



**Minutes**  
**2020 U.S. Census City of Tempe Complete Count Committee**  
**Education Subcommittee Meeting**  
**April 16, 2019**

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Education Subcommittee Meeting held on Tuesday, April 16, 2019, at the Tempe Public Library, 3500 S. Rural Road, Tempe, Friends of the Library Program Room, Tempe, Arizona.

**(MEMBERS) Present:**

Cindy Denton  
Ron Jackson  
Shereen Lerner  
Jennifer Liewer

**(MEMBERS) Absent:**

Rob Cox  
Glenn Davis

**(MEMBERS) Resigned:**

Judy Aldrich

**Guests:**

Brianne Hatchett, U.S. Census Bureau  
Vianey Celestino, U.S. Census Bureau

**City Staff Present:**

Elizabeth Higgins, Chief of Staff to the Mayor and Council  
Ron Elcock, Tempe Police Department

The meeting was called to order at 6:49 p.m.

**1. Approval of Subcommittee Meeting Minutes: March 19, 2019**

**Motion:** Ron Jackson made a motion to approve the March 19, 2019 minutes as presented.

**Second:** Cindy Denton

**Result:** The motion was passed with 4 ayes and 0 nays.

**Commission Member Ayes:** Cindy Denton, Ron Jackson, Chair Shereen Lerner, Jennifer Liewer

## 2. Discussion of Outreach Plan for Education

### DRAFT

Brianna Hatchett from the U.S. Census Bureau explained what she has been doing with regard to reaching out to the education community about the Census. She has been focusing on contacting the local school districts including the Tempe Elementary School District, Kyrene School District and Tempe Union High School District. For those children in the birth to age 5 range, Brianna is reaching out to First Things First, Headstart, and Southwest Human Development for their assistance getting in contact with these communities.

Brianna Hatchett mentioned that she has not had the opportunity to reach out in depth to local charter schools. Commissioner Liewer stated that charter schools have a rather strong association and that it could be good to reach out to it.

Chair Lerner asked a question about what about religious schools in our community, stating that many churches have Pre-K classes and K-12 institutions. Brianna Hatchett explained that she and a colleague who is focusing on faith-based communities are looking at those populations and they have noted the overlap.

Chair Lerner also asked what the Census does about international students who are living in Tempe and stated that there needs to be a focus on the languages in which they communicate and examine if the messages we use to get them to participate in the Census. She said it may be good to focus on certain areas and schools within the University. Vianey Celestino from the U.S. Census Bureau talked about how many languages the Census or instructions for the Census are available in.

Chair Lerner then asked if there was a calendar and contact list that could be created. Staff Liaison, Elizabeth Higgins, said that she had been working on creating a calendar and that she would send it out and ask the individuals from our different sectors fill in the calendar with note-worthy events. Elizabeth Higgins also said that she was working on a template for a contact list that she would also be sending out to Commissioners in the Subcommittee. She also discussed the work plan template included in the Complete Count Committee agenda packet and said that she would fill in the relevant populations and send it out as a way to begin to fully compile the work plan.

The Subcommittee discussed how much detail or specifics about participating in the Census that the flyers and the ads would contain and wondered how much research goes into their creation. They also asked if the city was going to arrange for city facilities to be iCount locations. There was discussion from the Commissioners Liewer and Denton, who work for Tempe Union High School District and Tempe Elementary School, as to how their districts were going to handle requests to be iCount locations. The Tempe Elementary School District is looking at having kiosks in the front offices of some of their elementary schools to make it easier for students and families to participate.

Tempe Union High School District is going to focus on how they can make the Census relevant to their students and families. The Census is talking to school districts who may not have a number of computers as to see how they can help engage families to participate by phone. Participating in the Census only requires individuals to answer 10 questions and takes about 10 minutes to complete.

Finally, the group discussed if the public relations firm that has been hired can also provide a flyer that provides easy instructions on how to participate in the Census. It could be in several languages and it could be in the form of a Powerpoint so that it could be used at graduations, church services, movie theaters, or any other venue that may be appropriate.

### 3. Proposed Future Agenda Items • Next meeting May 21st

Motion: Jennifer Liewer made a motion to adjourn.

Second: Shereen Lerner

Result: The motion was passed with 4 ayes and 0 nays.

Commission Member Ayes: Cindy Denton, Ron Jackson, Chair Shereen Lerner, Jennifer Liewer

Meeting was adjourned at 7:17 p.m.

Prepared by: Elizabeth Higgins