

# HGCC Subcommittees

Eugene Tian, Chair

Department of Business, Economic Development & Tourism

2020 Census Hawaii Government Complete Count Committee

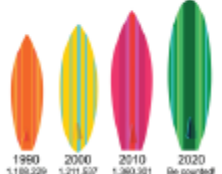
June 18, 2019

# New Activities at DBEDT Since Last Monthly Meeting

# More Promotional Items – Banners (15' X 4')

**Your Ohana counts!**  
Don't miss the 2020 Census  
April 1, 2020

Shape  
your future  
START HERE > | United States<sup>®</sup>  
**Census  
2020**



# More Promotional Items – T-Shirts



## Translation of the Brochure into 12 languages:

Hawaiian

Ilocano

Traditional Chinese

Korean

Chuukese

Samoan

Tagalog

Japanese

Simplified Chinese

Vietnamese

Marshallese

Spanish.

# Why Subcommittees?

- **More focused on specific groups/communities**  
Schools, business communities, ethnic communities, within government agencies
- **Take advantage of your expertise**  
Management skills, designing, planning, speaking, public relation skills
- **Share responsibilities**  
Request for funding, looking for vendors, organize activities
- **More activities in smaller groups**  
Subcommittees can meet beyond the monthly HGCCC meetings and organize specific activities
- **Bigger coverage**  
Covers government agencies and communities and businesses that we serve
- **More efficient**  
Specialization = efficiency

## How the Subcommittees Work?

- Each subcommittee selected one chair person – Some committees have co-chairs
- Subcommittee activities/meetings on their own schedule, HGCCC monthly meeting does not change
- Subcommittees should submit to HGCCC a proposal of activities and request for promotional materials such as the ones DBEDT produced, brochures, banners, and others
- Subcommittees can discuss the proposals, we will see if there will be budget

# Initial List of Subcommittees

## **Government Subcommittee (Internal Subcommittee)**

Promote awareness of the 2020 Census among government employees by ways such as presentations, bulletin board, posters and other promotional materials.

## **Media Subcommittee**

Creates and facilitates ways to get the census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

## **Business and Outreach Subcommittee**

Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials. Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.

## **Education Subcommittee**

Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use “Census In Schools” materials.



# Initial Subcommittees

## Formation of Subcommittees

- 14 members signed up at last HGCCC meeting
- Sign up results the following:
  - Business and Outreach Subcommittee: 4 members
  - Government Subcommittee: 5 members
  - Media Subcommittee: 6 members
  - Education Subcommittee: 1 members

# Business and Outreach Subcommittee

## Conference Room 410

### Name

### Organization

Katherine Korenaga

Human Services

Wayne Thom

Business Development & Tourism

William Nhieu

Commerce and Consumer Affairs

Wesley Machida

House Speaker's Office

# Government Subcommittee Conference Room 436

## Name

## Organization

Julie Ebato (Tentative Chair)

Attorney General

Bruce Oliveira (Co-Chair)

Defense

Ricky Higashide

Human Services

Alyson Yim

Land & Natural Resources

Daeleen Liu

Accounting and General Services

# Media Subcommittee

## Conference Room 435A

### Name

### Organization

Deborah Kwan (Chair)

Taxation

Sharon Hurd

Agriculture

Phyllis Dayao

Labor & Industrial Relations

Roland Lee

Judiciary

Ryan Fujii and/or Randall Landry III

Transportation

Andrew Garrett

Human Resources Development

# Education Subcommittee

<u>Name</u>	<u>Organization</u>
Lisa Watkins-Victorino	Office of Hawaiian Affairs

# Local Census Office Liaison and Committee Staff

- Local Census Office participation in subcommittees

- Committee staff allocation

Jan Nakamoto

Media Subcommittee

Yang-Seon Kim

Business and Outreach Subcommittee

Carlie Liddell

Government Subcommittee

**Now, let's hear from the sub-committee chairs**