

# Flip chart notes from Schools Subcommittee Meeting #1

## Outreach to ACPS

- Rosa Landeros
  - Jeryl Payne
  - Sarah Wehlan
  - Krishna Leyva
  - EAA (Educator's Association of Alexandria)
- Next Steps: Follow Up with C. Aguirre re: outreach to Dr. Hutchings

## Messaging/asks to Schools

- Adapt messaging to grade level
- HS volunteers
- Ask for prototype lesson plans from Census
- Add Marketing materials to Google Drive
- Giveaways
- Classes
  - What is Census
  - Why is it important
  - Why you should get your parents to complete it.
- It is safe and as a US resident you have to do it.
- NOVA put together things for Elementary Schools
  - Will Elementary kids tell their parents?
- Getting resources to teachers to begin with
- HS kids will be doing Census – not parents
  - MS/ES: focus on giving materials to transmit.
- Won't have trailers - can get more money
  - Census=fund resources (crayons/field trips, etc.)
- Assembly for Teachers
  - Use school liaisons as point person within school
- Citizenship classes students helped in 2010
  - Signed form – iTunes gift cards
  - Drawing for iPod

## CMA

- Meeting with leadership Team
  - o Teacher/parent liaisons/Support Team campaign in each school
  - o Check in with Krishna on best person/school – Patricia Brauner in 2010
- More mobilized parents at ES

## What do Principals need from us?

- Don't assume knowledge about Census
- Haven't Set Convocation
- No leadership meeting until August
- Leverage Census materials
  - o Existing curricula
  - o Workbooks/coloring books for younger kids
  - o Comic books
- Top three messages
- Value of Census to Schools

## Asks (continued)

- Distribution of Census Materials
- Allow us to present on Census
- Back to School Night
- Assembly – Understand and motivate
- Identify champions
- Distribute swag (esp. to younger kids)

## Messaging (continued)

- Stand up and Be Counted
- Confidentiality
- How is this different from showing up to vote
- Nothing to do with Citizenship - emphasize residents forms
- Address distrust of Gov't (including among Citizens)
- Share samples of Census questionnaire
- "Sand Up and Be Counted"
- Representative Appointment (Senate, House)
  - o gerrymandering
  - o Important to have Representatives who represent them
- Resistance messaging
- Private School Association and early ed. list

## Next Steps

- Develop Menu (Due 1<sup>st</sup> week in August)
  - o Auditorium meeting
    - Time?
    - Message?
  - o Teachers programming in classrooms
  - o Prog. For students
  - o In school champion
  - o Community Engagement
  - o Public Access Video
  - o Theater / Dance
- Compile list of Private and Early Education Organizations
- Research things that have been done in School before
- ID local celebrity for Assembly
- Contact schools to find dates for testing
- Compile back to School Night Dates
- Points for Communications
  - o Age specific messaging
  - o Find a Champion
  - o Incentivize communication
  - o Summary page that could be dispersed to teachers (value add to teachers)
  - o Reach out to ACPS CFO – how is Census funding schools
  - o Which Committee is doing What
  - o List of things to prioritize
    - Confidentiality
    - Need to follow Form as a resident (Citizen or not)
    - Differentiation from ACS
    - Are you going to ID local hero?
    - Social Media