



Improving Race and Ethnicity Data Collection

Messaging Framework and Strategy

Who we are



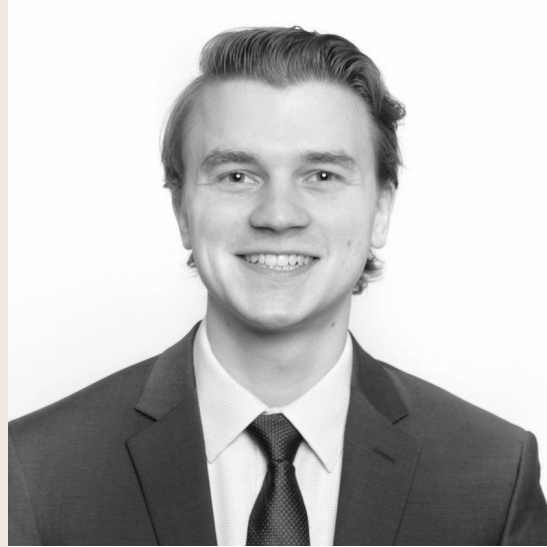
WHO WE ARE

Our team



Cassidy Schwartz

ACCOUNT DIRECTOR



Austin Adams

ACCOUNT DIRECTOR



Jake Gómez

SENIOR ACCOUNT EXECUTIVE

Our experience.



Fighting for democracy

Our country is at an inflection point. We are in the midst of a collision between those looking to defend our democracy, its processes, and its institutions and forces that seek to undermine it.

Most communications firms can run issue campaigns, but CLYDE is the only place with a dedicated Democracy practice designed to effectively support the fight to protect Democracy itself.

Our cross-partisan team has been on the frontlines for years, in and out of state and federal governments, campaigns, and organizations.

We have a proven track record of **bringing people together** – top tier media, elected officials, business leaders, advocates, and others – to deliver results with national impact.

We help craft your communications plan for litigation or legislation, get **in the weeds** on your advocacy initiatives and think pieces, roll out your new 2024 campaigns, and help launch your new tools and resources.

What to expect

- 01** | Our work with LCEF
- 02** | Research findings
- 03** | Message framework
- 04** | Toolkit
- 05** | Questions & talk back
w/ NJ Alliance for
Immigrant Justice

Our work



Three phases

CONTEXTUALIZE

Landscape Analysis

Catalog and analyze recent and ongoing media coverage related to data equity and data disaggregation, and race and ethnicity data collection in the U.S. from the 2020 Census up to present day.



MAKE THE CASE

Messaging

Develop messages and stories to provide a broader perspective on the importance of data collection through hosting message development workshops, creating a message framework, and developing a comprehensive community partner toolkit to bring people the tools to lead the conversation.



BREAK THROUGH

Earned Media

Educate the press and shape the narrative around race and ethnicity data collection and how it connects to the critical civil rights issues of our time – voting, health, education, etc.

Our approach

DISCOVERY

Brainstorm Session

Our team hosted and facilitated a conversation with The Leadership Conference Census and Data Equity team to identify the value proposition of your campaign to our target audiences.

