



Minutes 2020 U.S. Census City of Tempe Complete Count Committee Education Subcommittee Meeting September 17, 2019

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

(MEMBERS) Present:

Shereen Lerner (Chair)
Cindy Denton
Glenn Davis

(MEMBERS) Absent:

Jennifer Liewer
Rob Cox

(MEMBERS) Resigned:

Ron Jackson

City Staff Present:

Elizabeth Higgins, Chief of Staff to the Mayor and Council

The meeting was called to order at 6:45 p.m.

Approval of Education Subcommittee Meeting Minutes: August 20, 2019

Motion: Cindy Denton made a motion to approve the August 20, 2019 minutes as presented.

Second: Glenn Davis

Result: The motion was passed with 43 ayes and 0 nays.

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

Discussion /announcements from chair:

Chair Shereen Lerner updated on Maricopa Community College's (MCC) plan for the upcoming Census. Chair Lerner said that MCC's honors societies are focusing on the census and that many of them are embracing it has a service project. They are also training individuals to be Census Ambassadors and, in the spring, MCC is planning on a big social media push. Chair Learner also said she would be engaging MCC about how they plan to inform and activate their alumni.

There was also information about the Rio Salado Community College (RSCC), and Chair Lerner is going to find out who would be the appropriate contact. RSCC is mostly online therefore, most of the students are not on the campus every day, however there is a large dual enrollment population, so that may be another way to contact and inform students in our local high schools. The idea at both campuses is to focus on the spring.

Update from city staff:

Staff, Elizabeth Higgins, updated on Arizona State University's (ASU) most recent update on the Census. They have formed an internal complete count committee and presented census information to associated students of ASU Council of Presidents. They also created a Census Pledge that they will be asking students to sign on to, along with an ASU Census flyer. They are currently developing an ASU Census webpage and iCount video and are tabling at upcoming events.

There was a note from Chair Lerner to ask about how ASU about how they are engaging their alumni association.

Discussion of subcommittee outreach plan:

Cindy Denton inquired about whether a Census flyer with the Tempe Elementary School District and City of Tempe logo still moving forward. She stated that could start posting Census information to social media after the first of the year. She also said that the district would place the flyers in their front offices and have them for their parent teacher conferences. Denton also said the district is interested in having a larger poster with our approved "easy, secure, important" messaging.

Denton also inquired about the Census coloring books that the city purchased and stated that the district would like 2000 copies or as much as they can get. She inquired on when these coloring books may be available for the district. Finally, she asked about the advertising of the Census on school buses but also stated that there may be legal issues to consider.

To that point, Chair Lerner asked whether there will be any advertising of the Census on the on light rail cars.

Glenn Davis inquired if there a central message that all cities were using and if there was coordination as to how cities are moving forward with their census plan. Staff shared that a public relations firm, Riester, has been hired by the Maricopa Association of Governments (MAG) and that they are working with MAG on behalf of the region on a cohesive message.

Cindy Denton also shared that she thought that for the schools that peach jar, which is how schools communicate electronically with parents, as well as teacher conferences and social media will be the biggest areas to focus on.

Higgins went through the draft plan as compiled thus far. There are a number of different constituencies that are the focus of the Education Subcommittee including Tempe Elementary/Kyrene Elementary/Scottsdale Elementary, Private/Charter Elementary Schools, Tempe Union High School District, Private/Charter High Schools, Arizona State University and its off-campus students, Post-Secondary Educational Institutions, Community Colleges, and pre-schools and daycares. Each of these constituencies has a

different focus on how information on the Census can be relayed.

Chair Lerner and Cindy Denton spoke about how the Tempe Union High School District electronically communicates with parents and if we can find out what outreach they have.

Staff shared that they have reached out to the Southwest Institute of Healing Arts and the University of Advancing Technology and that both were very receptive of joining in on the Census effort. Staff also shared that they will be meeting with Kyrene Elementary School District to discuss how the city and district can coordinate. Staff shared that they are working on a contact list and would share with the subcommittee.

There was discussion about putting together a basic packet of information including messaging and flyers for the different constituencies that the subcommittee is focusing on. Cindy Denton stated that standard points on the posters would be important and while the messaging should be largely the same that the photo could be custom. Also, that the different entities we partner with could have their individualized logos on the flyers. Denton said she could share some stock photos with the city for our flyers. The subcommittee agreed that it was best to organize the outreach by constituency and try to streamline.

Adjourn to Complete Count Committee

Meeting was adjourned at 7:17 p.m.

Prepared by: Elizabeth Higgins