

# PARTNERSHIP NEWSLETTER | 2019

December





# Maine State Complete Count Committee Launched

Becky Hayes Boober • Maine

Maine Secretary of State Matthew Dunlap launched the Maine Complete Count Committee on November 21 in the Taxation Committee Room at the State House in Augusta. As Chair of the Committee, Dunlap reminded committee members of their responsibilities as delineated in Governor Janet Mills' executive order. Members of 10 State Departments and Offices participated in the meeting and will coordinate State Departments' efforts to promote a complete 2020 Census count in Maine.



Secretary of State Matthew Dunlap (right) chairs the Maine CCC Kick Off meeting and luncheon in the Taxation Committee room at the State House in Augusta. Jeff Behler, Regional Director of the New York Region Census Center, shares an overview of the 2020 Census and answers questions from the Committee.

“The decennial census tells us who we are and where we are, which allows for better planning and resource allocation across a broad spectrum of public and private services,” Dunlap. “Our goal as the Complete Count Committee for the State of Maine (MCCC) is to ensure that the public is informed about this process and encourage participation so that Maine’s census figures accurately reflect our current population. I look forward to working with community leaders throughout the state to accomplish this goal as we head into 2020.”

Jeff T. Behler, Regional Director of the New York Region Census Center, shared an overview of the 2020 Census and answered questions from the CCC and various audience members. State Economist Amanda Rector presented “What Does the Census Mean to Maine?” She reminded members that having a complete count impacts the distribution of federal funds to important services and infrastructure needs in Maine, which had 103 local CCC’s at the time of the meeting.

The next step for the MCCC is for the

departments represented on the committee to participate in a Census Solution Workshop to generate ideas and make concrete plans. The committee will meet again January 10 in Augusta and will develop strategies to help support counting efforts for the 2020 Census, which marks the first time in Census history that people can respond online or by telephone in 13 languages.

Members of the MCCC include Commissioners or their designees from the Secretary of State’s office, the Departments of Administrative and Financial Services; Agriculture, Conservation and Forestry; Economic and Community Development; Education; Health and Human Services; Labor; Public Safety; and Transportation as well as the Director or designee from the Governor’s Office of Policy Innovation and the Future.

The 2020 Census coincides with Maine’s bicentennial celebration and therefore is the 200th anniversary of Maine’s first census as a state. Maine’s population in 1820 was about 298,000 people. In 2010, Maine’s population was 1,328,361. ■



# Glen Ridge NJ Kicks Off Census Jobs Fair at 20th Annual Turkey Day Races

Barbara Brown • New Jersey

Just before stuffing themselves with turkey and traditional Thanksgiving dishes, a crowd of about 5,000 “Ridgers” swelled the ranks of Glen Ridge, New Jersey as runners lined-up to participate in the 20th Annual Ashenfelter 8K Classic and Tom Fleming One Mile Run. This year, the U.S. Census Bureau helped kick off the athletic competitions with a high-visibility 2020 Census Job Fair in the Glen Ridge High School auditorium, which served as the pre and post run meeting place for runners and families.

Both foot races have hometown origins and are United States Track & Field-NJ Championship Road Race certified. Racers and their supporters came from miles away – Felkab and Sycamore, IL; Coral Gables, FL; Leeds, Ma; Charlotte, NC; Franklin Square and Port Jefferson, NY; and internationally from Martinique and France. The A8K and Tom Fleming Mile are open to everyone, including walkers, joggers, runners and racers of all ages.

Both races benefit the Glen Ridge Educational Foundation, with proceeds from the event supporting innovative programs in the Glen Ridge Public Schools. Given the Census’ drive to elevate low-response rates for children under the age of five, the twin turkey trots were deemed a perfect opportunity to build awareness about the Decennial



Census and its critical impact on government, business, and nonprofit decision-making.