FEEDBACK

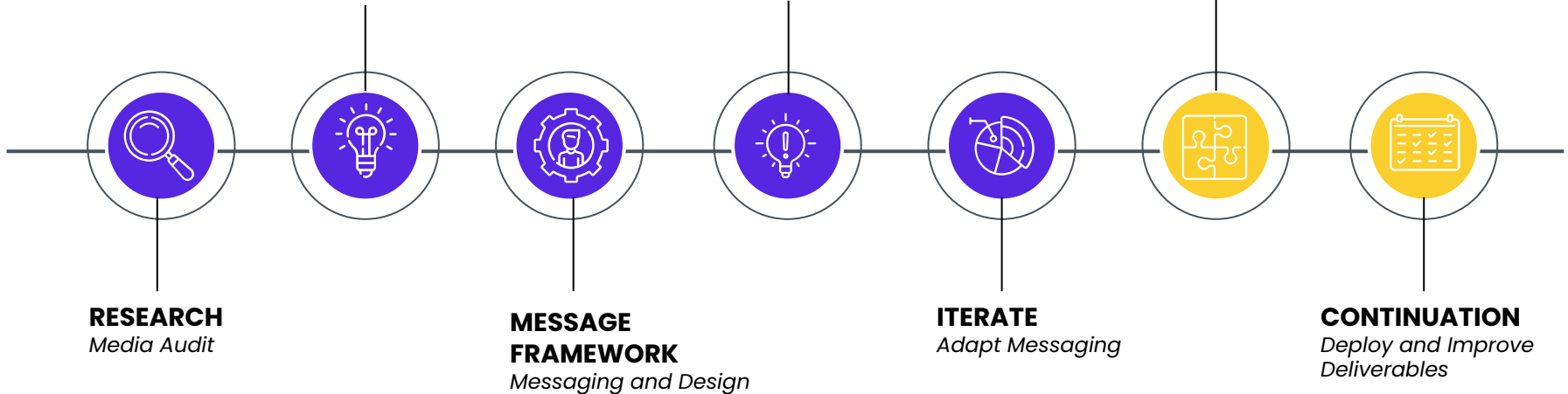
Work with Partners

Meet with partners and community organizations for feedback to shape messaging.

COMMUNITY PARTNER TOOLKIT

Connecting the Pieces

We learned that the final deliverable that would best serve our goals is a community partner toolkit.



