



Census 2020 Complete Count Committee Meeting #2

Durant Arts Center

May 22, 2019



Agenda

1. Welcome & Housekeeping
2. Overview of Draft Workplan
3. Hard-to-Count Outreach Brainstorm
4. Hard-to-Count Outreach Strategy
Report Outs

Meeting objectives

1. Review and discuss the Committee Workplan
2. Develop outreach strategies for specific Hard-to-Count groups



Ground Rules

- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary
 - Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification. Don't assume you know what someone means
- Do not characterize other people's views in or outside a meeting
- Turn off or silence all cell phones and mobile devices

A note about Sunshine Laws



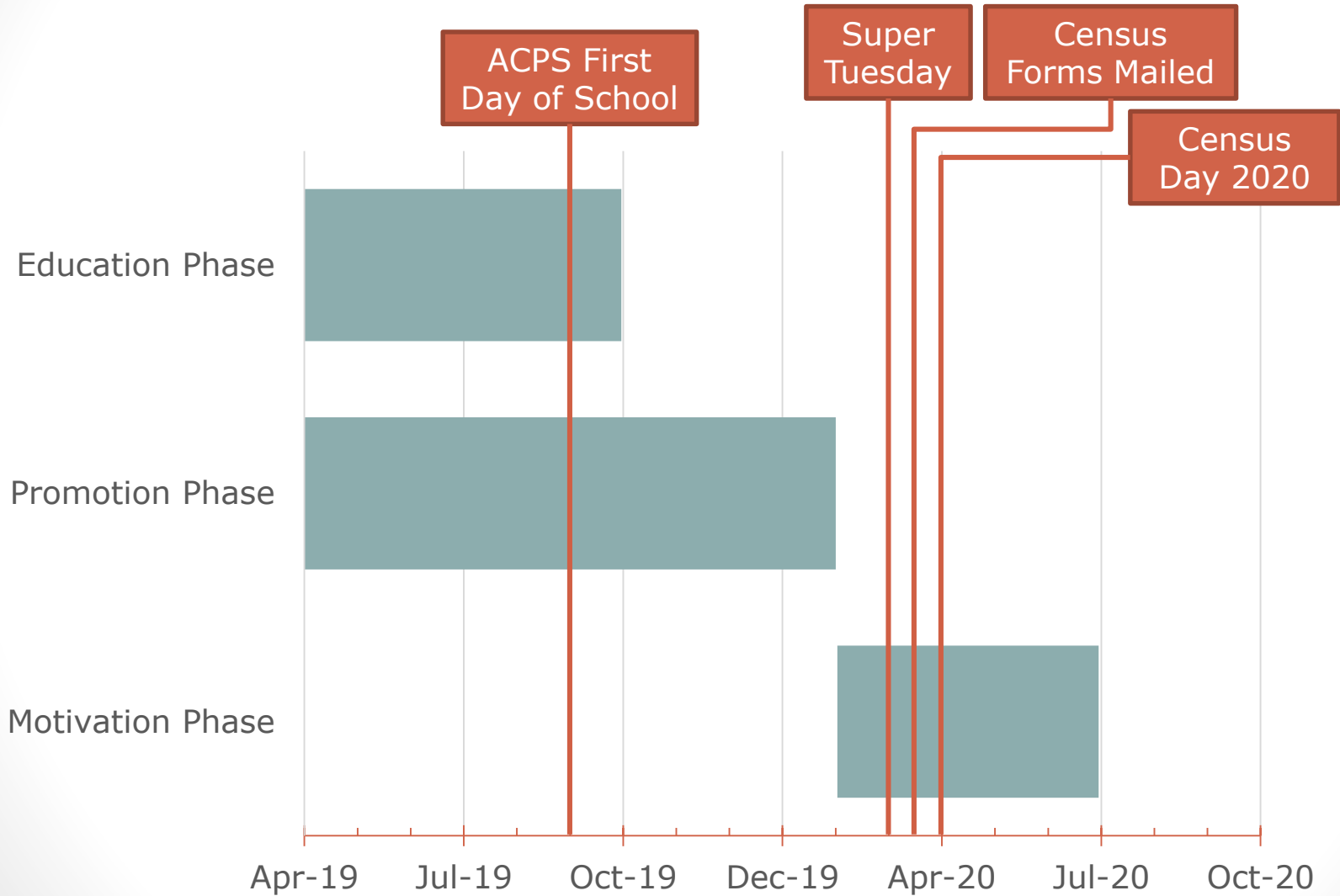
Draft Complete Count Committee Workplan

Overview and Discussion

Workplan Outline

1. Purpose
2. Timeline 
 - Detailed schedule
3. Responsibilities 
 - Committee responsibilities
 - Staff
4. Complete Count Committee Members 
 - Membership
 - Subcommittees
5. Lessons from the 2010 Census

