



Census 2020 Complete Count Committee Meeting #5

William Ramsay Recreation Center
November 18, 2019



Agenda

1. Welcome
2. Subcommittee Reports
3. Partnership and Events Brainstorm
4. Community Representatives for TC Williams PSA
5. Upcoming Outreach Activities
6. Committee Work Plan Phasing
7. Summary and Next Steps

Meeting objectives

1. Share subcommittee progress
2. Brainstorm on outreach
3. Coordinate outreach volunteer activities



Ground Rules

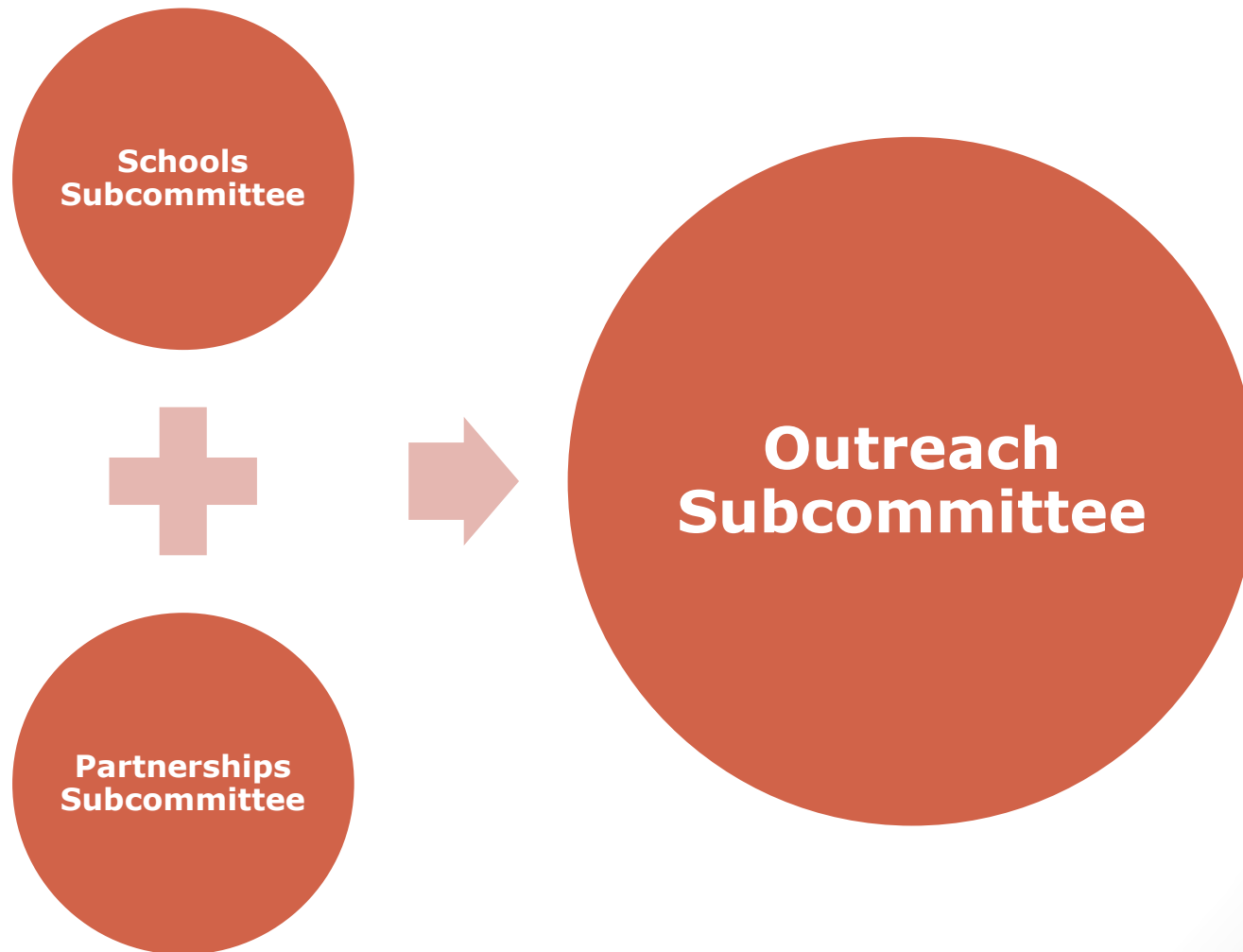
- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary
 - Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification. Don't assume you know 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



Subcommittee Reports

Starting in December...