Glen Ridge Mayor Stuart K. Patrick commemorated Glen Ridge’s commitment to a complete count in the 2020 Census with a formal proclamation at the December 9 Council Meeting. Glen Ridge Administrator Michael Rohal celebrated the Census engagement and said, “Glen Ridge recognizes the critical importance of an accurate 2020 Census count. The Ashenfelter 8K Classic and Tom Fleming One Mile are both signature fundraisers for the Glen Ridge Public Schools system. In keeping with our community awareness, we use this opportunity to remind the public that it is important that everyone is counted. An accurate count is necessary for Glen Ridge, Essex County, and all of New Jersey to receive its fair share of representation and funding from Washington.”





# A Census Evangelist Encourages Parkway Residents to be Counted

Shelly Gillis • Massachusetts

The Census has an extraordinary partner in Rev. Abigail Henrich. Rev. Henrich, a self-described “Census Evangelist,” is affiliated with several organizations in the Parkway area, namely the Parkway Rotary, the Stratford Street Church, Rose’s Bounty food pantry, and Grace Community Boston. On why the 2020 Census is so important, she says, “Democracy is utterly dependent on people’s participation. The Census ensures that.” She goes on to say that every woman, every child, every poor person, and every non-citizen, counts. That’s a foundation of our democracy at work.”

In November, Rev. Henrich invited a Census representative to speak at the Parkway Rotary meeting and to meet other local community leaders at the Roslindale Leaders meeting. “I think churches should be supporting democracy,” she said. “As a community leader, I need to do everything to support democracy. We should all be partnering.”

In addition to posting Census messaging on Facebook and encouraging people to apply for Census jobs, Rev. Henrich has told all the people and organizations in her path about the 2020 Census. “My resounding message to everyone is that it is safe,” she said. “I say it again and again and remind people. Please tell your neighbors and your networks that Census is safe. If we want democracy to work, we need to participate. We want the right funding for schools and the right representation.”

At Rose’s Bounty food pantry, Rev. Henrich is planning to have handouts leading up to Census Day. Beginning in March, at their electronic registration, she will ask people if they have filled out their census and offer

their computer to those who need it. At the Stratford Street and Grace Community churches on the Sundays leading up to April 1, she plans to announce that Census Day is coming up and will make sure people have all the information they need to be counted.

Rev. Henrich feels strongly that “supporting democracy is every voice counting.” ■

Rev. Abigail Henrich at the Stratford Street Church, home of Rose’s Bounty food pantry in West Roxbury, Massachusetts.



## Cayuga Action Head-Start Program Enjoys Family Fun Fair

Kristine Hanford • New York

The preschoolers who attend Cayuga Action Program’s (CAP) Head-Start Program have a lot for which to be thankful! On November 13, the halls and classrooms were busy with fun-filled activities during CAP’s Health Family Fun Fair.

Attendees were able to read books with Auburn’s Fire Department, eat a delicious, nutritious meal; go through an exercise course; and learn about community health and education programs. Preschool programs like CAP’s Head-Start – that receive funding based upon Census data – are so important for the social, educational and physical growth of our children. More than 60 children and parents learned about the 2020 Census and the new options to respond online or by phone. Many were very interested to learn about jobs in their communities that offer great pay while helping to obtain a fair and accurate count. ■







## Food, Fun and Smiles for Seniors in Portsmouth

D. Richard Perrin • New Hampshire

A Thanksgiving Lunch and Craft Fair was held at the Portsmouth Senior Activity Center in Portsmouth, New Hampshire on Thursday, November 21. It was a very heartwarming pre-Thanksgiving event with a large, center community celebrating the holiday with great food, close friends, music, artistic designs, eager volunteers, and more smiles than have been seen in a long while. About 300 guests were on hand to also learn about the 2020 Census, peruse dozens of holiday crafts, and join in a special gathering of family and friends. Director Brinn Sullivan and her fabulous crew, including volunteers from the Portsmouth Police Department, Portsmouth Fire Department, and local Emergency Medical Service teams, served up a delicious holiday meal - turkey, stuffing, gravy, vegetables, rolls, cranberry sauce, and (a great!) apple cobbler. As the lunch and fair continued, guests and volunteers strolled through the craft area set up by some very talented local vendors. Many holiday themes were represented, including Santa and his reindeer. Also available were homemade mittens, gloves, scarfs, and hats; and flowers, both silk and real, provided a rainbow of colors throughout the display. To top everything off, guests enjoyed some holiday goodies, including cookies, cupcakes, and a selection of candy. Calories not

included!

