



2026 Census Summit

September 23, 2026

9:00 AM - 3:00 PM

Clinton Presidential Library - Murphy-Keller Building

1 World Ave, Little Rock, AR 72202

AGENDA

9:00 AM Registration & Networking

9:30 AM Welcome

10:00 AM Looking Back - What the Data Tells Us

A look at what the 2020 Census data tells us about who was missed, why it matters for Arkansas, and what we can learn as we prepare for 2030.

Alison Wright, Arkansas Economics Institute

Moderator: Donna Terrell, Fox16 News

10:45 AM Taking Action for 2030 – Two Key Areas of Focus

Panel 1: Becoming & Recruiting Census Champions

Learn how trusted local messengers help build awareness, share accurate information, and reach Arkansas communities that may be harder to count

Rev. Preston Clegg, Second Baptist Church

Dr. Jonathan Crossley, Hope Public Schools

Randy Zook, Arkansas State Chamber

Dr. William Greenfield, AMDPA

Marquita Little Numan, Partnership for America's Children

Moderator: Keesa Smith Brantley, Arkansas Advocates for Families and Children

Panel 2: Preparing for LUCA

Hear why a complete Census starts with a complete address list and what local governments can do now to prepare their communities for LUCA.

Dante Moreno, National League of Cities

Joe Salvo, Chair of the 2030 Census National LUCA Working Group

Moderator: Mark Hayes, Arkansas Municipal League

12:15 PM Lunch Discussions

1:15 PM Taking Action Locally

Breakout 1: Census Champions

Turn what you have learned into action by identifying who you need to reach, who can help, and the resources you need to take action.

Facilitators:

Juanita Acosta, El Centro Hispano

Victoria Honea, Arkansas Connects & Counts

Tomekia Moore, Arkansas Association of Community Action Agencies

Breakout 2: LUCA Leads

Turn what you have learned into a practical LUCA readiness plan by identifying your local lead and team, available address data, and potential gaps. Leave with a clear next step to move your community toward LUCA readiness.

Facilitators:

Shelby Johnson, Arkansas State Geographic Information Officer

Angela Thomas, Arkansas Connects & Counts

Joe Salvo, Chair of the 2030 Census National LUCA Working Group

Valerie Shively, Arkansas Municipal League

2:15 PM Committing to a Complete Count

Hear from Arkansas leaders about why getting the 2030 Census right matters and the commitments being made to help ensure a complete count.

The Honorable Steve Crowell, Arkansas State Senate

2:45 PM Leveraging Arkansas Connects & Counts

Learn how to stay engaged with Arkansas Counts to act in your area of influence.

Dr. Joyvin Benton, Carl B. and Florene E. King Foundation

Victoria Honea, Arkansas Connects & Counts

3:00 PM Adjourn

