

Meeting notes from Marketing and Communications Subcommittee Meeting #2

Introductions

- Antonio - psychology background
- Paul – resident
- Jack – resident, worked for census bureau
- Jim – works for Radio One, works with DC census on advertising and marketing
- Elisa – background in marketing and social media
- Mike – copywriter and resident
- Natalie – health department and background in communications

Materials and messages

- Elisa went through various resources on google doc and highlighted relevant notes. Leslie put together a toolkit for different subcommittees and events. The powerpoint is a starting point to build off more information.
 - We can put together specific tools for each target audience.
 - Focus is on using graphic tools to be eye catching, also focus on succinct, easy messages.
- Elisa put together a messaging document. Where is the separation between communications subcommittee and partnerships subcommittee? Most crucial piece is coordinating between the two groups.
 - Discuss during September 11 complete count committee
- Most people will get an invite to do the census online, few will get paper copies. Crucial to go with social media.
 - The “I counted!” stickers similar to “I Voted!” may be a good campaign.
 - Use election tactics, like getting people to send a postcard to themselves pledging to take the census
 - Can kids fill these out to send to their parents?
 - Utilize #AlexCounts #April1
 - The City has Twitter, Facebook, and Instagram and can use these there and potential use ads if we recommend
 - Explore tools from Stacey Abrams new organization.
- These documents use the basic communication resource outline but tailor messages for Alexandria.
 - For example, playing on Alexandria resident pride. People who are residents but not citizens: this is a way for people to share their voice and count.

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- People say they are concerned with privacy issues, so messaging clarifies this is safer than most things you do.
- Need to think through matching up messages with delivery system.

Faith-based Outreach

- Focus on benefits of census, and how funding supports their social causes
- Identifying large churches like Alfred St., maybe they'll let us (marketing or partnerships) stop by during a service to talk for 5 minutes.
- We can give them materials for their newsletters or social media.

Update on Census Questionnaire

- The latest version is uploaded onto the Google Doc, it can be printed to show people. Printed version will be in two languages – English on one side, Spanish on the other. There will be a phone line for multiple languages so the Census is staggering sending out the forms/invites so they don't have surge capacity.

Response rate issues

- Low responses are in areas with a lot of renters. Census enumerators had a tough time reaching renters. Messaging should confirm landlord won't see it. Partnerships could work with property managers to help let in enumerators. For the past census, volunteers sat in lobbies of big buildings.

Roles in Subcommittee:

Different critical functions-

- Notetaking – Natalie
- Agenda setting - Antonio
- Manage social media – Mike
- Milestones and work plan - Jack will provide regular updates on how our work fits in the plan
- Backup facilitator – Elisa and Jack

Tasks/To-Dos

- **Task** - Sierra contact Community Foundation and NOVA CC to come to next subcommittee meeting
- **Task**: Natalie schedule October 1, 6pm at Durant. Clarify with Sierra on FOIA rules for small groups.
- **Task**: Antonio will work with Sierra to get us time on the complete count committee schedule
- **Task**: Mike will put together some thoughts on a social media strategy
- **Task**: Leslie will coordinate with partnerships subcommittee and timing on use of toolkit

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- **Task:** Elisa will put together a blurb on the potential postcard work with schools subcommittee after back to school orientation is over.
- **Task:** Elisa and Leslie will continue exploring the I Counted stickers. Possibly with NOVA?