HGCCC 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
More Promotional Items – T-Shirts
Translation of the Brochure into 12 languages:

Hawaiian  Tagalog
Ilocano     Japanese
Traditional Chinese  Simplified Chinese
Korean        Vietnamese
Chuukese      Marshallese
Samoan        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.
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
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Katherine Korenaga</td>
<td>Human Services</td>
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<tr>
<td>Wayne Thom</td>
<td>Business Development &amp; Tourism</td>
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<tr>
<td>William Nhieu</td>
<td>Commerce and Consumer Affairs</td>
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<tr>
<td>Wesley Machida</td>
<td>House Speaker’s Office</td>
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<td>Organization</td>
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<td>Julie Ebato (Tentative Chair)</td>
<td>Attorney General</td>
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<td>Bruce Oliveira (Co-Chair)</td>
<td>Defense</td>
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<tr>
<td>Ricky Higashide</td>
<td>Human Services</td>
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<tr>
<td>Alyson Yim</td>
<td>Land &amp; Natural Resources</td>
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<tr>
<td>Daeleen Liu</td>
<td>Accounting and General Services</td>
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<td>Deborah Kwan (Chair)</td>
<td>Taxation</td>
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<td>Sharon Hurd</td>
<td>Agriculture</td>
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<tr>
<td>Phyllis Dayao</td>
<td>Labor &amp; Industrial Relations</td>
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<td>Roland Lee</td>
<td>Judiciary</td>
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<td>Ryan Fujii and/or Randall Landry III</td>
<td>Transportation</td>
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<td>Andrew Garrett</td>
<td>Human Resources Development</td>
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<td>Lisa Watkins-Victorino</td>
<td>Office of Hawaiian Affairs</td>
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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