During the Census presentation, many guests were surprised to learn they could respond to the 2020 Census by telephone and online. "I can respond right at home on my computer?" asked one gentleman. The answer, of course, is yes! Another guest asked: "if I respond right away, then no one will knock on my door?" The answer again is yes! Other guest questions ranged from Census jobs and the dates of the Census, to how people are counted. All questions were answered as guests were encouraged to participate in the 2020 Census so that Portsmouth and the state of New Hampshire will benefit from being counted in the Census, including receiving the proper funding and representation. ■



## Strong Census Partners Support Recruiting Efforts

Matthew Vincent • New York

Census partners CNY Works and Onondaga county collaborated to host a major recruiting event at the Onondaga County Civic Center in downtown Syracuse. Approximately thirty employers, including the U.S. Census Bureau, were in attendance drawing a large group of applicants. The Civic Center is a well-known venue for events, arts and performances. In addition, the facility houses several public sector offices and relief agencies in the building's upper level, placing employers right where those seeking work or reentering

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continued from page 6 the labor market are already going for support.

Several job had the opportunity to ask Census recruiters and partnership representatives some very thoughtful questions. After learning about the importance of the Census, some job applicants who were not initially interested in working with the Census wound up submitting applications on the spot. ■

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## Massachusetts SCCC Trains the Trainer

Carly Bari • Massachusetts

Secretary of the Commonwealth of Massachusetts, William Francis Galvin, and the Massachusetts Immigrant and Refugee Advocacy Coalition (MIRA) worked together to arrange a series of workshops across the state to engage the community on the 2020 Census. Throughout the month of November, they conducted almost a dozen Train the Trainer interactive workshops. Concerned community members, advocacy and public service organizations, as well as business leaders were all in attendance to gain a better understanding of the challenges being faced in achieving a complete and accurate census.

At each workshop the facilitator provided an excellent overview of why the census is critically important and what everyone can expect next year when asked to complete the census. Facilitators then led the group through a few different interactive exercises asking participants to identify the community groups that were most at risk of being undercounted. Other exercises asked participants to identify the infrastructure and social services most needed by the community, and how they would determine funding if there was a funding shortage due to an undercount in that community. In a final group exercise, participants were asked to select one community group that they thought would be at risk of being undercounted, and to break down the different ways and places that those people receive information and help. Next, they discussed what community organizations can do to help ensure

those people are counted in the next decennial census.

The workshops were a great way to get community members to think critically about how they should be communicating to motivate different areas of the community to be counted. They also emphasized participants should work together, throughout the community, to spawn a successful 2020 Census. ■

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# Penquis CAP Promotes 2020 Census Self-Response, Jobs with Thanksgiving Turkeys

Becky Hayes Boober • Maine

A steady stream of grocery shoppers stopped by the Penquis CAP (Community Action Plan) Donate-a-Turkey tent, at the far end of the Hannaford Supermarket parking lot, in the cold rain to donate Thanksgiving turkeys to area families. A few times each hour, several pickup trucks and vans would stop to pick up a load of turkeys and gift cards to deliver to a local church, nonprofit or food bank for distribution to local families.

“My records indicate you need 150 turkeys today,” Renae Muscatell, Community Relations Manager at Penquis CAP, verified with those picking-up turkeys. “For families who can’t use a turkey, how many gift certificates do you need?” As she handed the volunteers the plastic gift cards, the bright red 2020 Census decals were obvious. It was a great opening for reminding people of how important it is for everyone to complete the 2020 Census next spring, since it helps determine the distribution of federal funds for important services such as food pantries and SNAP.

