

**EAU CLAIRE COUNTY
2020 CENSUS COMPLETE COUNT COMMITTEE**

Meeting Notes

**Meeting of January 23, 2020
10:30 a.m.**

Members Present: Ryan Banaszak, Lynn Buske, Anna Zook, Jennifer Anderegg, Pa Thao, Gina Schemenauer, Matt Michels, LaRue Pierce, Scott Rogers, Keith Jonathan, Kate Kensmoe, Mary Pica Anderson, Roy Atkinson, Pat Ivory, Rachael Manning

1. **Introductions.** Committee members introduced themselves.

2. **2020 Census Operational Updates.** Rachael Manning, the Census Partnership Specialist for the Census Bureau reviewed some the background information that was discussed at the December meeting and noted that the Census Bureau is still in the process of recruiting people to work for the Bureau. Rachael noted that openings are available for several different types of jobs. People must be 18 years old as of when they start working.

3. **Discussion of Sample Messages/Articles/Digital Media.** Rachael and Pat reviewed sample messages that committee members could use as part of their outreach efforts. The samples included messages for newsletters and social media and messages targeted for specific population groups such as renters, students, etc.

4. **Discussion of Partner and Committee Outreach Activities.** The Committee members discussed outreach activities that their respective organizations felt they could undertake for the 2020 Census. General overview and discussion of planned activities included:
 - City of Eau Claire: Advertising on the City buses (exterior and interior displays), Billboard display, radio ads and PSAs, television and radio interviews, Volume One, Leader Telegram, Spectator, Country Today, social media (Facebook and Twitter), neighborhood associations, and Hispanic grocery stores, a possible door hanger in the Randall Park was also mentioned.
 - The Senior Center in addition to their newsletter, email, and social media, the Senior Center provides tax preparation assistance. Information about the Census could be provided to these individuals. Also, the Senior Center has a computer lab and information could be displayed on the computer home page, provide census brochures near computer stations, and possible volunteer help to complete census questionnaires.

- L.E. Philips Public Library: newsletter, posting on website, bookmarks, posters, census form assistance table, possible general reminders on computer screens, use of digital sign, youth services story times.
- Housing Authority: newsletter, poster in office, mailing to clients, utilize the Dairyland Coalition. Keith Jonathan also indicated that he would ask whether information could be provided on City utility bills.
- Health Department and County: Public nurse visits within Amish community, possibly providing the City with a rental address listing, WIC program, posters in clinic, Healthy Communities Taskforce, Farm Show, Headstart newsletter, social media. Gina Schemenauer and Matt Michels indicated that they would discuss ways to combine outreach efforts. Rachael Manning indicated that she has had some contacts in Augusta already and they are working on forming a committee. She will also contact the Augusta Times newspaper. Matt also noted that information would be sent out to the Towns Associations, inserts in the recycling flyers, and information distributed through the Extension Office. Possible contacts to the Amish Bishops was also mentioned.
- Black and Brown Women Power Coalition and Hmong Community: information in Headstart newsletter, house parties, distribution of information as part of election canvassing, distribution of information at Hmong churches, posters at Hmong Mutual Assistance Office and their website.
- Chamber of Commerce: information in Chamber newsletters, emails to Chamber members.
- UWEC and CVTC. A number of outreach items are being planned at UWEC and CVTC, examples include: publish a story on the University website, (also UWEC-Barron County), develop a social media campaign, email all students about the Census, publish announcements in weekly email newsletter (Blugold Briefing), create digital signage for display around campus, create paper signage for display in dining halls, train Residence Assistants (RAs), display Census videos as “bumper ads” before MyTV10 viewings, mentor the Student Senate to conduct classroom outreach to students, information in employee newsletters, information to adult education students, at the McIntyre Library, the library will serve as a central contact point for questions and will provide training materials for RAs and Student Senators and work with technology administrators to place campus-wide announcements on computers.

- Jonah: focus education on low income groups and immigrant populations, church congregations, Action Night, discussions (chatting) on City buses, education as part of the election canvassing.
- City of Altoona: Altoona has a City Complete County Committee that will be conducting activities such as: a social media campaign, newsletter, and have information at the River Prairie Festival.

5. Action Items:

- Look into cost of Facebook Boosts for Census posts (Pat Ivory)
- Meet with UWEC Student Senate for Census presentation & to discuss collaboration on outreach to students (Rachael Manning)
- Contact City of Madison for Bookmark template (Rachael Manning)
- Check if Census info can be included on City of Eau Claire utility bills (Keith Jonathan)
- Contact Augusta Area Times and provide Census material (Rachael Manning)
- Ask if LE Phillips Library Youth Services could do a “Census Story Time” with a census focus and activity (Anna Zook)
- Inquire about having a Census table at the Farm Show (Gina S./Matt M.)
- 6 Week Social Media Plan (Rachael & Pat)
- Identify person to be able to contact Amish Bishops (?)

6. Message Considerations. As mentioned at previous meeting, message considerations that traditionally have motivated people to respond:

- Census is important to community funding and safety
- Census is important for funding for services to individuals
- Provide tangible examples of community impacts
- Provide a connection to improved services in the future

7. Resources through the Census Bureau. It was mentioned that promotional items such as pencils, button, notepads, coasters, water bottles, etc. would be helpful. Rachael will look into the availability and possibly ordering promotional items.

8. Next Meeting

- Each Committee member should come to the next meeting to provide an update on the status of their outreach activities for the 2020 Census.
- Discuss updates and timetable for the Census
- Discuss additional outreach ideas and opportunities
- Discuss need for additional resources/assistance
- Discuss timing of educational/promotional activities

Adjourned at noon.