of the form is included as Figure 1 on the following page.

Figure 1. Race Question on the Proposed 2010 Census Form (Question 9)

9. What is Person 1's race? Mark ☒ one or more boxes.

☐ White

☐ Black, African Am., or Negro

☐ American Indian or Alaska Native — Print name of enrolled or principal tribe. ↗

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian

☐ Chinese ☐ Korean ☐ Guamanian or Chamorro

☐ Filipino ☐ Vietnamese ☐ Samoan

☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↗

☐ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↗

☐ Some other race — Print race. ↗

A frequent concern raised by participants was how a person could include the full name of the enrolled or principal tribe when relatively few blocks are provided in the write-in space on the form. Several long tribe names were cited in evidence of this problem, such as “Fort Peck Assiniboine and Sioux.”

Another concern related to the race question was raised by participants who were representing urban Indian organizations. They explained that the AIAN write-in line form implies that people might only self-identify as AIAN if they are enrolled in a tribe. They felt that this potential confusion would lead to people deciding not to self-identify as AIAN or not to complete the form at all.

Participants also wanted to know if there was still time to change the proposed 2010 Census form.

Summary of Census Bureau Response. In response to whether the short form could be changed, the Census Bureau said it was too late to make any changes for the proposed 2010 Census.

In response to the problems identified with the race question, the Census Bureau gave two answers. First, participants were told that they were not limited to the 19 boxes provided and that up to 30 characters would be captured. The Census Bureau told participants that people could write up to 30 characters in the write-in spaces on the form. Second, the Census Bureau explained that people attending the working meetings should educate their tribe’s members and/or constituencies about the importance of accurately self-identifying by marking the “American Indian or Alaska Native” checkbox and by including the name of their enrolled or principal tribe name. Participants were told that people who do not know their tribal affiliation should leave the write-in space blank, and they would still be counted in the major “American Indian or Alaska Native” race category.

The Census Bureau’s List of Potential Responses

“Because the process is all based on self-identification . . . our role in this process is to make sure that our membership and citizens of our nation put down the correct information.”
- Participant at Raleigh Working Meeting

Summary of Issue. At the working meetings, the Census Bureau presented a working document entitled “Potential American Indian and Alaska Native Tribal Responses to the Question on Race.” This list had been compiled from responses received from previous censuses to reflect the different ways people report information on tribal affiliation. At the Raleigh and Albuquerque meetings, many participants were troubled by the fact that they perceived inaccuracies with the list or could not find their name on the list at all. They also said that they were challenged in knowing how to educate their tribal members as to exactly what name to write on the form.

Summary of Census Bureau Response. The Census Bureau reminded all participants that the document that was being reviewed is still a working document and is currently being updated. Participants were asked to carefully review the list and provide any additions, deletions, spelling variations, and/or abbreviations that members of their tribe or community may use. Participants were asked for responses

that tribal members who identify themselves as American Indian or Alaska Native would likely report as the name of their enrolled or principal tribe on the census form. The responses of tribes, bands, clans, and villages will be classified according to the final list of American Indian and Alaska Native tribal responses that will be developed for the 2010 Census. The results will be used to tabulate information on population totals, age, sex, and other characteristics for American Indian and Alaska Native tribes. Participants in each working meeting were asked to provide written comments within 30 days of the meeting.

Tabulating Multiple Races

"If we have an Indian who's half Mexican and half Indian, and he puts down Mexican first, what will he be counted as? . . . If he puts down that he is Indian and Korean, will he still be counted as Native American? . . . Will any "mixed" Native American be counted as Native American?"
- Participant at Albuquerque Working Meeting

Summary of Issue. In general, this issue involved concerns that people who self-identify as more than one race will not be counted under both races. People were worried that the AIAN numbers would decrease as a result of marking more than one checkbox. In addition, there was concern about question 8, which references Hispanic origin specifically. People wanted to know if people answering "yes" to Hispanic origin and also identifying as AIAN would be counted as AIAN.