Timeline



Schedule

Meeting frequency

Steering Committee

- Meetings in June and July 2019
- Monthly meetings starting September 2019

Full Committee

- Meetings in June, September, and November 2019
- Monthly meetings starting January 2020

Subcommittees

- Meeting schedule will be determined based on amount of activity



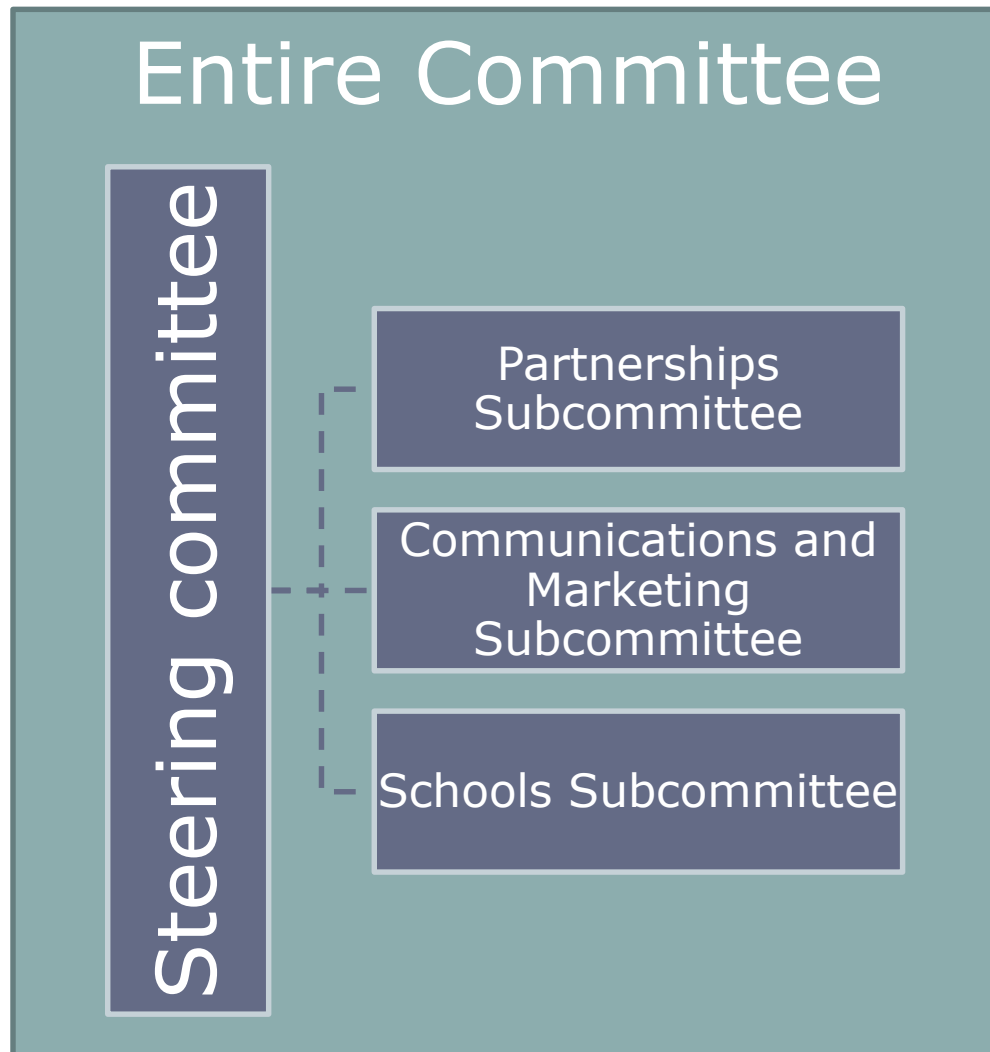
Responsibilities

Committee Responsibilities

1. Develop strategies for **communicating** with hard-to-count populations
2. Develop and distribute **promotional materials**
3. Design Census-related **programming**
4. Conduct **community outreach**

Structure

Committee Organization





Hard-to-Count Outreach

Small-group brainstorm

Hard-to-Count Groups

1. What **messaging** best resonates with this group?
2. Who are the **trusted messengers** for this group?
3. What **events or locations** would be good platforms for connecting with this group?
4. Are these answers different for **sub-groups** within the larger group?



Hard-to-Count Outreach

Small-group reports

Next Steps

- Revise work plan given today's conversation
- Establish subcommittees
 - Respond to the web survey to join a subcommittee
- Attend June meetings
 - Steering Committee (June 11)
 - Full Committee (June 27)