



# **Census 2020 Complete Count Committee Meeting #6**

Lee Center  
January 13, 2020

# Agenda

1. Welcome
2. Marketing and Communication  
Subcommittee Report
3. Census Jobs Recruitment Update
4. Census Day Outreach Activity  
Brainstorm
5. Partner Engagement and Outreach
6. Summary and Next Steps



# Marketing and Communication Subcommittee Report



# Census Jobs Recruitment Update

With Jordan Franken (Census Bureau)



# Census Day is April 1!

Let's brainstorm some fun things we can do to promote the Census on that day



# Partnership Engagement



# Initial Partner Outreach Conversation

1. Why the Census is Important
2. State that we want to partner with the organization
3. List ideas for ways to partner
4. Ask about upcoming events where we can promote the Census

# Ideas for ways to partner

- Display brochures or a poster promoting the 2020 Census
- Attend Census Ambassador Training
- Distribute flyers through case manager or caseworkers
- Integrate messaging about the Census into existing outreach
- Promote the Census at events



# Following up with partners

At least monthly, check in with your partner organization. As applicable, ask:

- Has a representative attended Census Ambassador Training?
- Does the partner need additional print materials?
- Does the partner need messaging to incorporate into existing outreach?
- Does the partner have any upcoming events?



# Outreach Event Coordination

# Outreach Event Coordinators are responsible for...

1. Initiating contact with a Point of Contact (POC) at the event
2. Determining volunteer staff and resource needs for the event
3. Coordinating logistics on the day of the event
4. Managing the event

# Initiating contact with a POC

The Coordinator is responsible for identifying an appropriate POC and initiating contact with that person. During the conversation, establish:

- **When** the event is
- If we can **present** on the Census
- How much **space** we will have



# Initiating contact with a POC

- Which **materials** would be appropriate
- If a **table, booth, or chairs** will be provided
- How many **volunteers** the POC would recommend
  - And how volunteers should be able to accommodate attendees
- Who the **day-of POC** is



# Determining Volunteer and Resource Needs

Based on the conversation with the POC, tell City staff what resources you need. City staff will:

- Coordinate volunteers through Volunteer Alexandria
- Acquire all resources, to include print materials and giveaways

# Coordinating Logistics

- At least 24 hours before the event
  - Confirm the event with the POC
  - Confirm volunteer staff assignments
  - Coordinate materials delivery
- Day of
  - Set up materials
  - Brief and debrief volunteers
  - Clean up event space
- Following the event
  - Return materials to City staff

