

Outreach to ACPS

Milestones

■ Rosa Landers.

- Jeryl Payne

- Sarah Wehlan (on sub committee)

- Krishna Leyva.

- EAA
(Edu. Assoc'n
of Alexandria)

- next step: Follow up w/ CM. Aguirre re: outreach to Dr. Hutchings

Messaging to Schools

- Adapt messaging to grade level
- HS volunteers.
- Ask for prototype lesson plans from Census.
- Add marketing materials to Google Drive
- Giveaways

- Classes

- what is Census
- why is it important
- why you should get your parents to pay for it.

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Messaging

- It's safe + as a US resident you have to do it
- NOVA put together things for elementary sch.
 - will elementary kids tell their parents?
- Getting resources to teachers to begin with.
- HS kids will be doing Census - not parents
 - MS/ES: focus on giving materials to transmit.
- won't have trailers - can get more money
 - Census = Fun resources (Crayons, field trips, etc)
- Assembly for teachers
 - Use Sch. Liaison as point person w/ school
- Citizenship class students helped in 2010
 - Signed form => 1 times gift card
 - => Drawing for iPod

CMA:

- Meeting w/ Leadership teams
 - Teacher/parent liaison / POC support team champion in each school
 - Check in w/ Krishna on host person/school
- more mobilized parents @ ES

Patricia Braune m2010

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What Do Principals need from us?

- Don't assume I know about Census
- Haven't set Convocation
- no Leadership meeting until August.

- Leverage Census materials
 - existing curricula
 - workbooks / coloring books for younger kids
 - Comic books.

- Top 3 messages
- Value of Census to School

Asks

- ^{distribute} Include Census materials
- Allow us to present on Census
- Back to School night
- Assembly → understand + motivate
- Identify Champions
- Distribute swags (esp younger kids)

Messaging

- Stand up and be Counted
- Confidentiality
 - how is this different from showing up to vote
 - nothing to do w/ citizenship → emphasize resident focus

(3)

Messaging (cont'd)

(4)

- address distrust of gov't (including among citizens)
- Share samples of Census questionnaires
- "Stand up and be Counted"
- ~~Event~~ representative Apartment (Senate, house)
 - gerrymandering
 - Important to have representatives who rep. them
- Resistance messaging
- ~~Private School~~ Association + Early ed list

Next Steps

- ^{develop} ~~Phon~~ (Due 1st week in Aug.)
 - Auditorium meeting $\left\{ \begin{array}{l} \text{time?} \\ \text{message?} \end{array} \right.$
 - Teachers programming in classroom.
 - Prog. for Students
 - In-school champion
- ID local celebrity for Ass embly
 - Community ~~at~~ engagement
 - Public Access Video
 - Theater/Dance
- Contact schools to find dates for testing
- Compile Back to School Night Dates.
- Points for communications
 - Age-specific messaging
 - Find a champion
 - Incentivize communication
 - Summary page that could be dispersed to teachers (Value add) to teachers
 - Reach out to ACP's CFO
 - show is Census funding in
- which committee is doing what
 - list of things to prioritize
 - Confidentiality
 - need to fill out form as resident (citizen and)
 - Differentiation from ACS.
 - Are you going to ID local hero?
 - Social media