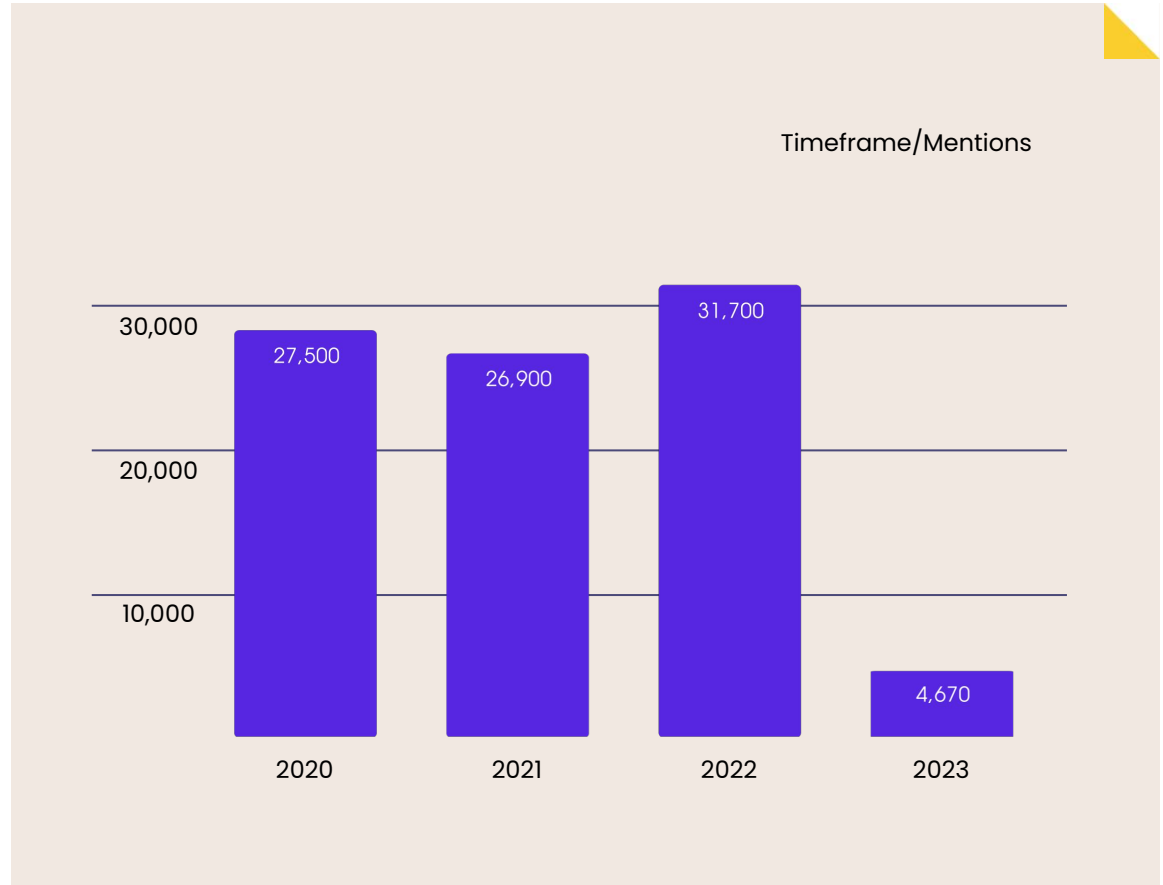
Research audit



RESEARCH

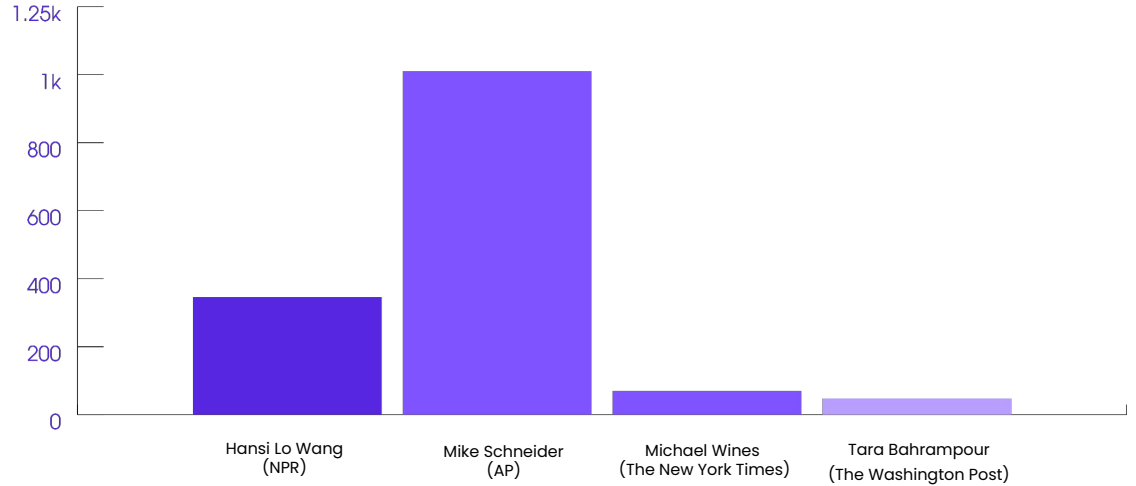
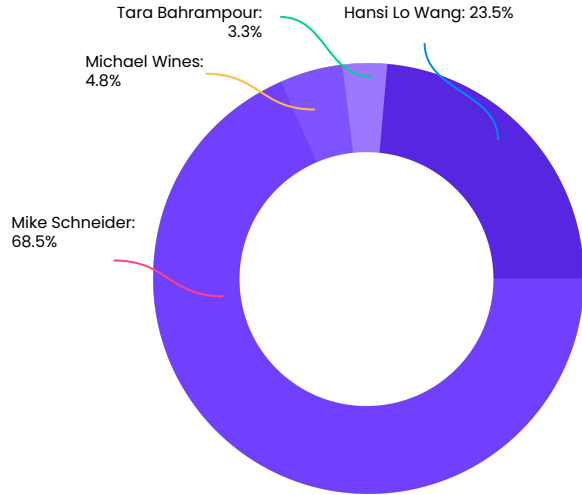
Research findings

Our team reviewed both traditional media coverage as well as social media from 2020 to 2023, noting key and emerging thematic trends, leading voices and their arguments related to the census, and the common story frames during these periods.