Partnerships Subcommittee

Current Responsibilities

- Reaching out to:
 - Businesses
 - Community-based organizations
 - Faith-based organizations/Sunday schools
- Coordination of:
 - Volunteers
 - Events outside of schools and libraries



Partnerships Subcommittee

We identified the following areas with low response:

- Arlandria
- Foxchase
- Landmark
- Southern Towers
- Southwest Quadrant



Partnerships Subcommittee

What we have achieved so far:

- Reached out to DC and Arlington to see how they are running the Census Ambassador Program
- Created one-pager resource for above program in Alexandria
- Drafted Partner engagement conversation guide
- Identified around 45 potential partner organizations, with contact persons, and events or venues in which to promote the census



Partnerships Subcommittee

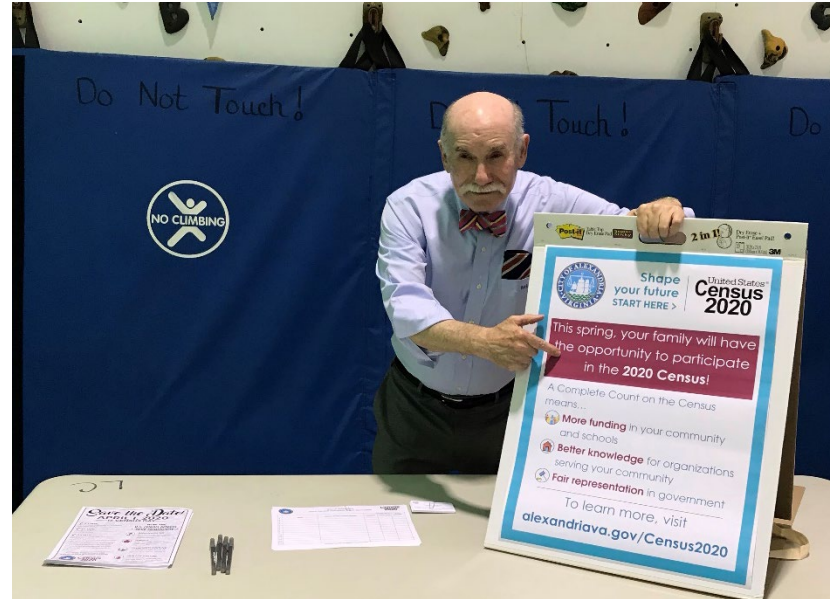
Next Steps:

- We will join efforts with the Schools Subcommittee.
- We will continue to identify and track potential partners.
- We will increase frequency of meetings.

Schools Subcommittee

Since September, the Schools Subcommittee has:

- Reached out to Early Childhood Education and childcare providers
- Organized volunteer presence at 15 ACPS Back to School Nights
- Shared Census information at Parent Coffees and FACE events
- Engaged students in Statistics in Schools activities at Noche de Ciencias





Schools Subcommittee

Jeanne has been leading Census coordination at the library

- Training staff on how to discuss the Census
- Building the library system's technical capability to allow residents to respond to the Census
- Hosting Census job recruitment events
- Developing programming to raise awareness about the Census at locations



Schools Subcommittee

Next steps:

- ACPS
 - Continue coordinating ACPS events through FACE
 - Work with ACPS to build Census into government and civics coursework
 - Develop content for ACPS website
- Equip early childhood education and childcare professionals with tools to discuss Census with parents
- Reach out to private schools

Marketing and Communications Subcommittee





Partnership and Events Brainstorm

Partnerships

Where should we share information about the Census?

Events

Which upcoming **events** should we attend?



Community Representatives for T.C. Williams PSA

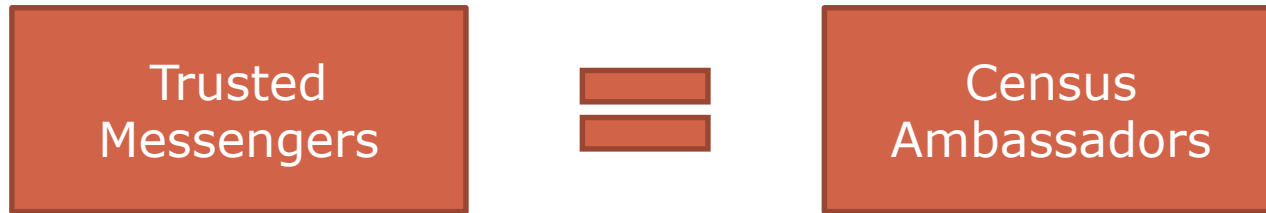
Calling all community Leaders!!!