Partnership Specialist Becky Hayes Boober was on hand to distribute fliers about available Census jobs. Those picking up turkeys appeared glad to take fliers with them to distribute to selected families with their Thanksgiving food baskets.

The idea of distributing information about the 2020 Census was discussed last summer and Penquis CAP CEO Kara Hay was all-in on the plan. The Penquis staff was able to obtain funds to pay for the 2020 Census decals from an anonymous donor who strongly supports the work of the nonprofit. Originally, the decals were to be placed on the turkeys. However, with the frozen turkeys the sticker couldn’t adhere, but they did fit nicely in the sleeves of the gift cards! Approximately



While distributing thousands of Thanksgiving turkeys, Penquis CAP staff Lisa Adkins, Renae Muscatell, and Tara Geaghan distributed gift cards sporting 2020 Census decals and fliers promoting Census jobs. Penquis CAP is a CCC in Bangor, Maine.

1,500 gift cards with decals were distributed in addition to the Census recruiting materials during the week before Thanksgiving.

Penquis CAP, based in Bangor, is a 2020 Census Complete Count Committee and serves as the Community Action Program for several counties in Maine. ■

## Lowell Adult Education Center Commits to a Complete Count

Adriane Queiroz • Massachusetts

The Lowell Adult Education Center has committed to conducting a complete and accurate count of its community. The organization provides every adult in Greater Lowell with opportunities to develop literacy and math skills to further their education, obtain job training and gain better employment. They provide ESL courses, as well as GED courses at the High School. On average, approximately 2000 adult students enroll or test at the center every year.

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*continued from page 8* Recently, New York Census Center Regional Director Jeff T. Behler presented a Census 101 presentation to a group of 25 teachers from the center. He was able to address many concerns they had about the 2020 Census, inform them about statistics in schools and how it relates to their students.

The center has been a wonderful Census partner, participating at the Complete Count Committee in the City of Lowell, and disseminating the Census message through newsletters and social media. They also participated in the Nationwide Recruiting Week, supported class by class visits for recruiting to remind students why the Census is easy, safe, and important. Most students are recent U.S. Citizens, representing many immigrant families from several countries and various languages. ■

## Celebrating Community in Franklin County

Elaine Arsenault • Massachusetts

The Interfaith Council of Franklin County (ICFC) and Greenfield Community College (GCC), both 2020 Census partners, hosted a free community meal on November 20 to celebrate the many cultures, traditions, and ethnicities in Franklin County. The event was held at the Greenfield (MA) Community College Dining Commons and proved to be an excellent opportunity to educate people about the 2020 Census and recruit them to work in their own community with an array of cultures and languages.

The dinner was attended by approximately 350 people and included music, dance, informational tables, and food representing Guatemalan, Egyptian, Thai, Puerto Rican, Korean, Mexican,



Jewish, Senegalese, Tibetan, Moldovan, and the indigenous people of the region.

“I’m happy to provide space to the Census. It’s an opportunity to educate our community about the importance of filling out the 2020 Census survey and the possibilities of jobs,” said Rev. Kate Stevens, president of the Interfaith Council of Franklin County.

The Interfaith Council of Franklin County seeks to promote understanding, support, and collaboration among different religions and traditions throughout Franklin County on both the individual and community level. They hope to help the U.S. Census Bureau obtain a complete and accurate count in the 2020 Census. ■





# Census Squirrels Come Alive in Olean

Jason T. Eastman • New York

Residents and visitors to Olean, NY cannot help but notice the squirrels. This includes both the frolicking woodland creatures, and almost 30 four-foot tall fiberglass squirrel statues scattered throughout the city. Each statue has a unique theme. “Lady Justice” oversees the recently constructed Lincoln Square facility at Lincoln Park in the center of town where the 2020 Census has already participated in numerous promotional events. “Starry Night” sits across the street from the park, outside the United States Post Office, who partnered with the 2020 Census nationally.

