



July 14, 2021

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Mr. Arturo Vargas

The Honorable Gary C. Peters
Chair, Senate Committee on Homeland
Security and Governmental Affairs
340 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Rob Portman
Ranking Member, Senate Committee on
Homeland Security and Governmental Affairs
340 Dirksen Senate Office Building
Washington, DC 20510

Dear Chair Peters and Ranking Member Portman:

On behalf of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, I write to urge you to support the confirmation of Mr. Robert L. Santos to serve as Director of the U.S. Census Bureau. NALEO Educational Fund is the leading non-profit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service. Our constituency encompasses the more than 6,800 Latino elected and appointed officials nationwide, and includes Republicans, Democrats, and Independents. NALEO Educational Fund is a national leader in Census outreach, community education and policy development. Since the 1990 Census, our organization has conducted outreach campaigns to promote the full and accurate count of the Latino community. Together with media and community-based organizational partners, we coordinated the iHAGASE CONTAR! ("Make Yourself Count!") and iHAZME CONTAR! ("Make Me Count!") campaigns to drive response to the 2020 Census through a broad array of community education and assistance activities. We also have decades of experience promoting public policies to achieve the most accurate count possible of the nation's population. NALEO Educational Fund served as a member of the U.S. Census Bureau's national advisory committees between 2000 and August 2019, and continues to share its expertise with top Census Bureau officials. NALEO Educational Fund is also the co-chair of the Leadership Conference on Civil and Human Rights' Census Task Force, and of the National Hispanic Leadership Agenda's Census Task Force.

NALEO Educational Fund believes that Mr. Santos is a talented leader who combines unparalleled knowledge of data, statistics, and social science research with the management skills that make him highly qualified to serve as Director of the U.S. Census Bureau. With more than 40 years of experience, including leadership at the highest levels of top statistical organizations, Mr. Santos has demonstrated the strong commitment to scientific and data integrity that is needed to rebuild confidence in the agency which must serve as the nation's leading provider of quality data about the United States' people and economy.

Mr. Santos is currently Vice President and Chief Methodologist at the Urban Institute and he also held executive-level positions at the University of Michigan Survey Research Center and the National Opinion Research Center at the University of Chicago. He is well-versed in quantitative and qualitative research design, sampling, survey operations, and statistical analysis, which enhance his ability to ensure that the wide variety of data products released by the Bureau meet the highest statistical and scientific standards. His work has also focused on disadvantaged populations, which will help him lead the Bureau's efforts to reach and provide accurate data on "hard-to-count" populations.

In addition, Mr. Santos served on the Census Advisory Committee for Professional Organizations from 2001 through 2006 and served on the editorial board of Public Opinion Quarterly. Mr. Santos' leadership positions in statistical and research organizations include President of the American Statistical Association, the American Association for Public Opinion Research, and the Washington Statistical Society. He has also served on panels of the National Academies and is a member of the National Center for Health Statistics Board of Scientific Counselors.

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Our nation's future prosperity and well-being depend upon the quality of the data collected and released by the Census Bureau. These data guide the distribution of at least \$1.5 trillion annually in federal funding. They are crucial for a wide array of decisions made in the public and private sector that affect the day-to-day lives of all Americans. These data are also the basis of our representative democracy, and help ensure the sound enforcement of civil rights protections. As the Bureau emerges from the most challenging decennial census ever, the experience and perspective Mr. Santos brings will help the Bureau navigate the challenges that remain in processing and disseminating Census 2020 data, ensuring the accuracy of the Bureau's data products, and preparing for Census 2030 and other surveys.

Moreover, Latinos are the nation's second largest population group, and the Bureau cannot produce accurate data about our nation if it does not collect the most accurate data possible about the Latino population. As Latino population growth progresses, data experts are also involved in several critical dialogues about evolving statistical approaches for compiling and analyzing demographic and housing data. The Bureau's next Director must be able to ensure that the Bureau carefully considers and analyzes the implications of these approaches for the accuracy of data collection and dissemination about Latinos and other "hard-to-count" communities. We believe that Mr. Santos' deep understanding of statistical issues pertaining to disadvantaged and underrepresented populations will be of great value to the Bureau as it grapples with a rapidly-changing data and statistical landscape.

NALEO Educational Fund believes that Mr. Robert L. Santos is exceptionally qualified to serve as Director of the U.S. Census Bureau because he combines unparalleled statistical and data expertise, outstanding leadership and management experience, an ability to rebuild confidence in the Bureau's commitment to scientific and data integrity, and a strong dedication to ensuring that the Bureau takes into account the impact of the evolving statistical landscape on the accuracy of data it collects on Latinos and other "hard-to-count" population groups. For these reasons, we strongly urge you to vote in favor of his confirmation to serve as the Director of the U.S. Census Bureau.

Thank you for your consideration of our request. Should you have any questions, please contact me at (213) 765-9446 or at avargas@naleo.org.

Sincerely,



Arturo Vargas
Chief Executive Officer

Cc: Congressional Hispanic Caucus
Congressional Hispanic Conference