Summary of Census Bureau Response. The Census Bureau explained that OMB had made the decision to allow people to select more than one race to better reflect the diversity in the U.S. and that this decision had been implemented for Census 2000. Participants were reminded that every race that was selected by a person would be counted and that people answering "yes" to Hispanic origin and identifying as AIAN would be counted as AIAN in the race category.

Certain Groups Should Not Be Classified as AIAN

"South and Central American tribes have no specific recognition by their government, do not have a sovereign status. . . . They have a separate and distinct culture."
- Participant at Green Bay/Oneida Nation Working Meeting

Summary of Issue. The Green Bay/Oneida Nation meeting was the only meeting during which participants focused on the presenter's question regarding which groups should be classified as AIAN. They were given a list of potential groups, including federally recognized tribes, state-recognized tribes, nonrecognized tribes, and Canadian, Central, and South American tribes. Participants were confused as to why Canadian, Central, and South American tribes were being included in the list and, for the most part, the strong feedback was that these groups should not be included as AIAN. In general, this group did not have a problem with including state-recognized and nonrecognized tribes.

Summary of Census Bureau Response. The Census Bureau explained that Canadian, Central, and South American tribes were included in the list because these tribes are currently classified as AIAN. The Census Bureau explained that it follows OMB's guidance, which defines "American Indian or Alaska Native" as a person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment. This definition was developed in cooperation with federal agencies and community leaders to provide consistent and comparable data on the AIAN population throughout the federal government for an array of statistical and administrative programs. The U.S. Census Bureau adheres to OMB guidance.

Summary of Recommendations

*"Is there a way to do a PSA [Public Service Announcement] to have these people contact the local organizations dealing with urban natives and come to them to try to get suggestions for how to fill out the census forms because it's going to be almost impossible to get everyone."
- Participant at Albuquerque Working Meeting*

During the meetings, participants made a few recommendations for improving racial statistics. They are listed in the table below.

Recommendations for Improving Racial Statistics
<ul style="list-style-type: none">• Change the Decennial Census Form. The decennial census form should be changed so that the race question (question 9) is less confusing. The recommendation was that the Census Bureau should reconsider the number of blocks included for writing down tribe names and make it clearer that people can mark the "American Indian or Alaska Native" checkbox even if they do not have a tribe name to write down. Some participants also felt that AIANs should not be asked to specify a tribe name at all.• Be Inclusive of Tribes and Urban Indians. Specifically, participants recommended that changes to the decennial census form should be developed with input from tribes and from urban Indians to be sure that the question on race meets the varying needs of the diverse AIAN population.• Do a Better Job of Reaching Out to Urban Indians. National urban Indian organizations requested that the Census Bureau seek their input on how to best reach urban Indian populations to help educate them to answer the race question correctly. Another recommendation was to run a Public Service Announcement (PSA) in urban areas, educating urban Indians that they can go to urban Indian organizations to get support in accurately filling out the 2010 Census Short Form. Another recommendation was for the Census Bureau to coordinate a regional meeting of urban Indian organizations so that this group could work together to make recommendations to the Census Bureau.

GEOGRAPHY COUNTS: UNDERSTANDING THE LINK BETWEEN THE GEOGRAPHY AND THE DATA

Summary of Census Bureau Presentation

This agenda topic focused on describing geographic programs for state-recognized tribes. In each working meeting, the Census Bureau presenters highlighted the following information.

- **State Reservation Program and State Designated Tribal Statistical Areas (SDTSA).** These two geographic programs for state-recognized tribes were described to participants, with a focus on SDTSAs due to the low number of state reservations in the U.S. An SDTSA is a compact, contiguous area containing a statistically significant concentration of people who identify with a specific state-recognized tribe and in which there is a structured or organized tribal activity. SDTSAs follow physical geographic features such as fields, streams, or power lines.
- **Other Geographic Entities.** Census block groups and census designated places were also described as ways to gather meaningful geographic data in the absence of an SDTSA.
- **Governor-Appointed Work Contact.** The Census Bureau requests that governors name a state-level contact to work with 2010 Decennial Census geographic programs for state-recognized tribes.

