



Summary Notes

Minneapolis Complete Count Committee
Tuesday, June 16th 5-7 pm at Shiloh Temple



1. Review key topics from May 19th meeting:

Importance of the 2010 Census

- Community resources are based on census data (i.e. Schools, hospitals, roads).
- Every year more than \$300 billion (\$1,000/person) is distributed annually based on census data.
- Census data determines the number of congressional seats each state receives. Minnesota is only 3,000 counts away from losing a congressional seat!

Census form (see email attachment)

- Form is mailed out in March 2010 and should be returned by April. If not, the Census Bureau will come to your door to follow up.

Review map of “hard to count” areas (see email attachment)

- These are the areas we want to focus our census awareness and it is our responsibility as CCC members to increase the count in these communities!

Partner support program: \$2,999 in funds available for census promotional products and services

- Hurry! Deadlines: June 30th and July 30th, 2009
- You must first complete a partner agreement form (email attachment) and return it to Hannah Garcia by fax: 612-626-0273 or Brett Buckner by email or mail (contact information listed below).
 - A Census Partner is anyone who wants to work to promote the census. They do not need to be a nonprofit. Any group of people is eligible to be a census partner.
- If you have any questions or would like more information about the partner support program, please contact: Brett Buckner, Partnership Specialist, U.S. Census Bureau

180 E. 5th St, St. Paul, Minnesota. 55101

612.432.2667 (cell)

866.861.2010 (Jobs line)

Brett.buckner@census.gov

2. Complete Count Committee Roles and Expectations

Complete Count Committee Chair: Sarah Hernandez

- Work with Hannah to set the agenda, prepare for an effective meeting, facilitate meetings, and meet the meeting expectations of the complete count committee.

Census Lead: Hannah Garcia

- Set and facilitate meetings, be the point person for the 2010 Census in Minneapolis, work with CCC members and community leaders to execute action plans in Minneapolis, find ways to disseminate census information to the community, coordinate materials.

Complete Count Committee Members

- Increase the census count in “hard to count” populations and communities.
- Be Census Leaders: spread the word about the 2010 Census, encourage people in your communities and organizations to fill out the census, build partnerships with key leaders and stakeholder groups, present to appropriate networks and organizations, connect your community/organization to census resources, volunteer or recruit volunteers to promote the census at your community and organization’s events, etc. (Activities should reflect the work we do and relationships we have.)
- Question – What if we are asked to be on other Complete Count Committees?

It is a benefit to be on other committees because it allows us to better coordinate and work together, especially with committees who have our shared goal of working to increasing response rates in “hard to count” communities.

3. Complete Count Committee Mission and Vision

- Members agreed that the mission and vision reflect our goals.
- Vision should include the use of both neighborhood and community.

4. Messaging

- Census Bureau's message: It's safe, it's simple, and it's important
- We can unpack this message and define these words in a way that reaches our communities specifically (i.e. it's not just safe, but it's okay – your landlord will not see your information.)

5. Complete Count Committee Structure

- Together we are all the Complete Count Committee (CCC) and we can establish specific groups or subcommittees to target our work.

6. Goals

- We want people to know the census is coming, to hear about the census from people they trust, feel ready, know all of the key points, and know how it will influence their community by March.
- It takes a long time to build trust. We need to start early and be consistent and continuous.
- Committee agreed on a goal: We want everyone in the city of Minneapolis to have heard about the census at least 8 times by April - about once per month.
- We want that first round to be by August!

7. Action Plans – **What will it take to reach our August goal?**

- Activities: Radio, TV, newspaper, neighborhood events, twitter, clinics, facebook, 5k runs, nonprofits, schools, flyers in apartment buildings, notices in free papers, 2000 census the T-Shirts were big, wristbands (I count 2010), information in all faith institutions, church fans, door hangings, flyers, meetings
- Events: Somali Independence Day, Pride Festival, Aquatennial, Urban League Family Days, National Night Out, State Fair, Twin Cities Marathon, Back to School, La Feria, Flow Art Crawl, Caribbean Festival, 4th of July, and Mexican Independence day.

