

Meeting Notes

Attendance

Present

- Antonio Melus
- Richard Jean-Baptiste
- Jack Moody
- Elisa Mondragon
- Mike Stanogo
- Natalie Talis
- Barbara H. Waters
- Leslie Klein
- Fannie Allen
- Gwen McCrea

1. Print Materials and Other City Updates

- · Rich: After discussing with OCPI, we'll be using the City's existing social media accounts. Including Facebook ads.
- ○ We should ensure that we look at analytics after buying ads to make sure the messages and images are resonating.
- · Rich: We met with the broadcast club at TC Williams. They will produce 3-5 one to two minute infomercials/PSAs. They need our existing materials and information. The videos will go online on the City's YouTube account and on our social media.
- ○ They are asking for community leaders to participate in the videos and any aesthetic input. First draft by December 19th.
- ○ Rich has shared key talking points with them. Mike will draft the script.
- ○ Who are the community leaders? Mayor, Canek, Mo, someone from Casa Chirilagua, faith community (for Ethiopian community), Senior Services ambassadors
- · Material review:
- ○ Banner for community events
- ○ One pager – Change “How is Alexandria Preparing for a Complete Count?” to more focus on why is Alexandria doing this.
- ○ Trifold - Update typos, just have the website and social media once with the multiple languages. Add some sort of privacy statement.

- ○ Sticker - I counted instead of count me in? Also how to encourage finding more info? Maybe using the hashtag on it.
- ○ Student feedback from NVCC: Summary of document from students highlights issues around privacy and transparency, and immigration status. Feedback could be incorporated into the ambassador training.

2. Gwen: Evaluation of messages from NVCC:

- ○ List of questions for evaluators (trusted messengers or ambassadors) – change number four to reflect Melinda's question about the information being clear.
- ○ This can be built into a survey monkey and sent out to volunteers after an event
- ○ Consider adding question about how many people reached (maybe combine with second question on event/venue)
 - Ambassadors should review the feedback from NVCC students before their volunteering shift
- Gwen will check with Melinda if we can share the students' responses.
 - Consider turning question one into a check box; add a final open comment box

3. Postcard Update

- ○ Ideally we'd give a pre-set box of materials with pre-stamped envelopes and information that way a teacher will only need to distribute then drop in the mail.
- ○ Timing for this? February or March might be ideal.
- ○ Students would just need to write their address and what they envision for Alexandria.
- ○ Elisa will share this info with the other subcommittee to plan logistics and get feedback.

4. Faith-based toolkit

- ○ Pastors need messaging as soon as possible
- They have concerns about messaging to people with privacy concerns and immigration concerns
- Send letter to Catholic leaders to send out to priests.
- Looking for a citywide message that goes out on the same day (Thunderclap).

2020 Census Complete Count Committee

Marketing and Communications Subcommittee Meeting #4: November 7, 2019

- Can we request the Nats to participate in Census outreach? Maybe through the Council of Governments?

5. Next Steps:

- ○ Potentially include postcard project for Dec 2 Outreach Subcommittee
- ○ Share info about our projects with regional partners
- ○ Meet at Beatley library maybe? Tuesday, December 3 (6-7:30)
- Agenda – comms plan and millennials