Reporter breakdown

Throughout our research, only a handful of reporters were dedicated to covering the census beat. A majority of the conversation driving coverage involved connecting the census to breaking news or related events.



Y-Axis: Number of Mentions (including syndications) | X-Axis: Reporter Name

What we found

1

Census coverage
was largely
negative

2

The census is
highly politicized

3

Salient discussions
about accurate
terminology

4

Recommendations
and solutions were
scarcely mentioned

What it means



Acknowledging the census' limitations while also emphasizing its value



Broadening the conversation around the importance of data collection



Reaching reporters outside of the legacy papers



Customizing messaging for audiences on both sides of the aisle



Featuring solutions more prominently in census coverage

Messaging framework

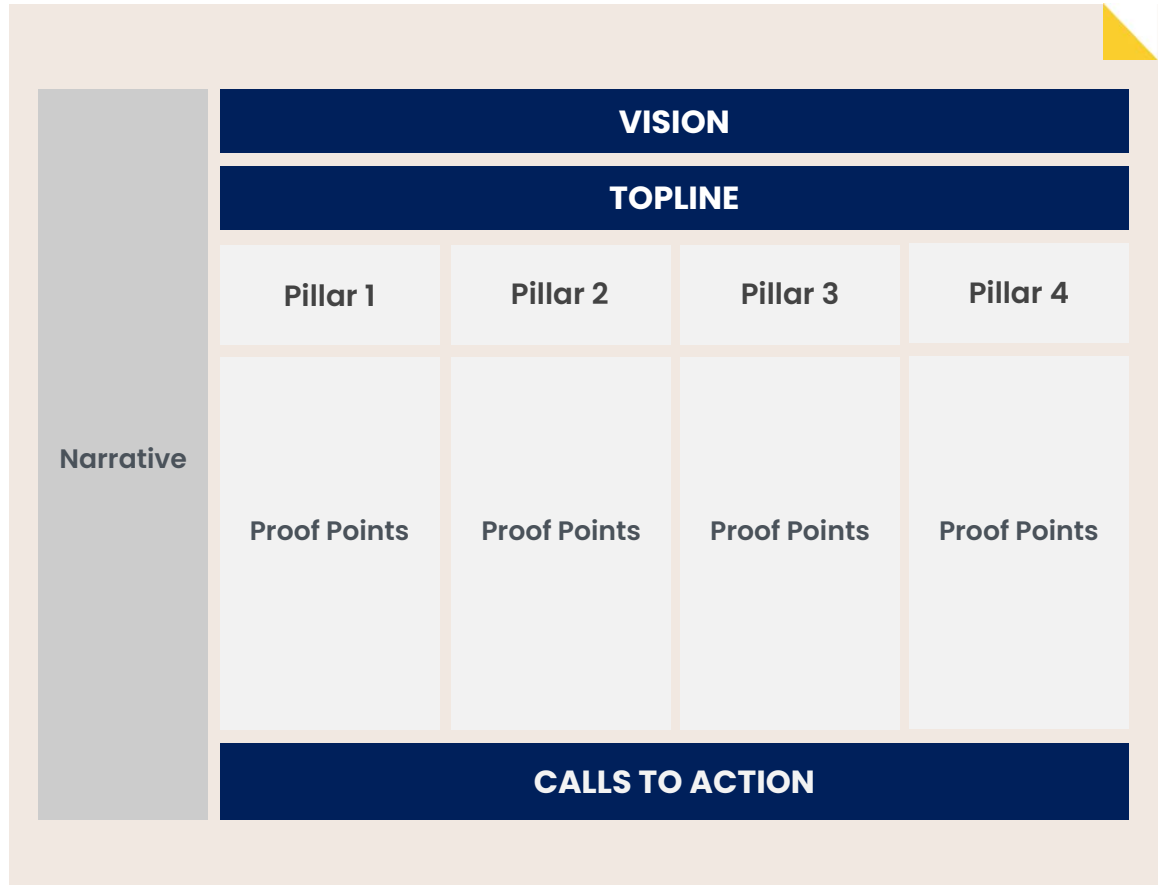


Structure

Building on our research into the media landscape, CLYDE worked with the Census & Data Equity team to develop a message framework – including a vision statement, topline message, and distinct message pillars and proof points.

