



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

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Education Subcommittee Meeting held on Tuesday, November 19, 2019, at the Business Resource & Innovation Center (BRIC), Tempe Public Library, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

Shereen Lerner (Chair)
Cindy Denton
Glenn Davis
Rob Cox

(MEMBERS) Absent:

Jennifer Liewer

City Staff Present:

Elizabeth Higgins, Chief of Staff to the Mayor and Council

The meeting was called to order at 7:08 p.m.

a) **Approval of Education Subcommittee Meeting Minutes: September 17, 2019**

Motion: Cindy Denton made a motion to approve the September 17, 2019 minutes as presented.

Second: Shereen Lerner

Result: The motion was passed with 3 ayes, 0 nays, Rob Cox abstains

Commission Member Ayes: Cindy Denton, Chair Shereen Lerner, Glenn Davis

b) **Discussion /announcements from chair:** None

c) **Update from city staff:**

Elizabeth Higgins shared that she would be providing the draft outreach plan in place to Nikki Ripley so that it can be incorporated as part of the larger 2020 Census Outreach Plan. Ms. Higgins also shared that she has a list of all the schools in the school districts in and bordering Tempe.

Ms. Higgins also shared that Jennifer Liewer is no longer with the Tempe Union High School District so she did not believe that she would continue to serve on the Complete Count Committee.

d) Discussion and creation of outreach mail list of subcommittee outreach plan:

The discussion focused on the idea that the outreach letter from the Mayor and the communication from the Mayor's office should be specific to education. It was also communicated that the outreach letter should contain an ask to partner with the city, i.e. a kiosk in the front office or that they distribute a Census flyer. The subcommittee also thought that the letter could be tailored to the audience by the age or education level. There was also a suggestion from Ms. Shereen Lerner that we should only send letters to institutions that have student bodies.

There was also discussion that that the flyers should likely be delivered electronically through the districts that in the cases where there is direct contact with parents, like pre-kindergarten or kindergarten, then hard copies should be available.

Ms. Cindy Denton from the Tempe Elementary School District said that she could act as the conduit for the district and that we would not have to send the schools in her district an outreach letter, instead she will act as the conduit for the information.

Staff suggested that as we are contacting different schools, preschools and daycares in Tempe that we provide hard copies of the flyers and a zip drive with the flyers as well.

Mr. Rob Cox from Arizona State University (ASU) agreed and said ASU is trying to hit students from multiple angles--twitter, social media but also hard copies where appropriate. ASU is also sending letter from Dr. Crow to the faculty to ask them to engage and speak to their students in their classes on why the census is important. ASU is also asking that their faculty also allocate 10 minutes of class time to fill out the census form online. Ms. Shereen Lerner liked that idea and also shared that MCC is engaging their student groups to hopefully help to turn folks out.

Staff confirmed that the group is recommending an education specific, age range specific letter. Discussion from the groups about how sending directly to individuals by email could be the most helpful.

Ms. Denton said that she thought three different flyers would be helpful—one for younger audiences, one for late childhood/middle-school range, and one for high school and above. She also said that she can add Tempe Elementary School District's logo on to the flyers that we provide before she sends them out to the district parents.

Mr. Cox said that ASU uses messages that resonate with their students—student loans, affordable housing, and transportation. Ms. Denton said that education flyers could include information on Head Start, Title 1 grants, affordable housing, Section 8 Housing and how Arizona could add another congressional seat. With college age students, the addition of another congressional seat is a selling point.

Mr. Cox suggested that one of the asks in the outreach letter is that the institution hold a Census Day event on April 1st or advertise the Census during parent teacher conferences. Ms. Denton said that Tempe Elementary School District can also update the wallpaper on the electronic devices that go home with the students to make them Census specific.

Mr. Davis suggested that events and messaging should be available for the whole month of April. That is when Ms. Denton mentioned that the Census is going live earlier, opening

on March 12th instead of at the end of the month. Mr. Cox said that ASU is asking students to take a Census pledge and that they will be making a hard push starting on March 12th.

e) Proposed future agenda items: December 17, 2019

Adjourn

Meeting was adjourned at 7:41 p.m. Mr. Rob Cox made the motion and Ms. Shereen Lerner seconded. Passed 4-0, with all present in favor.

Prepared by: Elizabeth Higgins