Summary of Participants' Key Issues

The following key issues emerged during the meetings, and they will be described in detail below.

- Tribal populations in states where the tribe is not recognized.
- People of different tribal affiliations living in another tribe's SDTSA.

Tribal Populations in States Where the Tribe Is Not Recognized

"One of the largest settlements [of the Lumbee Tribe of North Carolina] is in Baltimore County [in Maryland], and there could be some advantages to being an SDTSA. While North Carolina acknowledges we have a large population in Maryland, Maryland does not recognize us."

- Participant at Green Bay/Oneida Nation Working Meeting

Summary of Issue. This concern was raised at the Green Bay/Oneida Nation Working Meeting. Some of this meeting's participants had one of two unique situations. First, the Ramapough Lenape Indian Nation, which is recognized as a sovereign nation by the state of New Jersey, has tribal members who live just across the state border in New York, where the tribe does not have state-recognized status. The tribe lives in a geographically distinct area, but the New York/New Jersey border runs through it. This issue affects the SDTSA, as the New York side of the geographic area cannot be included in the SDTSA.

A second, somewhat related issue was raised at this meeting, and a similar issue was discussed briefly at the Raleigh Working Meeting as well. Participants were concerned because they said that many members of their tribes were located in geographically distinct areas of states that do not recognize them, even though they do have state-recognized status from a U.S. state (e.g., the Lumbee Tribe of North Carolina living in Baltimore, MD).

Summary of Census Bureau Response. The Census Bureau explained that tribal members living in a state that does not recognize them as a sovereign nation cannot establish an SDTSA in that state. However, other options were mentioned, such as a census designated place or a census block group. Participants were encouraged to work with their regional Census Bureau staff to explore their geographic program options.

People of Different Tribal Affiliations Living in Another Tribe's SDTSA

"One thing I want to say about this particular program is that it is one of the most important in the Census in that it helps us make sure that geographic areas are correct."

- Participant at Raleigh Working Meeting

Summary of Issue. At the Raleigh Working Meeting, which had a significant concentration of participants from state-recognized tribes, several concerns about the SDTSA program were raised related to people from different tribes living in close proximity to people from other tribes, meaning that members of more than one tribe may be living in a tribe's SDTSA. Moreover, participants were concerned that tribal members living outside of the SDTSA would not be accurately reflected in the data.

Summary of Census Bureau Response. The Census Bureau explained that the Census Bureau designates a code that helps to show a person's tribal affiliation and another code to show where people are living. The Census Bureau also explained that if members of more than one tribe live in a tribe's SDTSA, the Census Bureau would produce data for the SDTSA that account for both tribes. The data would show that there are tribal members from a different tribe living within the boundaries of another tribe, unless the numbers were too small to show the difference. The data are presented by geography and by population size, and the Census Bureau reminded participants that, for confidentiality purposes, if the geography is small and the population is small, data reporting must be handled very carefully, as it may be too easy to identify people's personal information.

Summary of Recommendations

During the meetings, participants made one recommendation about geographic programs. It is listed in the table below.

Recommendation for Geographic Programs
<ul style="list-style-type: none">• Allow Sufficient Time to Establish the Right SDTSA. Because the SDTSA was seen as a very important geographic program, it was recommended that sufficient time be allowed for state-recognized tribes to review, clarify, and change boundaries if necessary.

HOW BEST TO REACH AMERICAN INDIANS AND ALASKA NATIVES

Summary of Census Bureau Presentation

This agenda topic focused on reviewing the Census Bureau's communications strategies and gaining feedback from tribal participants. In each working meeting, the Census Bureau presenters highlighted the following information.