Thus, it was only natural that in Olean squirrels coincide with the 2020 Census. The City of Olean Complete Count Committee, along with partners like the local chamber of commerce, Olean Public Library, Olean YMCA, and several local schools are working



together in a two-phase outreach operation. First, at the beginning of next year there will be a children’s “Census Squirrel” coloring contest. The Greater Olean Chamber of Commerce, who host their own “Nutty O’ Saint Nick” statue, are offering squirrel-themed prizes.

Next, in February of 2020, winning entries of the coloring contest will be printed on flyers promoting census participation. It is then anticipated hundreds of partners will post these flyers around the city in addition to sharing the custom-colored images online.

This unique 2020 Census outreach strategy is not only well-tailored to a local, squirrel-loving community, but it will also combat the undercount of children. The undercounting of children is a major challenge in Olean, a small city located in a rural, western New York county. By partnering with the city’s squirrels, Olean will have another approach to ensuring a complete and accurate decennial count next year. ■

# Revere Community School Uses SIS to Learn About 2020 Census

Anne Williams • Massachusetts

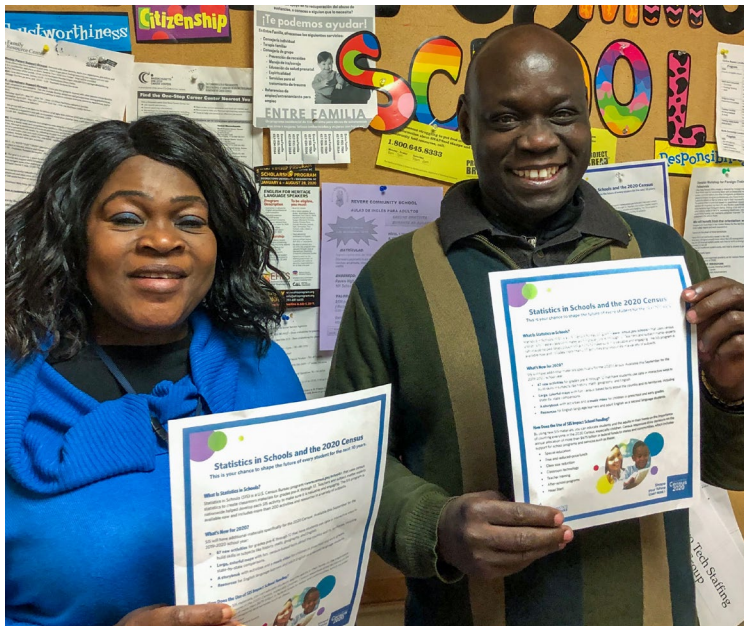
The Revere Community School (RCS) in Revere, MA, serves hundreds of adult learners each year, providing beginner, intermediate, and conversational English classes to adults who speak little to no English. Each 12-week course focuses on everyday activities, pronunciation, grammar, and conversational practice. According to Fatou Drammeh, coordinator of the Revere Community School, this program helps bring the community together to create a vibrant Revere.

RCS recently welcomed the U.S. Census Bureau to provide Census 101 presentations to each of their ESL classes where information was shared on everything from confidentiality, to the importance of a complete and accurate count, to job opportunities. RCS teachers will use the Census Bureau’s Statistics in Schools (SIS) program during their winter ESL sessions, which are geared toward adult English language learners (ELLs) so they may learn how the census benefits their community and why participation in the census is important. With students from Morocco, Bosnia and Herzegovina,

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continued from page 9 Honduras, Brazil and more, the SIS content on celebrating diversity and language knowledge-building content, will help to highlight how these adults can play their part in the 2020 Census find out more at [www.census.gov/schools](http://www.census.gov/schools). ■



found herself working with the Director of the Nashua Soup Kitchen and Shelter (NSKS). The shelter has been in operation for more than ten years and originally started in a small storefront. Five years ago, Donna Marceau, Director of Nashua Soup Kitchen and Shelter prepared for the shelter's dinner rush. In addition to meals and beds, they provide services that promote dignity and self-sufficiency, such as financial and employment assistance.