We then worked with key internal and external stakeholders to collect feedback and refine our work.

The framework addresses the insights found in our research and provides a way to talk about the importance of equitable data collection in a way that responds to the issues we see in current media discussions. It is not prescriptive, and its points can be tailored for different audiences.



When you think of your vision for the future, what is the first word that comes to mind?

Nobody has responded yet.

Hang tight! Responses are coming in.

VISION STATEMENT

The broad diversity of our nation must be fully represented in our shared future, so that all communities can thrive.

TOPLINE MESSAGE

People in the United States face systemic barriers to opportunity across racial and ethnic lines. We need accurate, actionable data about all communities to fully understand these barriers, protect our civil rights, and ensure equal justice and equal opportunity for all.

When discussing data equity, what do you find most difficult to communicate?

Nobody has responded yet.

Hang tight! Responses are coming in.

Message pillars.



Four distinct themes, plus support

- I. The Problem
- II. Acknowledging Diverse Viewpoints
- III. Our Solution
- IV. Why This Matters

Pillar I The Problem

We don't have **adequate and accurate data** on communities across the country, particularly communities of color – a prerequisite to identifying inequalities and ensuring equal opportunity for all.

The federal categories typically used to collect race and ethnicity data have not kept pace with the increasing diversity of our country, and **do not reflect how many people self-identify.**

There is a growing movement to **misconstrue or end data collection** on race and ethnicity; this step would obscure racial disparities, work against race-conscious solutions, and perpetuate inequality.

Pillar II Acknowledging Diverse Viewpoints

While our identities are complex, deeply personal, and cannot be truly captured on a form, **allowing people to self-identify is the gold standard** for collecting race and ethnicity data (and other demographic data) on government forms.

Collecting these data can both **illuminate progress and expose disparities** that we can address to achieve equitable outcomes.

Pillar III Our Solution

When we have information that accurately reflects who we are today, **we can better advocate for the future we all deserve.**

People in the United States need to be able to **safely and securely self-identify** on government forms in a way that produces **accurate and actionable data** to inform good policymaking.

While **there is no “perfect” format** to collect race and ethnicity data, there are key improvements that we can implement to make race and ethnicity data **more inclusive, accurate, and useful.**

The federal government should modernize its data collection standards, and encourage state and local governments to follow suit.

Pillar IV Why This Matters

Modernizing data collection to reflect our diversity is key to building a more equitable society that can understand and address disparities in health care, education, voting, housing, transportation, and more – **allowing all communities to thrive in a more prosperous shared future.**

Your Community Counts

Organizing toolkit for data equity



Our goals

As our society faces persistent racial disparities and systemic inequalities, it is essential to have the tools to advocate effectively for equitable data collection practices that can help create solutions.

The toolkit aims to do the following:



Provide **resources, messaging, and guidelines** to engage in meaningful discussions with press, thought leaders, and other prominent voices on race and ethnicity data collection.



Illustrate how a range of civil rights issues – voting, health, education – **connect to the need for accurate data**.



Drive understanding, support, and action towards **policies** that promote data equity.



Articulate a **shared vision** of what more accurate data collection means for our country

The toolkit

- 01** | Introduction
- 02** | Message Framework
- 03** | Guidelines for Stakeholder Engagement
- 04** | Resources & Tools
- 05** | Action Steps & Conclusion

Driving action.



Policymakers

Support the collection of granular, disaggregated data at the state and national level

Community Organizations

Build community support around adequate data and ensure your identities are part of the story of our country

Journalists

Recognize how equitable data collection connects to your beat and expand reporting on the need for disaggregated data

Thank you!



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