10. Action Items -CCC members set individual goals to ensure communities hear of the census by August. **The following is a list of individual commitments to be completed by July 21st, 2009.**

(For other committee members, please call or email your commitments to Hannah Garcia)

- **Bibiana Garzon** – Send emails to community about the census, share information with coworkers – Talk to 8-10 people about the census.
- **VJ Smith** – Bring people on TV show from the committee to talk about the census, help with marketing of products, share ideas and suggestions, purchase products in multiple languages, and promote the census at Church Olympics.
- **Lupita Humildad** – bring people on radio show to talk about the census, talk with Rosa about promoting the census, promote the census through MIHUMI Hispanic marketing agency.
- **Ramon Gonzalez** – put census info on recorded message 311, send 311 recording to CCC, drop posters off at businesses, and promote the census at La Feria family resources fair.
- **Donald Bryant** – Do outreach for and promote the Census at the Avenue Project June 30-July 4.
- **Brian Herron** – Talk about the census on KMOJ every week before the sermon, Promote the census to mentors and mentoring program picnic (needs Census materials).
- **Cara Letofsky** – Get census information out for all of the National Nights Out events; connect with the main person at NNO so that they get the info to all of the neighborhoods.
- **David Oguamanum** – Arrange meeting with Hannah, MNCN, and League of Women Voters.
- **Amy Johnson** – Outfront will have the biggest presence and the biggest tent at the Pride Parade, Talk to 1000 people about the census (needs Census materials).

- **Monica Nilsson** – Find out what worked and what did not through the 2000 CCC action plan, identify organizations to be the Census point person for, and start building distribution lists for the people who are going to have a hands on relationship with constituents.
- **Bill Laden** – Promote the Census at Northeast Parade, bring in volunteers, and talk with Northeast organizations about the importance of the 2010 Census
- **Tammy Ward** – talk to 200 people at the high-rise picnic on June 25th.
- **Mike Siebenaler** – Messaging to Seniors, promote the census at Senior Resource fairs, and promote the census at National Night Out.
- **Toni Miller** – Promote the census at Global Village Initiative June 30th and identify libraries that can serve as Questionnaire Assistance Centers.
- **Rose Escañan** – Provide volunteers to promote the Census at the Northeast Parade, secure booth for Fourth of July, promote through “movies in the parks,” youth PSA’s, and youth outreach.
- **Everyone** – Review rough draft Action Plan and send Hannah list of community events
(so we can secure materials for you).

10. **Committee Tasks for Next Month, July 21st:**

- Approve/Revise Action Plan –
What activities make sense for you? What is missing? What should we prioritize?
- Divide into work groups (if a group does not fit you, think about what new groups can be created)
- Develop Census talking points because messaging is still unclear.
- Map out the connections that we make and the contacts that we have.

11. Meeting Evaluation

What went well:

- Good sharing of information
- The food!
- Good ideas
- Messaging discussion, would like this to be at the start of each meeting
- Hearing what other people are doing was great – just need to talk to each other to coordinate
- Great that everyone can leave with something they can do for the month
- Good energy

What could be better:

- Meeting started late, need to move meeting time because with 5:00, it is difficult to arrive on time
- We set some goals but still feel like it is vague
- Need some census orienteering since there are different levels of knowledge about the Census, (maybe feed questions to Hannah before the next meeting)
- Would like to see greater focus
- Want to focus on those individuals who probably will not fill out the census form (hard to count)
- Want to discuss census jobs and how can we get the right people out there knocking on doors.
- Would like to hear what could have gone better in 2000.

Special thanks to Bishop Howell, Donald Bryant and Shiloh Temple for hosting our June meeting!

Next Meeting:

Tuesday, July 21st 5-7pm
Dar Al-Hijrah Islamic Civic Center
504 Cedar Ave S, Minneapolis, MN 55454
Hosted by Abdisalam Adam