



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Education Subcommittee Meeting
January 15, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Education Subcommittee Meeting held on Tuesday, Jan. 15, 2019, at the Tempe Public Library, 3500 S. Rural Road, Tempe Learning Center, Tempe, Arizona.

(MEMBERS) Present:

Cindy Denton
Robert Cox
Judy Aldrich
Glenn David
Shereen Lerner

(MEMBERS) Absent:

City Staff Present:

Elizabeth Higgins, Chief of Staff to the Mayor and Council;
Nikki Ripley, Communications and Media Relations Manager

Guests Present:

Elizabeth Cling

The meeting was called to order at 6:40 p.m.

Agenda Item 1 - Self-introductions to Share Individual Expertise and Connection to Topic of Education

Members of the Committee introduced themselves and explained their interest in and connection to the topic of Education.

Cindy Denton is with Tempe Elementary District #3. Ms. Denton has been a teacher for a number of years and now is at the District's Office. She was also previously a principal at Thew Elementary. Ms. Denton understands how families are tied into their neighborhood schools but has seen that some of the folks in may have concerns about participating in the Census.

Rob Cox is from Arizona State University (ASU) Government Relations team and is also a Tempe resident. He works with the Downtown Tempe Authority, Tempe Chamber,

and Tempe Tourism and explained that he helps in area where ASU and the City of Tempe overlap. Mr. Cox explained that ASU is forming an internal working group to also address the Census and is including a number of different departments. Mainly, ASU will be focusing on the off-campus students and having them counted as part of the Census.

Judy Aldrich was with the Clark County School District in Nevada for 20 years. When she moved to Arizona she started working for Worked for Tempe Elementary District #3 and worked in their Human Resources Department.

Glenn Davis retired photographer, who does not have a particular connection to the education community but has worked for the U.S. Census in the past and has been trained as a census taker. He believes that media is going to be key in the outreach to our residents and if he can help with getting the word out to the community he would like to help.

Shereen Lerner has been with Mesa Community College (MCC) for over 25 years in a variety of roles but also as a professor of anthropology. MCC's population has a good amount of students that live in Tempe. She's spoken with students and has heard their concerns that they don't know why the U.S. Census is important and that they have a general distrust for individuals asking for information. Ms. Lerner thought that education of the younger populations was going to be key and that multiple avenues needed to be explored to get to the older kids.

Agenda Item 2 - Begin to Define Subcommittee Scope of Work

Subcommittee talked about the need to activate youth and the peers of youth that can help educate about the importance of the Census. There is a sense that there is a fair amount of disbelief and distrust in the government that stems over the national political scene over the last three to four years. For those younger adults or teens with privacy concerns, messaging can be created that privacy is respected and that the Census is sealed for a period of 72 years.

There was also discussion that the Subcommittee needs to connect the Census and the task of this committee with young people and something that they can trust and that there is a need to identify the different niches that speaks to the different subgroups of the larger education category.

There was additional discussion about the need to divide up the education population into the subgroups and then message to those groups specifically. The approach for college aged youth and approach for K-12 are going to be different.

The Subcommittee focused on the following subgroups:

- Youth and families that homeschool: Often associated with a school district
- PRE-Kindergarten: Tempe PRE, Pre-K, commercial daycares, home daycare
- K-8: Charter Schools, Tempe Elementary School District #3, Kyrene Elementary, Tempe Prep Academy, Center for Excellence
 - Subgroup: KidZone, KidsClub, Boys and Girls Club, YMCA, Tempe Parks and Recreation
- High schools: Tempe Union High School District and Charter Schools
- ASU/Post Secondary/Community Colleges/East Valley Institute of Technology/University of Advancing Technology

- Disconnected Youth: 16 to 24-year olds

In the future, the Subcommittee agreed to start putting together an event calendar and contact list and to focus on making the messaging quick and frequent.

Agenda Item 3 - Discuss Timeline for Producing a Specific Outreach Plan for Education

Brief discussion amongst the Subcommittee members that the specific outreach plan would take several months.

The next meeting is scheduled for Feb. 19, 2019

Meeting was adjourned at 7:20 pm.

Prepared by: Elizabeth Higgins
Reviewed by: Nikki Ripley