

Meeting notes from Marketing and Communications Subcommittee Meeting #1

Meeting notes

- Review agenda
- Discuss past meeting notes - identify our goals
- We have resources from the fed census now uploaded to the google drive, no need to recreate the wheel when it comes to messaging - two members will set up a presentation for our next meeting at end of August
- Antonio sent out a long resource on messaging- Jack summarized the challenges around the citizenship question and general distrust that people feel about government and how that hurts responses.
 - People really respond to the specific examples of how their community got money because of the census. Medicaid, SNAP, schools
 - From the documents: \$1,200 per person, times 10 years, that's \$12,000. That's money the government doesn't have to raise via additional taxes.
- It would be helpful to see a sample census to know the questions to show that it's not difficult.
- Identify community groups/populations to specifically focus on:
 - Latino
 - African-Americans
 - Seniors
 - Children/parents of young children
- Top messages
 - It brings resources to my community
 - Specific numbers (\$1200 per year, per person), how many road repairs that pays for, money for new schools
 - Builds a better community
 - Responses are secure and confidential
 - Ensures everyone is represented
 - Responding is a civic duty
- We need to work through each target group and modify messages accordingly.
- How do the good things outweigh all the bad?
- What materials do we need? Schools are most time sensitive
 - School messages - census money can pay for resources, capacity building, (kids from first generation often have to take responsibilities- don't overcomplicate the message) How do we explain it like a two year old?, applicable to grandparents too
 - St. Martins has translators available, FACE at ACPS does translations, maybe we can do a regional pooling of resources for translation

2020 Census Complete Count Committee

Marketing and Communications Subcommittee Meeting #1: July 29, 2019

- From schools subcommittee: do messages need to be different? Who are champions in schools? Partnerships with teachers? Maybe messaging for teachers in particular? Youth volunteers?
 - Teachers have platforms where kids can download information
 - Have something that requires parents to sign it and include raffles/prizes
 - A curriculum for civics classes - volunteers could do this
- What is our budget? Last time was around \$20K
 - We'll want to spend it on things like social media

Tasks

- Sierra/Natalie will add everyone from 7/29 meeting to email list and google drive
- Fannie will put together ideas to reach faith-based communities
- Meet on August 26, from 6-7:30pm at Durant, backup is AHDC office in north old town
- Leslie and Elisa will present their ideas in the google doc and during the end of August meeting
- Natalie will follow up with NOVA CC about their materials
- Antonio will follow up with the schools subcommittee on their timeline
- Paul will invite additional people to this group