- **2010 Census Communications Plan.** The presenters reviewed the communications plan, highlighting the communications contractor that had been selected (DraftFCB) and the AIAN subcontractor (G&G Advertising).
- **Review of Census 2000 Advertising.** Participants listened to radio PSAs, watched television PSAs, and reviewed print ads that were used to promote Census 2000. In addition, participants were shown a version of the "Portrait of America" video. This video is being updated to include AIAN testimonials and will be used to promote the 2010 Census in Indian Country and for Alaska Natives.

Summary of Participants' Key Issues

Because this agenda topic was primarily informational in nature, the discussion did not tend toward concerns or issues at two of the three meetings. Rather, participants primarily gave recommendations for how to best reach their constituencies, as discussed under the "Summary of Recommendations" heading.

At the Albuquerque Working Meeting, however, the time line for the communications campaign was discussed in detail, and this issue is described below.

Time Line for 2010 Census Communications Campaign

*"We need the info ahead of time. Everything you did [for Census 2000] was fantastic. We just need it ahead of time so we can integrate it into our programs."
- Participant at Albuquerque Working Meeting*

Summary of Issue. Participants were concerned about the timing for the release of 2010 Census promotional materials. Participants explained that they needed the materials early in order for them to be used to their full potential. One participant from the Los Angeles Region said that they received promotional materials far too late for Census 2000, which negatively affected her organization's ability to do outreach.

Summary of Census Bureau Response. The time line for materials development was reviewed thoroughly with participants. The Census Bureau said that a first round of partnership materials would be produced by January 2009, with another round anticipated in April 2009. Public materials would be ready for use at parades and other community events in November 2009, and paid advertising would begin in January 2010.

Summary of Recommendations

"You have to make us feel guilty about what we're not doing for the next seven generations [if our people aren't counted.]"
- Participant at Green Bay/Oneida Nation Working Meeting

During the meetings, participants made several recommendations for communicating with AIANs. They are listed in the table below.

Recommendations for Communicating with AIANs
<ul style="list-style-type: none">• Be Inclusive in Approach. Participants saw an opportunity for the Census Bureau to improve its inclusiveness in reaching all sectors of the AIAN population when conducting outreach and communications campaigns. The Census Bureau was urged by participants to consider the following as it prepares to advertise for the 2010 Census.<ol style="list-style-type: none">1. Remember the urban Indians and the reservations; focus on ways we are similar, not on ways we are different.2. Remember that not all Indians live out West.3. Remember the young people, the "iPod generation."4. Remember that we have podcasts and Web sites that can be used to reach people.5. Remember that we are visual people and may not have time to read a lot of information; use imagery.• Be Local and National in Reach. Some people did not remember seeing any of the Census 2000 advertisements. Other people remembered but were sitting next to people who had never seen the ads. Participants urged the Census Bureau to be local, regional, and national in their reach when placing media buys.• Provide Outreach and Promotional Materials Early. The specific recommendation was that tribes and organizations need 2010 Census promotional materials much sooner than the Census Bureau is intending to provide them. Participants wanted materials at least 1 full year in advance.

ESTABLISHING PARTNERSHIPS FOR A MORE ACCURATE 2010 CENSUS

Summary of Census Bureau Presentation

This agenda topic focused on partnership as a strategy for increasing accurate census counts. The presentation was brief and described the ways that Tribal Liaisons could work with Census Bureau staff, offered ways that tribes and urban Indian organizations could help promote the 2010 Census, and gave examples of activities that can motivate people to participate in the 2010 Census.

This agenda topic was primarily informational in nature. Across the three meetings, participants tended to listen intently to this presentation, but the topic did not spark significant discussion or yield key recommendations from participants.

