CENSUS 2020
OUTREACH SUBCOMMITTEE MEETING

This committee will deliver campaigns to counter misinformation about the Census.

May 1, 2019, 1-2:30pm

MEETING MINUTES

1) Introductions
Everyone

2) Outreach Materials
Marti

a) Salt Lake County provided everyone at the meeting with one English and one Spanish USB drive.
   i) Drives contain a PDF of the census outreach materials plus the InDesign files so that you can
      add your logo to any of the materials. If you do state-wide work you are welcome to remove
      Salt Lake County’s logo and customize how you wish.
   ii) Please let Marti know if you would like an English and/or Spanish USB drive.

b) If you are not planning to customize the poster or window cling with your logo you can request a
   printed version (available in English. Spanish will be available soon). Please email Marti
   mwoolford@slco.org with the number of each that you need.

c) All materials are available for download on www.slco.org/census.

d) Social media post ideas can be found HERE.

3) Create Outreach Action Plan
Everyone

- Below is a DRAFT timeline of outreach efforts:
  - May 2019-August 2019
    - Hand out census outreach materials
    - Hang census poster/window cling on walls and doors
    - Table at community events
      - Marti is putting together a calendar of tabling events where you can talk to
        people about Census 2020. Email her a list of the events you plan to table at this
        summer.
    - Educate your networks about census
    - Social media campaign/posts
  - July 2019
    - Census 101 training
It was expressed that not everyone may feel prepared to talk about the census in as much detail as they would like. Salt Lake County is working with the Census Bureau’s Salt Lake County partnership specialist to plan a training for early July.

- The goal will be to have 2-3 people attend from each organization that assists Hard-to-Count (HTC) groups.
- The training will include a train-the-trainer session.
- Most likely this will be 3-hour training
- Cap at 50 people
- Call to action

August 2019-March 2020
- Grassroots effort
  - Use the Get Out the Vote campaign as a model for motivating people to participate in Census 2020
  - Implement a commitment to participate campaign where people sign a pledge to participate in Census 2020. We will collect cell phone numbers from this pledge and use a texting platform to send out reminders to participate leading up to Census Day April 1, 2020.
  - Use volunteer canvassers to knock on doors in neighborhoods with low participation
    - Hold training in early March
    - Plan on two canvassing days
      - Saturday March 21
      - Saturday March 28
  - Use the Census Bureau’s Response Outreach Area Mapper (ROAM) to track real time participation
- Social media campaign

4) Census Updates
   Everyone
   a) Utah Nonprofits Association
      i) Outreach will consist of pushing out consistent messaging to their nonprofit members via social media and newsletter posts. They will also promote at their conference.
   b) Voices for Utah Children
      i) They will release a new data book in September that will focus on census. They will hold a press conference for the book’s release.
      ii) They will utilize social media and newsletters.
      iii) At their annual conference they are inviting a William O’Hare, a demographer and census expert, to be the keynote speaker.
   c) Refugee and Education Center
      i) They are waiting for the Supreme Courts’ citizenship question ruling before creating an outreach strategy.
      ii) They are planning to host census nights for members of the refugee community.
   d) International Rescue Committee
      i) Considering creating a taskforce made up of staff and clients with a focus on digital inclusion
      ii) Planning a training for staff