



Minutes 2020 U.S. Census City of Tempe Complete Count Committee Education Subcommittee Meeting August 20, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee – Education Subcommittee Meeting held on August 20, 2019 at the Tempe Public Library, Friends of the Library Program Room (next to Connections Café), 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present: Shereen Lerner (chair), Jennifer Liewer, Glenn Davis, Cindy Denton,

(MEMBERS) Absent:

City Staff Present:

Nikki Ripley, Communications Manager

Guests Present:

Brianna Hatchett, Partnership Specialist for K-12, Census Bureau
Alyson Perkins, Arizona State University

The meeting was called to order at 7:04 p.m.

Agenda Item 1 – Approval of subcommittee Meeting Minutes: April 16, 2019

Motion: Ms. Liewer

Second: Mr. Davis

Approved: yes

Agenda Item 2 - Discussion/announcements from chair

Ms. Lerner said that Elizabeth Higgins, Assistant to the Mayor, had been working with the subcommittee in past meetings to fill out its work plan.

Agenda Item 3 - Update from Census staff

Ms. Hatchett talked about Statistics in Schools (SIS) which is available on the national Census site. This is a program that teachers can apply for to bring lessons into the classroom. Ms. Liewer and Ms. Denton said they had not heard of it before. The program provides Census materials for classrooms and they are looking for teachers by Aug. 30. Teachers apply to be Teacher Ambassadors for Arizona. March 2-6 is Statistics in Schools Week.

Ms. Hatchett said every school in the United States is getting a principal's toolkit with maps and more, during September. Also, Sept. 17 is Constitution Day, so the Census Bureau is calling on schools to link art projects and contests to the Census through this event.

Census nights at schools are suggested.

Ms. Liewer said they need to coordinate a Census presence at events like football games. She requested that Ms. Hatchett present to the Tempe Union administrators in September.

Ms. Hatchett said Mesa is doing a "Census Pledge" online through schools.

Agenda Item 4 – Discussion and possible approval of outreach plan

Ms. Lerner said previous ideas have been captured in the subcommittee’s minutes. She suggested the group brainstorm ideas from elementary to college levels.

Elementary ideas from Ms. Denton:

- She is meeting with social workers, principals, a Native American group and Thrive to 5, and can hand out information – a small flyer is needed with City of Tempe and Tempe Elementary District logos. She would like posters in all school offices.
- There are parent-teacher conferences from Feb. 5-7 in the middle schools and March 5-7 for elementary so that could be a time to hand information to parents.
- Brittney Franklin from the TD3 district could be asked about placing information on school marquees on Census Day, April 1.
- Outreach in the schools cannot happen during the first three weeks of April because of testing. March would be better, and some schools have multicultural festivals during this time frame.
- There will be kiosks in school offices after March 12.
- Peach Jar, buses, carnivals, stand-up banners and more copies of coloring books are all ideas. TD3 would need about 2,000 coloring books in order to give one to every kindergartner and first grader.
- Brittney Franklin is doing social media posts on Census for the district. There might be the ability to do advertisements within the programs for the honor choir/orchestra/band concerts.

High school ideas from Ms. Liewer:

- She will talk to principals and athletic directors.
- They also could make use of flyers with the city and district logos.
- They intend to post Census information to their website and social media accounts. They can meet with their student councils. “We the People” programs could get involved. Concerts and events can have a presence.
- She will ask about Census banners on school fences.
- Their school marquees on Census Day may be an option, along with ads in the programs of their productions. Pens and other giveaways would be good to have.

Alyson Perkins, who was attending the meeting as a representative for ASU in the absence of CCC member Robert Cox, said that she assists with ASU’s outreach efforts on Census. They will have banners with different languages on campus, particularly aimed at international and undocumented students. They intend to post FAQs to their website. This fall, they will focus on outreach to parents (through events like Family Weekend) and student leaders. They would like to have central locations for iPad kiosks for people to fill out the Census.

Proposed future agenda items

Next meeting is scheduled for September 17, 2019

Adjourn to Complete Count Committee

Meeting Adjourned at 7:40 pm

Prepared by: Nikki Ripley

Reviewed by: Marie Chapple Camacho