

Meeting Notes

Attendance

Present

- Canek Aguirre
- Jean Kelleher
- Jackie Cato
- Karl Moritz
- Richardson Jean-Baptiste
- Sierra Latham
- Natalie Talis
- Brandi Yee
- Mary Taverner
- Albania McQueen

1. Regional Coordination Update

- Community Foundation is creating a Social Media tool kit
- Acceptance to WAMATA PSA, will be receiving advertising in March of 2020
- Group Quarters enumeration begins :March 30th, march 31st and April 1st

2. Marketing Sub-Committee

- Tailoring Census Bureau materials so cater to Alexandria
- Refining a social media strategy to target renters and millennials
- Developing print resources
- Idea was brought up that the committee should start video capturing community leaders speaking about the importance of the Census.
 - Gives an example of how TC students can participate.

3. Partnership Sub-committee

- Developed a partnership engagement tracking sheet
- Developed an outreach script
- Goal is to reach out to 5 organizations
- Responsible for reaching out to libraries, private schools, and early childhood education organizations

4. Schools Sub-committees

- Parent coffee meetings
- Adding a school board member to the subcommittee

5. City Staff engagement updates

- Department head meeting discussion on linking up with other departments on getting their support, train ambassadors who are in different departments.
- Did not get the grant for the Greater Washington Community Foundation Pool for trusted messengers
- Sharing information about the census with Board and Commissions chairs, and DCHS leadership to ensure all customer facing staff will have the information they need.
- Routine Trusted messenger trainings, thinking it may happen at an ad hoc basis

6. Summary Next Steps

- Communicating back out department heads about what resources are available.
- Following up with the Marketing and Communications subcommittee regarding video campaigns.
- Following up on timeline for social media toolkit with community foundation
- Connect with Kate Garvey and create a list of group quarters within Alexandria. Follow up with Albania to cross reference our resources.
- Following up with each of the subcommittee groups updating them on any updates pertaining to them during this meeting