

Meeting Notes

Attendance

Present

- Antonio
- Paul
- Jack
- Jim
- Mike
- Natalie
- Melinda

1. Discussion on print materials

- Review of brochure and flyer-
 - o Edit text in community funding line. Remove “The” before The Alexandria.
 - o Remove some of the middle text.
 - o Change 10 questions to takes about 6 minutes to complete
 - o Add a “call to action” in title or in body
 - o Change contrast colors in cover to be more different
 - o Everyone will get a postcard giving you census instructions
 - o Modify passive to active voice
 - o Reduce text to make room for timeline
 - o Use \$1,200 per year rather than \$12,000 over 10 years
 - o Think about updating the “Who is Hard to Count?” section to something else, maybe a graphic element. Or reframe to “historically undercounted” or something empowering.
 - o Consider color and font size for legibility
- Banner review -
 - o Update sentence before bullets to: Take the Census for...

2. Social media

- Directed at millennials, we want people to believe it’s easy to take the census online.
- We’re changing millennial beliefs that it’s a hassle so we want to highlight that they can take the census anywhere and anytime.
- One key message, “you have a powerful voice and you can use it anytime.”
- Link to census and hashtag, using self-interest and civic duty
- Only put money behind links once it is available.
- Use videos with TCW production team on YouTube channel.
- Key to also reach youth who help manage household issues because of language barriers.

3. Hard to Count Community

- Largest factors in hard to count populations: renters, limited English proficiency, internet access, median household income

4. Faith-based community

- Churches will share the message about census but are wondering about other churches/temples/etc. How do we reach the others?
- What is the message for faith-based communities?
 - o Can use a generic message.
 - o Depending on what we need, think about how often this needs to go out.

5. Summary Next Steps

- Next Step: Melinda will get some reactions from students on updated materials.
- Next Step: All subcommittee members will review Trusted Messenger document in depth and provide input.
- Next Step: Melinda will ask her students about favorite social media channels.
- Next Step: Sierra will provide info re budget.
- Next Step: Fannie will continue researching relevant organizations and how to reach them.
- Next Step: Sierra will book the Durant Center for 11/7 at 6pm for next meeting