HOW STATE-RECOGNIZED TRIBAL GOVERNMENTS CAN HELP RECRUIT FOR CENSUS JOBS

Summary of Census Bureau Presentation

This agenda topic covered the 3.8 million people who must be recruited to work for the 2010 Census, the positions they will fill, and the procedures for gaining employment. In each working meeting, the Census Bureau presenters highlighted the following information.

- **Census Positions.** The presentation reviewed the numerous positions required to staff field and office jobs as well as the qualifications required of applicants.
- **Employment Test.** The participants learned that staff members are selected based on how well they score on a test that consists of 28 multiple-choice questions. The presenters reminded participants that the test can be retaken as many times as desired, and the highest score is always the score that remains on record.
- **Recruiting Information.** The presentation focused on the recruitment methods the Census Bureau would use and directed participants to the toll-free jobs line and the 2010 Census jobs Web site. Presenters also offered ways that tribal participants could help recruit 2010 Census employees, through methods that include providing space for testing and training and posting or distributing recruitment materials.

Summary of Participants' Key Issues

The following key issues emerged during the meetings, and they will be described in detail below.

- Employment test.
- Indian hiring preference.
- Driver's license.

Employment Test

"Will any knowledge of the community that they are supposed to be enumerating or working with going to be a part of the test that applicants have to take? Or will the job announcement include this piece?"
- Participant at Raleigh Working Meeting

Summary of Issue. Several participants raised concerns with the employment test being the way to select employees. Some were concerned that the test would make it easier for young people (such as college students who are used to taking tests) to compete for jobs than people who were out of practice with taking tests. Other people were concerned that the test is not an effective way to assess someone's cultural knowledge and ability to work in a culturally appropriate way with AIAN communities.

Summary of Census Bureau Response. Participants were reminded that the Census Bureau is committed to hiring diverse people from diverse locations with diverse backgrounds but that they need a standard by which to measure a person's qualifications, and the employment test is the screening tool they use.

Indian Hiring Preference

"One of the hardest things I found was when people would come [to do enumeration] and weren't from our community, [others] would have to go back out and do the job again even though they were not being paid to do it."
- Participant at Raleigh Working Meeting

Summary of Issue. This issue was related to the concerns that participants raised regarding the employment test. It was very important to the working meetings participants that the individuals hired to do enumeration were from their communities. They were concerned that there was no way to ensure that people would have the ability to enumerate in a culturally sensitive way if they were coming in from outside the community. At each meeting, the question of Indian hiring preference was raised.

Summary of Census Bureau Response. The Census Bureau explained that Indian hiring preference was not allowed for these jobs. The Census Bureau described some of the flexibility they did have for hiring, including hiring down to the block level or hiring to meet the specific linguistic needs of a community.

Driver's License

"You have walking assignments for people who do not have a car, right?"
- Participant at Albuquerque Working Meeting

Summary of Issue. Another common question at the meeting was whether a driver's license was required in order to be hired. Some people remembered that enumerators had done their job on foot in past censuses. They wanted to be sure that this option would be considered in the 2010 Census.

Summary of Census Bureau Response. The Census Bureau agreed that in communities where houses are very close together, enumerators may not be required to have the ability to drive from house to house. They said this with the caveat that a driver's license and reliable vehicle would remain a requirement in communities where it is infeasible to walk, such as in areas where houses are several miles apart.

Summary of Recommendations

"Opportunities for hiring are another issue that I heard today, that you would like us to hire locally."
- Census Bureau Official at Green Bay/Oneida Nation Working Meeting

During the meetings, participants made one strong recommendation for recruiting and hiring for 2010 Census jobs, which is listed in the table below.

Recommendation for Recruiting and Hiring
<ul style="list-style-type: none">Hire From Within the Community. This issue was very important to participants. They stated numerous times that cultural sensitivity was a very important part of hiring, and many participants felt strongly that someone from outside their culture would not be able to do the job of enumeration right. Some participants, specifically from state-recognized tribes, went so far as to say that their tribe's members would refuse to answer the door or give any information to a person who was not a member of their community.

