

## Census 2020 Community Leaders Forum

Randolph County

**CLF Meeting Date: October 29<sup>th</sup>, 2019**

**Time: 6:00pm**

**Location: Large Courtroom, 1 Main St. S. Wedowee, AL 36278**

**Food/Beverage: WM or Subway**

*This will be an interactive working event to help your community find the best ways to have a complete count in the 2020 Census. We are so excited to work with you and help you facilitate a beginning discussion in your community regarding Census 2020. The goal of this meeting is for all attendees to leave feeling empowered with new knowledge about the issues facing the community and having established committees to help fight the challenges that may keep people from completing their census.*

VOICES will facilitate each meeting and handle the final logistics and expenses related to meeting to include a light meal or refreshments.

### Promoting the Event

VOICES will use all available resources and connections we have to help promote your event, but we need your help. Your help is need in asking CPC Members to use their networks, organization newsletters, social media or any other means to get the word out would be greatly appreciated and will help ensure a successful event.

We are happy to contact local groups that publish community calendars or have other avenues for helping promote this event. Please send any suggestions to Olivia Singleton at [osingleton@alavoices.org](mailto:osingleton@alavoices.org) or call 334-213-2410 Ext. 102.

### Logistics

Thank you for your assistance in helping with local logistics. This provides invaluable support to VOICES' staff in getting these meetings set up. Any information on vendor contacts for the meeting space or any additional arrangements you have helped with should be communicated to Olivia Singleton for additional follow up and finalizing details for the event.

### What to Expect

The purpose of the Community Leaders Forum is to provide assistance to local communities to increase participation in the Census 2020 which will take place on April 1, 2020. The meeting format will begin with a brief introduction, sharing of information on your county response rate in the 2010 Census and other data as well as Census resources and information.

The balance of the meeting will be a facilitated discussion using a community café model where attendees will be assigned to a station and provide input on all of the following topics:

- Challenges (what are the greatest challenges in raising public awareness and increasing participation in Census 2020 in your community/county?)

- Assets/Resources (what resources are already available from those working on the campaign, how will you communicate about the Census to those in your county?)
- Funding (how much funding will you need to handle this work? Is there any In-Kind funding available in the way of donated services such as printing?)
- Who's Missing from the Table (are there important people or sections of your community not represented at the meeting tonight?)
- Messengers (are there certain people that will be trusted more that you can utilize in getting the word out – especially to hard to count populations?)
- Solutions (What strategies will you use – be specific – to increase public awareness about the importance of the Census and encourage people to participate in the survey?)

Attendees will vote on which challenges they feel best represent their community. The top 3 to 5 Challenges will become the work groups. Attendees will join the work group of their choice and begin initial discussions on how they will accomplish their solution goal by identifying 3 to 5 action items, set metrics for their work so they can measure their progress, and organize their workgroup for future meetings.

The results from this meeting will provide actionable items and a work plan for local efforts to increase participation in Census 2020.

#### Who should this event be marketed to?

Community Leaders Forums are for everyone in your community to come together to work on solutions regarding getting a full count on your Census 2020! It's important to reach out to your major community leaders like mayors, county commission, chamber of commerce, DHR, BOE, EMA, representatives and church leaders. But people often forget to invite the everyday leaders of your community! Don't forget small business owners, teachers, extension specialists, Lions Club, Rotary, etc. It is so important to include people from all corners of your community. If you need help marketing please reach out to us!

#### Funding

VOICES recognizes that many communities may not have additional funds for census work. For this reason, VOICES worked hard during the 2019 Legislative Session to get lawmakers to include \$1million for grassroots efforts. Once the process for requesting these state funds has been finalized, VOICES will relay this information to local communities and provide assistance, if needed, to submit an application.

#### Ongoing Support

Once your Community Leaders Forum is over, VOICES wants to offer ongoing support through monthly conference calls (beginning in August) allowing a platform for sharing ideas, challenges, what's working and what's not working. Details about the conference call will be sent to all attendees. In addition to offering this platform, VOICES will be creating materials throughout the Census campaign. These materials will provide new, fresh messages to raise public awareness about the census – what it is and why it's important – throughout 2019. After the first of the year, the message will change to more of a “get-out-the-vote” campaign and reminding parents and guardians to count everyone in their household. There may be questions about complex households

and we will work with you to make sure that the questions regarding the families you serve are answered. VOICES will also have materials available for download from their website or you can contact Olivia Singleton at [osingleton@alavoices.org](mailto:osingleton@alavoices.org) to request materials or if you have any additional questions or needs.