

Subcommittee Group Activity Notes

Communications and Marketing Subcommittee Group Activity Notes

Attendees

- Antonio Melus
- Deniela Ochoa
- Gwendolin McCrea
- Jack Moody
- Javan Owens
- Leslie Klein
- Melinda Alexander
- Natalie Talis
- Paul Vogel

Meeting minutes

- Natalie Talis, the city staff, served as the facilitator for the night
- Antonio Melus agreed to be the subcommittee chair. Javan Owens agreed to serve as the group recorder
- There was a lot of discussion about the responsibilities of this subgroup. There was a consensus that the group wanted to review materials from the 2010, and exemplars from the Census Bureau to provide guidance about the development of 2020 materials
- Group asked that Sierra Latham provide the toolkit from the Census Bureau
- Angela Terry, faculty from NOVA has materials from 2010 that can be shared with the committee
- Daniela suggested that we put a Google Doc folder on a drive to communicate and review documents, prior publications
- Sierra indicated that there would need to be a legal review about setting up a GoogleDoc folder
- The committee agreed to meet July 29 at 6p.m. to work on the development of the timeline, the committee also invited liaisons from the other subcommittees to the meeting
- Sierra will locate a venue and provide a reminder notice to committee members.

Schools Subcommittee Group Activity Notes

This subcommittee was formed at the June 27, 2019 meeting of the Alexandria 2020 Census Complete Count Committee (CCC).

Members

- Dianne Murphy (Chair)
- Tamara Jovovic (initial meeting facilitator)
- Sierra Latham (City Staff Representative)
- Jeanne Pecori
- Rosa Landeros
- Mary Taverner (Steering Committee Representative--a substitute attended in her place)
- Abdel Rahman Elnoubi
- Ralph Rosenbaum
- Louisa Miller (Record Keeper)

Purpose

The Schools Subcommittee will be responsible for managing the CCC's partnership with the Alexandria City Public Schools (ACPS) and other educational institutions.

Goals

- Ensure teachers can introduce the importance of Census 2020 to the children (elementary age is key to reaching parents). Provide curriculum packets and library resources (books on the census).
Issue: How to involve teachers who already have too much work – Sierra talking to the schools
- Recruit high school students, including International Academy students, to get the word out—*High School students* can be huge “amplifier” of the message if they feel informed and empowered. (Ralph said that TC Williams had a civics outreach class that helped with Census 2010.) Use school clubs and incentives for the students to help. Note—many students may be the household member actually filling out the form. Include Private Schools.
- *Messaging is critical – schools should understand the Census can help bring them resources.*
- Every school-age child can engage with Census 2020. Every school provides opportunities for teachers/staff/parents to get information about Census 2020.

Follow up: Strategy on how to engage with ACPS School Superintendent, private schools, community college, daycare, aftercare. Identify school representatives/champions for each school.

Timeline

How the Schools Subcommittee will support the three phases of CCC activity

Phase I: Education (Now through September 2019)

During this phase, Committee members will learn more about how Census data are collected and used.

- For the schools subcommittee, more than just learning about how Census 2020 data will be collected and used must occur by September 2019.
- Be ready with materials for Back-To-School Night. *Note: Census Bureau material NOT available till AFTER back to school.*
- Request a table at each Back-To-School Night.
- Talk to the Census Bureau Partnership Specialist.
- *Reach out to other entities like the YMCA, PTA's, Sports groups, Girl and Boy Scouts*
- Talk to other localities about what they have/are planning.
- PTA events and newsletters.
- We have been told Census Bureau materials will not be available until September. When in September? Can we get anything earlier?
- Once identified, work with each school champion. Contact them in person. Let them decide what makes sense at their school.

Phase II: Promotion (Now through January 2020)

The Committee will educate the public about the Census.

