

Flip chart notes from Subcommittee Work Plan Development Conversations

Partnerships Subcommittee

Purpose

The **Partnerships Subcommittee** will be responsible for managing cooperative outreach activities with:

- a. Faith community
- b. Business community
 - Chamber of Commerce
 - Farmer's Market
- c. Local non-profits
- d. Ethnic groups
- e. Civic groups
 - Neighborhood associations
 - Advocacy groups

Goals/milestones

- Reach x # of orgs by Sept. 2019 & have these orgs bring awareness to their group
- Create a detailed list of entities by end of July
- Expand the size of the subcommittee
- Host a community education meeting with orgs
- Develop a calendar of events/meetings
 - Art on the Avenue
 - ACHSO

Subcommittee Members

Subcommittee Chairs	Linda Landers Laura Perez
Steering Committee Representatives	Brandi Yee Jean Kelleher Kate Garvey
City Staff Representative	Jean Kelleher
Record Keeper	Luisa Reyes Myra Caesar

Timeline

- Meet by conference call the third week in July (July 22 at 5:00 PM)

Marketing and Communications

Purpose

The **Communications and Marketing Subcommittee** will be responsible for coordinating all communications and marketing materials, to include social media activity

Subcommittee Members

Subcommittee Chair	
Steering Committee Representative	Natalie Talis
City Staff Representative	Natalie Talis
Record Keeper	

Schools

Purpose

The **Schools Subcommittee** will be responsible for managing the Committee's partnership with ACPS and other educational institutions

Goals:

- Ensure teachers can introduce importance of topic to children (Elementary age key)
 - Curriculum packet
 - Library resources
- Recruit HS to get word out
 - High [percentage] of kids will actually fill out forms on behalf of parents
 - School clubs
 - Incentives for kids
- Every school-age child can engage with Census
- Every school provides opportunities for teachers/staff/parents to get info

Follow-up

- Strategy on how to engage with superintendent
- Strategy on how to reach private schools, community colleges, daycares
- Messaging critical

Subcommittee members

Subcommittee Chair	Dianne
Steering Committee Representative	Mary Taverner
City Staff Representative	Sierra Latham
Record Keeper	Louisa Miller

Responsibilities

- Tell committee that the following should be discussed with superintendent
 - Engagement with FACE
 - Identification of school champions
 - Involvement in message development
- Work with messaging subcommittee
- Compare stakeholder lists to that of partnership subcommittee

Timeline

Phase 1: Education

2020 Census Complete Count Committee
Meeting #3: June 27, 2019

Phase 2: Promotion

- Integrate into curricula
- Prepare for the back to school night
- Engagement strategy
 - PTAs
 - After school programs (rec centers)
 - YMCA, Campagna Center
 - Sports groups
 - Boy scouts
 - Libraries
 - Nannies
 - NOVA
- To do: get intel/materials from Census directly
 - Learn from other jurisdictions
 - YMCA
 - Ensure we do not overlap with other subcommittees
 - Prioritize groups
 - Prioritize [superintendent] engagement
 - Educate teachers

Phase 3: Motivation

- Giveaways
- Homework assignments
- Curricula materials (SUPER KEY)
 - Be aware of teacher overload
 - Consider taking it out of teachers' workplan
- Get students involved
- To do: Identify school rep/champion
 - SUPER engaged to help identify champion
 - Organize notes