

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

**Meeting Notes**

**Meeting of February 18, 2020  
1:00 p.m.**

**Members Present:** Ryan Banaszak, Lynn Buske, Anna Zook, Cortney Draxler, Matt Michels, Mary Pica Anderson, Roy Atkinson, Dustin Crow Whittier Rosas, Jennifer Meyer, Teri Piper Thompson, Siacha Lor, 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 provided updates relating to the 2020 Census; including:
  - The self-response phase of the Census will be starting on March 12<sup>th</sup> and extend though April 30<sup>th</sup>. After that date, the non-response phase begins.
  - Group quarters enumeration has begun. This would include facilities such as: dormitories, nursing homes, etc.
  - The Eau Claire District Census Office held an open house on February 10<sup>th</sup> and Rachael thanked those that could attend.
  - The Census Bureau is planning on arranging several Mobile Assistance Centers in the Chippewa Valley. The location of the centers is being discussed and more details will be available at the next meeting. These centers would be staffed by Census employees and would operate from late-March into early April.
  - The Census Bureau is also looking at helping set up Questionnaire Assistance Centers. These sites would be staffed by area citizens and organizations. Racheal noted that possible sites would be churches, libraries, the Senior Center, etc. These sites similar to the Mobile Assistance Centers would operate from late-March into early April.
  - The Census Bureau has had hiring/educational tables at events such as the Home and Garden Show and RV Show.

Rachael added that the Census Bureau is still in the process of recruiting people to work for the Bureau. She noted that openings are available for several different types of jobs. People must be 18 years old as of when they start working. For Eau Claire County; the Census Bureau is at 65% of their hiring goal.

3. **Discussion of Sample Messages for Social Media.** Rachael and Pat Ivory reviewed sample messages that Committee members could use as part of a weekly social media campaign for the up-coming weeks. The document includes a number of .jpg images that can be copied and pasted into other documents. Pat indicated that he would send out a copy of the document by email after the meeting.

**4. Discussion of Partner and Committee Outreach Activities.** The Committee members discussed outreach activities that their respective organizations felt they would be undertaking for the 2020 Census.

**5. Additional Outreach Opportunities.** The Committee discussed several other outreach opportunities, including:

- Continue to work with officials from the Augusta area to help to provide outreach to the Amish Bishops and community. Rachael noted that she has been in contact with a Complete Count Committee working in the Augusta area.
- The Census Bureau had designated the weekend of March 27<sup>th</sup> – March 29<sup>th</sup> as Census Worship Weekend and Rachael and Lynn Buske were working to provide outreach to area places of worship.
- There was a discussion regarding the need for holding a press conference around April 1<sup>st</sup>.
- The Committee discussed the possibility of making up door hangers that could be used in some of the areas that traditionally have had low response rates. Rachael and Cortney Draxler indicated that they would discuss this further.
- The question about the Census Bureau's national advertising campaign was discussed as to whether radio and television ads would be sponsored nationally by the Census Bureau.

**6. Resources Materials from the Census Bureau.** It was mentioned that promotional items such as pencils, button, notepads, coasters, water bottles, etc. would still be helpful. Rachael will continue to look into the availability and possibly ordering promotional items.

**7. Next Meeting**

- Discuss updates and timetable for the Census
- Discuss the timing and location of the Mobile Questionnaire Assistance Centers (staffed by Census Bureau) and the Partner Questionnaire Assistance Centers (staffed by partner volunteer organizations).
- Discuss need for additional resources/assistance
- Discuss other promotional/education outreach.

Adjourned at 2:30 p.m.