- Integrate into curricula *or activities program for the schools*
- Educate teachers.
- Prepare for Back-To-School night.
- Prepare engagement strategies, potentially including ACPS, private schools, NOVA, PTA groups, after-school programs (Recreation Department and Campagna), YMCA, Alexandria youth sports leagues, Boy and Girl Scouts, Boys and Girls Clubs, libraries (including children's programs/nannies). Prioritize groups.
- Get informational and promotional materials from the Census Bureau directly. It was emphasized that, at least in the past, you had to contact/remind Census Bureau staff repeatedly to get materials from them. They are very busy.
- Learn from other jurisdictions. They may have materials/information we can use.
- Ensure that we do not overlap with other subcommittees.
- *Priorities: ACPS, NOVA*

Phase III: Motivation (February 2020 through June 2020)

Goal is to activate and motivate each household to participate in the Census.

- Curricula materials.
- *Help develop "Messaging" for Communications group – meeting with them on July 29th.*

2020 Census Complete Count Committee

Meeting #3: June 27, 2019

- Giveaways (will there be iTunes gift cards, rulers, coloring books and crayons, classroom maps, etc. this decade).
- Homework assignments? *Discuss this idea with teachers.*
- Get **students** involved.
- SUPER KEY—be aware of teacher overload, consider taking it off of teachers' work plans.
- Clubs, service hours for students.

Responsibilities/To Do

- *Be ready with materials and Message for September Back to School night.*
- Ask CCC to discuss the following with the Superintendent:
 - Identification of school champions (then ask **each** principal to notify their designated champion and let us know who they are).
 - Engagement with Family and Community Engagement (FACE) Center.
 - Involvement in message development.
- Work with messaging subcommittee – *Meeting with them July 29th.*
- Compare stakeholder lists to that of partnership subcommittee (do we have a private school list).
- Is anyone interested in working on outreach to private schools?
- Look for gaps in our plans as they stand now.
- For FOIA purposes, we must keep everything
- *Check with Lisette re communicating with more than 1 person re our responsibility to provide her that communication.*

Upcoming meeting dates: 7/15/19 and 7/29/19. Minutes drafted by Louisa Miller and edited by Dianne Murphy and Sierra Latham

Partnerships Subcommittee Group Activity Notes

Attendees

- Linda Landers
- Laura Perez
- Brandi Yee
- Kate Garvey
- Luisa Reyes
- Myra Caesar
- Marlene Marquez
- Margarita Damian
- Ana Castillo

Meeting minutes

Agenda	Discussion
1. Purpose	Responsible for managing outreach activities with faith, business, local non-profits, ethnic groups and civic organizations.
2. Faith	All faith groups Possible October all faith meeting Multi-faith organizations
3. Business	Chamber of Commerce Local business (check to see if this is a part of the outreach group responsibilities)
4. Local Non-profits	Homeless
5. Ethnic Groups	
6. Civic Organizations	Neighborhood associations, advocacy groups
7. Goal(s)	1. Reach X number of stakeholders by September 2019 2. Identify individual entities POCs-detailed list by July 31, 2019 3. Stakeholder commitment – ongoing 4. Expand Committee size
8. Resources	What’s Happening in Alexandria – local information
9. Subcommittee Roles	Subcommittee Co-Chair – Linda Landers & Laura Perez Steering Committee Representatives – Brandi Yee & Kate Garvey City Staff Representative – Jean Kelleher Record Keepers – Luisa Reyes & Myra Caesar
10. Milestones	1. List of POCs – July 31, 2019 2. Meeting Schedule July 22, 2019
11. Subcommittee Meetings	Location(s): Conference call, in-person, Skype/Zoom Date: July 22 nd Time: 5 pm Ongoing schedule - TBD

New business action items

New Business Action Items				
	Description	Owner	Due	Status
1.	POC document – Excel Google Docs.	Linda Landers	7/5/19	<input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Complete
2.	POCs – identify and place on POC document	All team	Ongoing	<input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Complete
3.	Schedule meeting – Zoom	Linda Landers	7/3/19	<input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Complete