AMERICAN COMMUNITY SURVEY AND AMERICAN INDIANS AND ALASKA NATIVES

Summary of Census Bureau Presentation

This agenda topic described the American Community Survey (ACS), an ongoing nationwide survey sent regularly to a small sample of the population. In each working meeting, the Census Bureau presenters highlighted the following information.

- Purpose and Content of the ACS.** The ACS has taken the place of the Decennial Census Long Form. Because the survey is conducted on an ongoing basis, data are released annually as single and multiyear estimates. Starting in 2010, 1-, 3-, and 5-year estimates will be available every year. The ACS questionnaire topics include demographic and social characteristics, financial characteristics of housing, other housing characteristics, and economic characteristics.
- Importance of ACS Data.** The presentation explained to participants that the ACS data will be used for: (1) determining allocations for federal and state programs; (2) nongovernmental organizations for policy development and legislative needs; (3) economic development needs such as business planning and labor force training; (4) tribal colleges in curriculum planning and identifying demographic trends affecting enrollment; (5) tribal services and programs; (6) developing grant applications.

- **Finding ACS Data.** Participants were told that an ACS user handbook is under development for users of AIAN data. The handbook will describe and explain data products, and it will include case studies. The Census Bureau also emphasized that most AIAN areas and groups will receive 5-year estimates but not 1- and 3-year estimates due to small population size.

Summary of Participants' Key Issues

The one key issue that emerged during the meetings was ACS data accuracy and integrity, and it will be described in detail below.

ACS Data Accuracy and Integrity

*"Tribal leaders are saying they are not getting good info about the ACS program."
- Participant at Raleigh Working Meeting.*

Summary of Issue. Participants raised concerns about the integrity of ACS data particularly as it pertains to AIAN data. They explained to the Census Bureau that e-mails were being forwarded among AIAN stakeholders questioning the value of the ACS data. They wanted assurance that the data collected through the ACS would be correct. Participants said that they had seen "glaring anomalies" in data samples they had reviewed. They were also concerned about the sample size that was being used.

Summary of Census Bureau Response. The Census Bureau explained that the 5-year estimates have a smaller margin of error than the 1- and 3-year estimates. Regarding sample size, the Census Bureau explained that the sample size is 2.5 percent overall for all areas, whatever the population size. However, for small AIAN tribes, the sample size is higher to improve data quality.

Summary of Recommendations

*"If you want, the regional office is the best resource for providing [ACS] information. They can teach you to access data at whatever level you need training. They will help you."
- Census Bureau Official, Green Bay/Oneida Nation Working Meeting*

During the meetings, participants made one strong recommendation for the ACS, which is listed in the table below.

Recommendation for the ACS
<ul style="list-style-type: none"> • Provide Training on the Use of ACS Data. Because participants were concerned about the integrity of data, they suggested that the Census Bureau should offer training on how to accurately use the ACS data.

4. Summary

The three working meetings held between the Census Bureau, state-recognized tribes, national and state AIAN organizations, intertribal alliances, urban Indian centers, and other urban Indian organizations demonstrate the Census Bureau's ongoing commitment to gaining input from these stakeholders on how to ensure an accurate count of AIANs. These working meetings were well received by participants, who thanked the Census Bureau for seeking input from them. State-recognized tribes were particularly vocal in expressing their gratitude to the Census Bureau for holding the meetings and explained that they now felt better equipped to promote participation in the 2010 Census among their tribal members.

The Census Bureau's commitment to collaborating with AIAN stakeholders was demonstrated through the number of Census Bureau staff who attended the meetings. Moreover, each meeting saw significant participation of high-level Census Bureau officials from Census Bureau headquarters and Regional Offices, including Division Chiefs, Assistant Division Chiefs, and both Regional Directors and Assistant Regional Directors.

A summary of the ideas the Census Bureau heard from participants at the working meetings is listed below.

