

Flip chart notes from Schools Subcommittee Meeting #2

Coordination meeting with Marketing and Communications Subcommittee

- How should messaging be different in Schools?
Schools: should be directed toward kids
- How to identify champions?
- How to partner/coordinate going forward?
- Share activities
 - Coordinating with Private schools

Schools subcommittee meeting notes

- Follow up on former Meeting notes
- Generate information on how Census helps school programs

Ask list

- Prizes for students (iTunes gift cards) who could verify they showed Census materials to parents
- ID lead communication in each school and central administration communicator.
- **Check whether students can volunteer for community credit.**¹

Timeline

- Start distributing graphic design materials in Jan. 2020
- Prepare for back to school night: Meetings with Principals
 - Champion should be parents
- Meet with central office in next 2 weeks
 - Then meet with Principals

Messaging

- Differentiate between ACS and Decennial Census

Next Steps

- “Ask me about the Census” identifiers
- Translation
- One pager (Census web site)

Ask for Central Offices

- TV Studio (TC)
- Assembly
 - Students (all? Which school level?)
 - Teachers
 - Parents
- **Recruiting High School Students**

¹ Items identified with bold text are priorities for upcoming discussion with ACPS Central Office.

2020 Census Complete Count Committee
Schools Subcommittee Meeting #2: July 29, 2019

- **leverage existing clubs or student's orgs**
- PTA Meeting
- **Back to school / sporting event presence**
 - **Tabling with giveaways**
 - **What tchotchkes would kids gravitate to?**
 - **Coloring books/story books**
- Game/song?
- Art Activity
- Lesson plan/activity for advisory period
- *Encourage* teachers to incorporate materials (Principal ask)
 - *Don't* make mandatory. Avoid asking extra effort
 - Brainstorm ideas with teachers
 - Archived records
- **Use advocates in the school**
 - **Teachers champions**
 - **Student champions**
 - **How best to meet with them?**
- *Organized* materials for Principals
 - Why is this important? - your job depends on it.
 - What are we asking of you?
- Making computer resources available (learning centers)
- Tabling with end of year events

Timeline

- August – Meet with Central Office
- **September - Meet with Principals**
 - Establish a clear point of contact

Pitch

- Equity focus – improving outcomes for least advantaged students
 - Diversity / equity / inclusion (DEI)
- Strategic plan: 2020- 2025
 - Census will directly affect funding for that time period
- Kids will actually be the ones filling out forms for HH
- Include FACE
- CM Aguirre to inform School Board and invite to meeting with Central office

Asks (cont'd)

- Elevate student activities at City Hall
- **Can ACPS comms distribute info about Census & Census Events**

Next steps

- Schedule next Subcommittee Meeting via Doodle Poll after Central Office Meeting.