## NSKS Helping to Count New Hampshire's Homeless

**Brendan Drew • New Hampshire**

Donna Marceau has been working with the homeless for more than thirty years, and it all started with her helping count this hard to count population. In 1986, while working for the city of Boston, Marceau was tasked with counting the city's homeless population. She recalls it being difficult to get accurate numbers at the time, because it involved simply counting people that “looked” homeless. It did instill in her the realization that there is a massive need of support in that community, and that it's important to get accurate data in order to serve community needs.

Marceau and the NSKS have been remarkable partners of the U.S. Census Bureau. Drawing on her years of experience counting the homeless population, including her involvement in the Point in Time count, she realized that the best way to identify where to count the homeless is to those experiencing homelessness. To help with group quarters efforts, she organized a focus group with shelter residents to get the most accurate data. She continues to make introductions to folks that work with the homeless population in Nashua, NH and is looking forward to providing even more support in 2020.

Anyone with knowledge regarding people experiencing homelessness is encouraged to contact the New York Regional Census Center at 212-882-2130. ■

Eventually, Marceau moved to New Hampshire with her son, and years later



NEW YORK REGIONAL  
CENSUS CENTER

December  
**2019**

NYRCC PARTNERSHIP DEPARTMENT

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✉ [new.york.rcc.Partnership@2020census.gov](mailto:new.york.rcc.Partnership@2020census.gov)  
🌐 <https://www.census.gov/partners/2020.html>



# Libby Memorial Library Unveiled “Let’s get our Count on America” Display

Sterling Roop • Maine

On Monday, November 4 the Libby Memorial Library in Old Orchard Beach, Maine unveiled its display case filled with 2020 Census information. The librarian team used Census materials and ingenuity to create a unique and engaging display to share key information about the 2020 Census.

The display was developed by Library Assistant Susan Curtis, who was eager to share information about the importance of the Census. Curtis used the Census website and informational materials to develop her own materials to highlight the Census process, its importance to the community, and anyone walking through the library doors. Using the catchy slogan “Let’s get our Count on America,” the Libby Memorial Library is supporting a vital exercise in our democracy.

The library has also supported Census recruitment by sharing information with patrons who are either job searching or looking for ways to support their community. Fliers for recruitment adorn the notice board, which compliments the homegrown display. Future recruitment and informational events are planned for the community of Old Orchard Beach, which will also benefit from the proactive engagement by Libby Memorial Library. ■



# Middleboro Gets Creative in CCC Launch

Danielle Boulay • Massachusetts

On Saturday, November 30 the Middleboro MA Complete Count Committee (CCC) promoted the 2020 Census at the annual Middleboro Christmas Parade. Recognizing the importance of obtaining an accurate count, the Middleboro CCC worked together and created a Census focused parade float. Using signage supporting the ongoing recruiting efforts, members of the CCC and their families marched along the mile-long parade route passing out candy, recruiting flyers and Census fact



sheets to hundreds of spectators. Charles Norvish, Sealer of Weights & Measures in Middleboro, dressed as Uncle Sam and marched alongside his son, daughter-in-law and grandchildren. Each child held a 2020 Census sign and sang patriotic songs along the route. The innovation and the creativity of the Middleboro CCC proved to be a huge success. ■



# Care and Creativity Flourish During Connecticut's Census Create-A-Thon

Eva Bunnell and Keith Goralski • Connecticut

What happens when Walt Disney's assertion that "if you can dream it, you can do it" is combined with the inspirational proverb "many hands make light work"? Perhaps the true answer lies someplace few of us can ever fully experience, but those ingredients were the principal drivers of a Census Open Innovation Lab (COIL) event held inside the Mohegan Sun Resort & Casino's Cabaret Theater on Friday, November 8.