- ***Seek AIAN Input Earlier.*** Participants want their recommendations to be relevant to the census process, and if their input is sought after key decisions have already been made (e.g., the wording of census forms), then they felt that there was little value in giving recommendations.
- ***Use Tribal Enrollment Numbers.*** The Census Bureau should use tribal enrollment numbers to get an accurate count.
- ***Change the Decennial Census Form.*** The proposed decennial census form should be changed so that the race question is less confusing. The recommendation was that the Census Bureau should reconsider the number of blocks included for writing in tribes' names and make it clearer that people can mark the "American Indian or Alaska Native" checkbox even if they do not have a tribe name to write in. Some participants also felt that AIANs should not be asked to specify a tribe name at all.
- ***Be Inclusive to Tribes and Urban Indians.*** Participants recommended that changes to the proposed decennial census form should be made with input from tribes and urban Indians to be sure that the question on race meets the varying needs of the diverse AIAN population.
- ***Do a Better Job of Reaching Out to Urban Indians.*** National urban Indian organizations requested that the Census Bureau seek their input on how to best reach urban Indian populations to help educate them to answer the race question correctly. Another recommendation was to run a PSA in urban areas, educating urban Indians that they can go to urban Indian organizations to get support in accurately filling out the 2010 Census Short Form. Another suggestion was for the Census Bureau to coordinate a regional meeting of urban Indian organizations so that this group could work together to make recommendations to the Census Bureau.
- ***Allow Sufficient Time to Establish the Right SDTSA.*** Because the SDTSA was seen as a very important geographic program, it was recommended that sufficient time be allowed for state-recognized tribes to review, clarify, and change boundaries if necessary.
- ***Be Inclusive in Approach.*** Participants saw an opportunity for the Census Bureau to improve its inclusiveness in reaching all sectors of the AIAN population when conducting outreach and communications campaigns.

- ***Be Local and National in Reach.*** Some people did not remember seeing any of the Census 2000 advertisements. Other people remembered but were sitting next to people who had never seen the ads. Participants urged the Census Bureau to be local, regional, and national in their reach when placing media buys and advertising.
- ***Provide Outreach and Promotional Materials Early.*** The specific recommendation was that tribes and organizations need 2010 Census promotional materials much sooner than the Census Bureau is intending to provide them. Participants wanted materials at least 1 full year in advance.
- ***Hire From Within the Community.*** This issue was very important to participants. They stated numerous times that cultural sensitivity was a very important part of hiring, and many participants felt strongly that someone from outside their culture would not be able to do the job of enumeration correctly. Some participants, specifically from state-recognized tribes, went so far as to say that their tribe's members would refuse to answer the door or give any information to a person who was not a member of their community.
- ***Provide Training on the Use of ACS Data.*** Because participants were concerned about the integrity of data, they suggested that the Census Bureau should offer training on how to accurately use the ACS data.

In addition to the above-listed recommendations, meeting participants urged the Census Bureau to continue to seek input from the AIAN community by continuing the Census Advisory Committee on the American Indian and Alaska Native Populations. Participants also requested that the Census Bureau consider hosting consultations with federally recognized tribes and working meetings with state-recognized tribes and AIAN organizations for the 2020 Census. Participants recommended that these consultations and meetings be held before key decisions are made.



List of Online Appendices

Appendices may be obtained at <<http://factfinder.census.gov/home/aian/index.html>>.

Appendix A: 2008 Working Meetings Invite List

Appendix B: Background Materials

Appendix C: Sample Meeting Agenda

Appendix D: Potential AIAN Tribal Response(s) to the Question on Race

Appendix E: AIAN Tribes for the United States from Census 2000 (PHC-T-18, Table 1)

For more information on the 2010 Census, please visit <www.census.gov/2010census>.



2008 State-Recognized Tribes and American Indian
and Alaska Native Organizations Working Meetings
Final Report