



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Education Subcommittee Meeting
March 19, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations Subcommittee Meeting held on Tuesday, March 19, 2019, at the Tempe Public Library, 3500 S. Rural Road, Tempe, Friends of the Library Program Room, Tempe, Arizona.

(MEMBERS) Present:

Judy Aldrich
Robert Cox
Glenn Davis
Cindy Denton
Ron Jackson
Shereen Lerner (left at 7:00pm)
Jennifer Liewer

(MEMBERS) Absent:
none

City Staff Present:

Elizabeth Higgins, Chief of Staff to the Mayor and Council

The meeting was called to order at 6:25 p.m.

1. Approval of Subcommittee Meeting Minutes: Jan. 15, 2019

Motion: Ron Jackson made a motion to approve the Jan. 15, 2019 minutes as presented.

Second: Shereen Lerner

Result: The motion was passed with 8 ayes and 0 abstentions

Commission Member Ayes: Judy Aldrich, Robert Cox, Cindy Denton, Glenn Davis, Ron Jackson, Shereen Lerner, Jennifer Liewer

2. Chair and Vice Chair Nominations and Election

Motion: Judy Aldrich made a motion to nominate Shereen Lerner as Chair

Second: Cindy Denton

Result: The motion was passed unanimously

Commission Member Ayes: Judy Aldrich, Robert Cox, Cindy Denton, Glenn Davis, Ron Jackson, Shereen Lerner, Jennifer Liewer

3. Discussion of Outreach Plan for Education

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The subcommittee discussed the creation of a centralized calendar with events from ASU, the Maricopa Community College District, Tempe Union High School District, Tempe Elementary School District and Kyrene Elementary School District.

Commissioner Jennifer Liewer from Tempe Union High School District (TUHSD) said that each high school has their own calendar with dates and events that are specific to them. There are 7 high schools in TUHSD and 14,000 students. The District is been meeting with the Census Bureau separately to see how they can work with the curriculum standpoint to get students involved.

Commissioner Ron Jackson, associate dean with Arizona State University (ASU) explained that part of his position with the university is to connect with students living off campus, as well as apartment managers, neighbors, residents of those students. Approximately 56,000 students live off campus across 4 Valley communities. In Tempe, 15,000 students live in the student dorms and the rest live off campus. Ron works with students to host heritage events and anything that supports students feeling welcome in Tempe.

Commissioner Cindy Denton from the Tempe Elementary School District explained that they also have met with the Census Bureau and have been working with them on the social media aspects of the census and about the possibility of having the different school offices provide kiosk space for the census as we move forward. She said that she could pick out some influence events which may be good events to bring census information to, for instance Meet the Teacher Night, etc. Tempe Elementary is also already working with the Census to use Peach Jar to disseminate ads. They are in partnership with Census on an ad.

Discussion then centered on whether or not there will be a Tempe branded logo for the Census or if there will be a regional template or brand and if it will be a part of the ask of the Phoenix consultant. Commissioner Glenn Davis stated that **in addition to all of our efforts, there will be a huge radio and TV ad campaign.**

Chair Shereen Lerner wondered if the subcommittee will need materials that are specific to the students that are living off campus. To that, Commissioner Robert Cox from ASU stated that ASU has formed an internal census committee. It has 9 members to start and is focusing on these areas:

1. Student Council/Student Influencers involved
2. Greek community involved
3. Faith leaders involved and engaged
4. Finding off campus student addresses, not their parents address but their actual address
5. Creating custom collateral- ASU app
6. Social media of all of the different colleges and schools
7. Different messaging for different populations
8. Notifying parents that their child needs to be counted in AZ if they have been here 6 months and one day
9. Kiosks in various locations around campus
10. Asking professors to talk about the Census in their classroom

11. Census Day event with food /drink

Commissioner Ron Jackson, also from ASU, said that one of their biggest anticipated challenges will be the situation where there is a rental by the room with roommates. There was a question as to how the Census would plan to address these types of situations, where the roommates rent by the room by may not know each other well.

There was additional discussion about how often there are student groups that are looking for community service hours or volunteer hours. These could be high school students or community college/university students. Could be a good opportunity to engage students to have them volunteer hours to work a Census kiosk. There Kiwanis and Key Clubs that may have some interest.

Finally, the Subcommittee spoke about putting together a list of the contacts at the different stakeholder entities that we can utilize moving forward and expressed an interest in looping in private and charter schools.

4. Proposed Future Agenda Items • Next meeting April 16

Meeting was adjourned at 7:25 p.m.

Prepared by: Elizabeth Higgins