The Census Project’s Co-Director Mary Jo Hoeksema Selected to 2030 Census Advisory Committee

Washington, D.C. – The U.S. Census Bureau today announced the appointment of 23 members to its new 2030 Census Advisory Committee (2030 CAC), including The Census Project’s own Mary Jo Hoeksema, Co-Director.

“The 2030 CAC members, who represent various stakeholder organizations, groups, interests and viewpoints, have extensive census and survey experience. Under its charter, the 2030 CAC will assist the Census Bureau in devising strategies to increase awareness of and participation in the next decennial census, reduce barriers to response and enhance the public’s trust and willingness to respond,” said the Bureau in a press release.

Mary Jo has co-directed The Census Project since 2008 and serves as the Director for Government Affairs for the Population Association of America and Association of Population Centers. Prior to her position with PAA/APC, Ms. Hoeksema worked at the National Institutes of Health (NIH) for approximately 10 years, as the Legislative Officer at the National Institute on Aging and as the Special Assistant to the Director of the NIH Office of Policy of Extramural Research Administration. She held positions on Capitol Hill as a Legislative Assistant for U.S. Representative Rosa DeLauro and Legislative Correspondent for former U.S. Senator Jeff Bingaman. Mary Jo has a Master of Public Administration from George Washington University and is a former Presidential Management Fellow. Her recent leadership positions include serving as President of the Association of Public Data Users, 2021-2022, and as the Chair of the Associates Board of Directors for the Wolf Trap National Park for the Performing Arts, 2011-2012.

The Census Project’s own Advisory Board Member, Mr. Arturo Vargas, the Chief Executive Officer (CEO) of the National Association of Latino Elected and Appointed Officials (NALEO) was also appointed to the Census Advisory Committee today. He has served on prior iterations of the committee in the lead up to previous decennials.

“There is no better place to start planning the 2030 Decennial Census than by listening to experts and stakeholders who have direct experience in creating and implementing Census programs. Mary Jo Hoeksema is one of the leading experts on Census Planning and I am thrilled to add her expertise to our team,” said Howard Fienberg, Co-Director of the Census Project.

“I am honored to be chosen to serve on the new 2030 Census Advisory Committee. I am looking forward to working with this impressive group of experts as well as my colleagues at the Census Bureau and Department of Commerce to help ensure the success of the next decennial census.”
The Census Project (https://thecensusproject.org) is a broad-based coalition of national, state, and local organizations and companies that support an inclusive and accurate 2030 Census and American Community Survey (ACS) (the modern version of the census “long form”). Its 800+ member organizations and companies, representing the private, public, non-profit, and academic sectors, rely on objective data that the Census Bureau produces to inform evidence-based investment, policy and planning decisions.