



WILL YOU COUNT?

WHY THE 2020 CENSUS MATTERS

Tuesday, October 23, 2018
History Colorado Center
9:00 a.m. – 11:30 a.m.



ABOUT THE EVENT

The 2020 Census faces unprecedented challenges – including a new digital platform, privacy issues, questions related to citizenship and limited funding – in addition to historic trends in communities of color, older adults and rural populations being hard to reach. Data gathered from the 2020 Census will inform decision makers and determine allocation of federal resources to states, impacting a variety of sectors – including local and state governments, businesses, nonprofits and foundations – so its accuracy is crucial. Our intention with today's event is to provide a space where community members and partners can come together to be informed by subject matter experts and engage in constructive dialogue. Thank you for attending Will You Count? Why the 2020 Census Matters – we hope you find today's session valuable.

PROGRAM

Welcome and Introduction

Lindy Eichenbaum Lent | President & Chief Executive Officer, Rose Community Foundation

Keynote

Arturo Vargas | Chief Executive Officer, NALEO Educational Fund

Introducing Together We Count

Rosemary Rodriguez | Executive Director, Together We Count

Local Perspectives Panel

Moderator:

Derek Okubo | Executive Director, Agency for Human Rights & Community Partnerships, City of Denver

Panelists:

Kelly Brough | President & Chief Executive Officer, Denver Metro Chamber of Commerce

Elizabeth Garner | State Demographer, Colorado Department of Local Affairs

Nicole Melaku | Executive Director, Colorado Immigrants Rights Coalition (CIRC)

Audience Questions

Questions for our keynote speaker and panelists during the event?

Write them down on the index cards provided and pass them to volunteers in the auditorium.

Closing and Thank You

Joanne Kelley | Chief Executive Officer, Colorado Association of Funders (CAF)

Note: This session is being live streamed

KEYNOTE



Arturo Vargas

Chief Executive Officer, NALEO Educational Fund

Arturo Vargas is the Chief Executive Officer of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, a national nonprofit, non-partisan organization that strengthens American democracy by promoting the full participation of Latinos in civic life. He also serves as the Chief Executive Officer of NALEO, an affiliated national membership organization of Latino policymakers and their supporters. Arturo has held these positions since 1994.

Prior to joining NALEO Educational Fund, Arturo held various positions at the Mexican American Legal Defense and Educational Fund (MALDEF), including Vice President for Community Education and Public Policy. In this role he supervised and directed MALDEF's community education and leadership development programs. Before joining MALDEF, Arturo was the Senior Education Policy Analyst at the National Council of La Raza (NCLR) in Washington, D.C.

Arturo is a nationally recognized expert in Latino demographic trends, electoral participation, voting rights, the Census and redistricting.

Arturo holds a master's in education and a bachelor's in history and Spanish from Stanford University. He is from Los Angeles and was born in El Paso, Texas.

NALEO EDUCATIONAL FUND

Founded in 1981, NALEO Educational Fund is the nation's leading 501(c)(3) nonprofit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service.

NALEO Educational Fund achieves its mission through integrated strategies that include increasing the effectiveness of Latino policymakers, mobilizing the Latino community to engage in civic life and promoting policies that advance Latino political engagement.

NALEO Educational Fund provides national leadership on key issues that affect Latino participation in our political process, including immigration and naturalization, voting rights, election reform, the Census and the appointment of qualified Latinos to top executive and judicial positions.

MODERATOR



Derek Okubo is the Executive Director of the Agency for Human Rights and Community Partnerships for the City of Denver. He previously worked as services coordinator for Denver County for Big Brothers of Metropolitan Denver for three years before starting the Big Brothers High School Program. Derek has also served as a community liaison to northeast Colorado, Assistant Director of Community Services for the National Civic League (NCL) and Senior Vice President at the NCL. In his current role, he oversees eight offices and 10 mayoral appointed commissions. The Agency acts as a conduit of communication and convener of problem solving among local government, nonprofits, businesses and residents. A Colorado native, Derek graduated from the University of Northern Colorado with a bachelor's in psychology.

PANELISTS



Kelly Brough is President and CEO of the Denver Metro Chamber of Commerce and is focused on putting more Coloradans to work – in really great jobs. She has worked to advance the state and find opportunities for improvement whether it has been advocating for P-20 education reform, implementing groundbreaking programs like 3-1-1 and pay for performance for Denver or consulting on dispute resolution for local governments. Kelly has directed an internationally recognized leadership program, been chief of staff to then-Mayor John Hickenlooper and was the first female HR director for the City of Denver – in a common theme, she was also the first female on-call snow plow driver at Stapleton International Airport and the first female CEO of the Denver Metro Chamber. Though born and raised in a small Montana town, she is Colorado to the core.



Elizabeth Garner is the State Demographer with the Colorado Department of Local Affairs, an agency focused on strengthening the capacity of Colorado's communities and local governments. She leads the State Demography Office, which produces population and economic estimates and forecasts for use by state agencies and local governments. Elizabeth has over 25 years of experience analyzing population and economic trends in the state, and her current areas of research include aging in Colorado, characteristics of migration and poverty. Elizabeth is an economist and received her bachelor's in business at the University of San Diego and her master's in agricultural and resource economics at Colorado State University. She is also a Colorado native, something only 43% of the state's population can claim.



Nicole Melaku is the Executive Director of the Colorado Immigrant Rights Coalition (CIRC). She was introduced to organizing and fundraising as a volunteer in Aurora Public Schools and brought her skill set to the immigrant rights movement in 2010. Nicole joined CIRC as an organizer in 2012 and then worked as the Program Director for the Latino Community Foundation of Colorado, an initiative of Rose Community Foundation, where she oversaw grantmaking and special initiatives. In 2017, Nicole was called back to movement work and rejoined CIRC to advance the work of building a welcoming and just Colorado through policy, advocacy and non-partisan civic engagement work. She graduated from the University of Colorado Boulder and is a first-generation Coloradan, whose family hails from Chihuahua, Mexico.

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