# Managing the Event

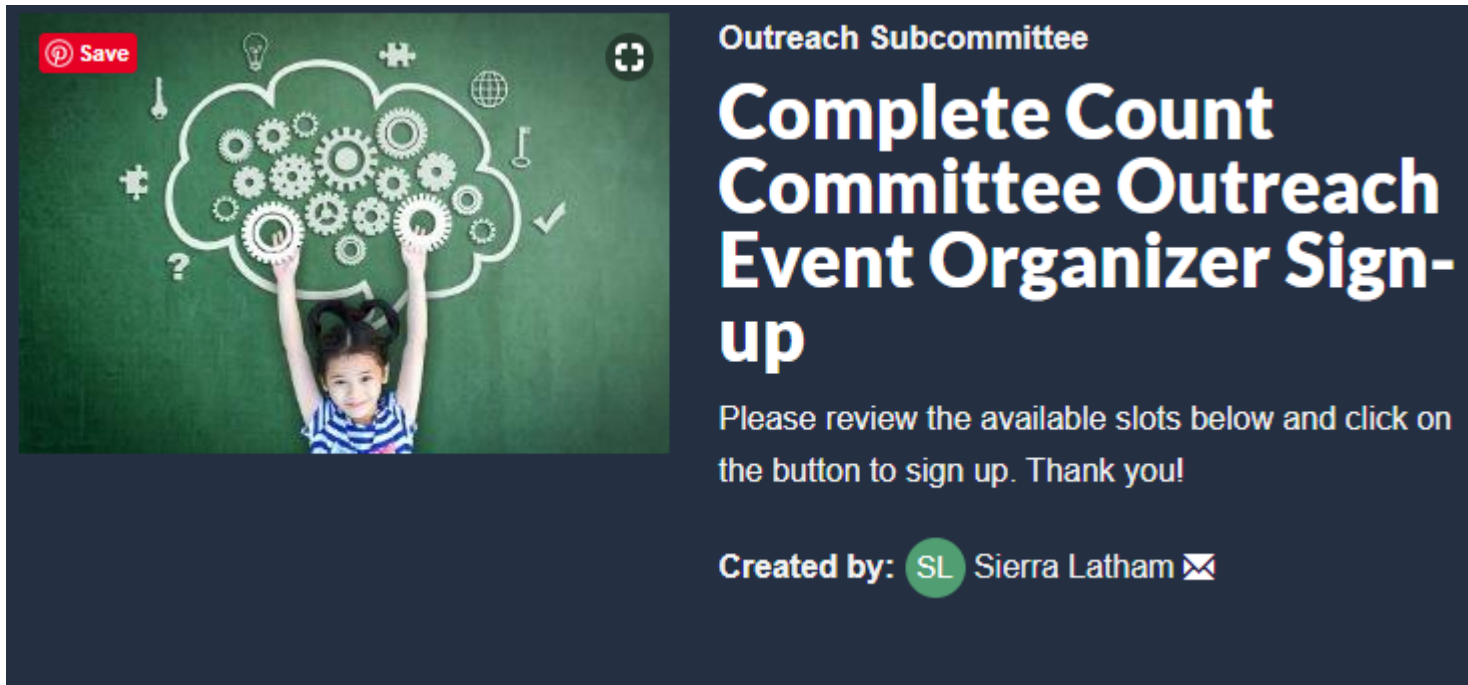
- Make sure volunteers are on message
- Assist volunteers in answering difficult questions
- Refer difficult questions to the link on the website, or to [Census2020@alexandriava.gov](mailto:Census2020@alexandriava.gov)
- Contact City staff if you don't know how to handle a situation



# How to sign up to coordinate

Sign-up Genius



(I'll send the link after the meeting)



**Outreach Subcommittee**

## Complete Count Committee Outreach Event Organizer Sign-up

Please review the available slots below and click on the button to sign up. Thank you!

Created by:  Sierra Latham 

The image shows a Pinterest pin with a dark blue background. On the left is a photograph of a young girl with her arms raised, holding up a large white cloud shape filled with various gears and icons like a lightbulb, puzzle pieces, a globe, and a key. A red 'Save' button is in the top left corner of the image. To the right of the image, the text reads 'Outreach Subcommittee' in white, followed by the title 'Complete Count Committee Outreach Event Organizer Sign-up' in a larger white font. Below the title is a paragraph: 'Please review the available slots below and click on the button to sign up. Thank you!'. At the bottom, it says 'Created by: SL Sierra Latham' with a small email icon.



And ACTION!

# Outreach Goals for January

## Goal for **each** Committee Member

Find at least 10 new partners

## Goal for **the entire** Committee

Contact all large apartment complexes in the City



# Upcoming Events

Date and time	Event	Coordinator
Jan. 15 7:00 – 9:30 pm	Beth El Hebrew Congregation MLK Day Program	
Jan. 20 10 am – 2 pm	Volunteer Alexandria MLK Day – Day of Service	Sierra Latham
Feb. 17	President’s Day Parade	
Mar. 1 10 am – 2 pm	St. Patrick’s Day Parade	
Mar. 28 3 pm	Barrett Library 2020 Census Panel	Jeanne Pecori
Mar. 30 7 pm	Duncan Library 2020 Census Panel	Jeanne Pecori
Apr. 4	Eggstravaganza	Mary Taverner

# Next Steps

- **Volunteer** for outreach events
- **Engage** new partner organizations
- Upcoming meetings
  - Marketing and Communications Subcommittee  
(Wednesday, January 15)
  - Complete Count Committee Meeting #7  
(Wednesday, February 5)