

# Meeting Notes

## Subcommittee workplan

- Outreach committee will access materials from Rec Centers, are there other ways to get materials to volunteers?
- How do we slot in various social media posts/materials?
- Could we start backwards with Census Day?
- Next step: Plan with Outreach Subcommittee in December
- Key dates:
  - December: Meet with outreach; get TC broadcast team a script for videos
  - January: Outreach subcommittee will receive materials – Rich will share with them and feedback
  - January: Work on press release re: census
  - January: Pick out social media posts for March
  - February: Get Outreach subcommittee a blurb for newsletters, work on translations
  - Mid-February: Postcard project launch
  - Late-February: Pitch story to local newspapers with pictures (no pics of faces!)
  - March: Social media posts every week (ask partners to tag the city and hashtag)
  - Mid-March: OCPI releases e-news/info to residents
  - Early March: social media video posts
  - Late March and early April: Radio/TV spots
  - End of April: Align ads with enumerators...still counting campaign
  - When do the regional big ads start? What about DASH?

## Postcard project

- Elisa has a draft letter explaining the process and would go with a package of materials, including feedback. In the letter, direct teachers to review for good ones and parents to share via social media.
- Once kids fill out the postcards, maybe they can be featured in the local papers.
- Who should be the contact person on the letter?

## TC Broadcast Club Videos

- Rich and Sierra getting in touch with people to star in videos (e.g. Boys and Girls Club manager, Casa Chirilagua, etc.)

## 2020 Census Complete Count Committee

### Marketing and Communications Subcommittee Meeting #5: December 3, 2019

- Are we just interviewing these leaders and putting them into videos? When we reach out to these leaders, are we doing education too? Sharing the tri-fold and detailed flyer.
- Let's place this on social media, public TV, radio options

### Next meeting

- January 15, 6-7pm at The Station – Elisa will schedule.