Upcoming Outreach Activities

Census Ambassadors



Census Ambassadors will be trained to support CCC outreach throughout Alexandria by:

- Volunteering at CCC events
- Hosting Census events in their community
- Distributing Census materials
- Serving as a resource in their community, organization, or business

Census Ambassador Training

Volunteer
Alexandria will help
us recruit and train
Census
Ambassadors

- Trainings will happen monthly
- Ambassadors will be given print reference materials



Volunteer Alexandria
HANDS ON NETWORK

Print Material Distribution, Starting December 1



Trifold Pamphlet



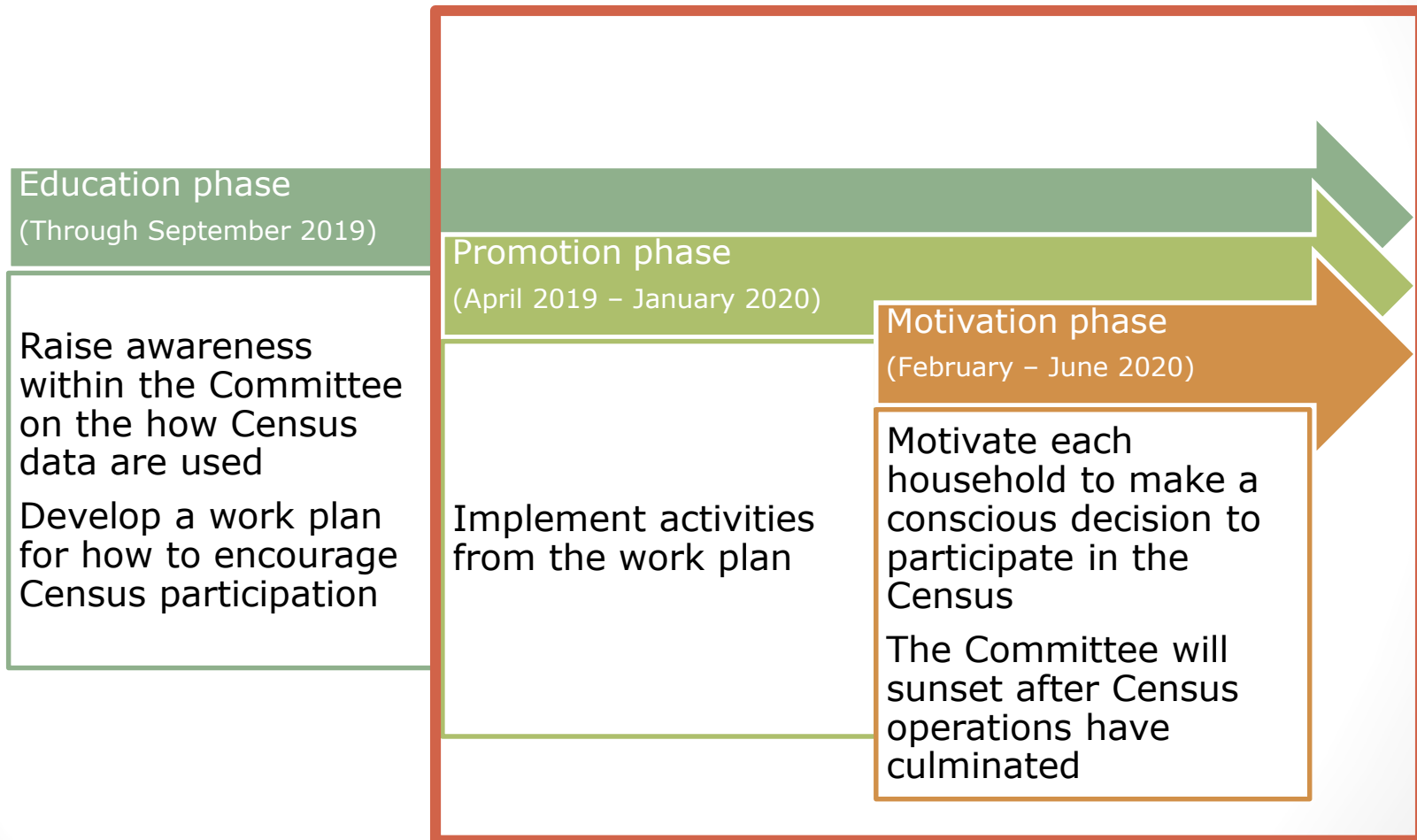
Volunteer Button

Census Volunteer



Work Plan Phasing

Moving from Brainstorm into Action





Next Steps

- **Volunteer** for outreach events
- Upcoming meetings
 - Outreach Subcommittee
(Monday, December 2)
 - Marketing and Communications Subcommittee
(Tuesday, December 3)
 - Complete Count Committee Meeting #6
(Monday, January 13)