

# Meeting Notes

## Attendance

### Present

- Canek Aguirre
- Jean Kelleher
- Ralph Rosenbaum
- Karl Moritz
- Kate Garvey
- Sierra Latham
- Natalie Talis
- Radhika Mohan
- Mary Taverner

### Not present

- Krishna Leyva
- Brandi Yee

## 1. Regional Coordination Update

- Community Foundation
  - o Connected with NOVA Studio for regional coordination on branding
  - o Community Foundation is creating a Social Media tool kit – what would you like to see?
  - o Public Access PSA's
- COG Coordination on Metro System for advertising.
- NOVA Chamber of Commerce Meeting on Nov. 14<sup>th</sup> on how to engage business community
- State CCC – school art contest
- Year up – engage millennials about Census at NVCC.
  - o Census solution Workshop
- What are MD and DC doing that we can use? Using COG
  - o Sierra will send link to COG Dropbox of info.
- Leverage Telemundo & NBC4 to raise awareness: Town Halls, Art Contests.
- Link to City's Web Page
- Paying for translations of resources regionally so cost is shared.
- Social Media tool kit.
  - o Set Tweets
  - o Content for various platforms
  - o Specific Messaging
  - o Timeline strategy – how you coordinate messaging among various platforms.
  - o Ask Communications/Marketing subcommittees.
- Governor is funding State CCC w/ \$ 1.5 million
- ACT for Alexandria applied for Grant to fund “Trusted Messengers”

## 2. Schools Sub-committees

- July 15
- July 29
- Develop menu of “Asks” for ACPS Central Office
- ACPS Staff on Committee – Rosa Landeros
- Next Steps – Refine top 5 asks + back up ideas
- Chat with Central Office
- Request to Meet with Principals

## 3. Marketing Sub-Committee

- July 29 Meeting - Kick off Meeting
- Focused on goals of sub-committees
- Researching past successful messaging
- Schools and partnership sub-committees will be important partners
  - o Work back and from key dates.
- ID target groups and what form of media work for each
- Need meeting end of August.
- What Community Foundation is doing regionally.
- Populations and where they live
  - o Getting/ recruiting people who speak same language – NRC
- First, what we want to say
  - o Who the target populations are
  - o Where are they located

## 4. Partnership Sub-committee

- 30-40 applied online to volunteer
- Have someone from Community Foundation to next CCC Meeting or individual sub-committees.
- Work with OCPI so they know what is coming
- Looked at demographics of low response Census tracts, focus on neighborhoods.
- ID 5 high priority neighborhood and key organizations and events in them
  - o Fox Chase
  - o Landmark Mall
  - o Southern Towers
  - o SW Quadrant
  - o Arlandria / Chirilagua
- ID locations where people already are to have Census meeting
  - o Coffee shops
- Alexandria Health Department has location of places for pop-ups during Community Health Association and where you can/not stand.
- Charter to clarify partnership sub-committee

## 5. Meeting Facilitation

- Provide Agendas -Sierra to develop template and send to group beforehand
- Chairs can contact staff to help with subcommittees agendas

2020 Census Complete Count Committee  
Steering Committee Meeting #3: July 31, 2019

- Natalie will work with Marketing co-chairs; Sierra with Partnership and Schools.
- Note taker at each meeting on flip charts so everyone can see and be on same page.
- Refer back to work plans, maybe put on back of agendas.
- Monthly objectives at top of the agenda drafted by Steering Committee and Work Programs.
- What is our goal for September?
  - o Clear strategy for involving schools
  - o Prepare for school year
  - o ID Events – create master calendar and where to send event ideas.
- December: flyering
- November: List of locations/events
- October: Graphic design?

## 6. National Night Out

- Simplify flyer
- Use front page on flyer and ½-page
- Highlight April 1<sup>st</sup> as Census Day
- Different languages? Spanish at least
- 2-sided - English/Spanish
- CM. Aguirre will translate by EOW
- Review backside as tool to train Census volunteers
- Sierra will email draft Flyer\*
- How are we getting this to people?
  - o Give it to Cap. Seriano xxxxxx
- Send CCC members info about National Night Out\*
- 30-second pitch on Census for CCC\*

## 7. Summary Next Steps

- Mary Taverner sharing with families to get feedback
- Translate to multiple languages.