The primary goal of the Create-A-Thon was to bring many people together to dream, ideate, and create something that will help achieve an important job. In this case, the use of many hands, hearts and minds were combined with a copious touch of talented creativity to make light work of materials designed to motivate individuals and whole communities in Connecticut to self-respond to the 2020 Census. And one other thing... a Create-A-Thon is a whole lot of fun!

Those who walked into the magnificent Cabaret Theater were witness to a room of individuals from across Connecticut, most of whom had never met one another before the day. The differences in the mix of people that a Census Create A Thon brings together is more than geographic because it involves people with different skillsets, cultures, languages, and backgrounds. There were artists of every stripe - from painters,

to graphic artists, to media talent and theater performers - who had never, until that day, been involved in 2020 Census work. There were also established 2020 Census partners and elected officials from every level sitting at tables with people who represent community action agencies (CAA), federally qualified health centers (FQHC), educational institutions and local Complete Count Committees (CCC).

The event was officially opened by Mohegan Tribal Councilor and CCC Chairwoman Kathy Regan-Pyne, who in turn asked her sister Beth Regan, an Elder on the Council of Elders, to provide a blessing to cleanse the room and to support the success of the work that would be taking place in it. She then welcomed Connecticut Lt. Governor Susan Bysiewicz, who has been a driving force in Connecticut's 2020 Census engagement.



Southeastern Connecticut Cultural Coalition Executive Director, Wendy Bury, manned the computer for her team in the creation of 2020 Census outreach content.

"Connecticut's goal is to count every single person, including the nearly 20 percent of people who live in hard-to-count communities," said Bysiewicz. "Our Create-A-Thon played an important role in ensuring we are thinking outside the box to reach every resident in our state so that Connecticut gets the federal funding it needs. Many organizations leading census outreach efforts

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continued from page 12 have limited resources, and our Create-A-Thon helped amplify our creative reach across the state.”

Connecticut Secretary of State Denise Merrill, who also co-chairs the state CCC, spoke about the importance of the decennial count as a civic engagement responsibility and how it relates to government representation.

Jeff Behler, director of the New York Regional Census Center, expressed his gratitude to participants and spoke about his hope that content being created would help Connecticut achieve a complete and accurate Census count in 2020.

Members of the Connecticut Census Partnership Team - Eva Bunnell, Marjorie Bernard, and Clodomiro Falcon - conducted an icebreaker event designed to inspire the empathic energy participants would take with them into the actual Create A Thon.

“In a world filled with acronyms that define and divide each of us and check marks to identify social absolution, the ice breaker chipped away the glass wall we have all been encapsulated in,” said Doris Maldonado, M.Ed.

“Meeting a stranger that stood across from me as we all aligned and purged

our humanity with every move of solidarity or was humbling. In an era where we strive to stand out, this activity and the Census remind us that we are unique biologically but humanly equal in presence, right and voice.”



Mohegan Sun Marketing Executives were assisted by Megan Catherine Kindelan, Census HQ (far right), who also served as our prize hostess.

Throughout the afternoon, many partners wrote and filmed their own 2020 Census PSA scripts with the direction of WFSB Channel 3 New London Bureau Chief Kevin Hogan. “Kevin’s ability to bring ideas and scripts to life was impressive and inspiring,” said Keith Goralski, media specialist for the 2020 Census. “He had a way of providing guidance that came across in such a personal and genuine manner. It became very evident that people were comfortable with his engagement and direction, and it allowed them to feel empowered to push their creative concepts. We feel very fortunate that Kevin was willing to provide his experience and expertise throughout the entire event.”

All outreach materials created were nothing short of amazing, but winners still needed to be identified.

Creative materials were judged by executives from the Mohegan Sun marketing team and



Grand prize winner’s “Don’t Let It Disappear” Billboard Design

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continued from page 13 prizes were awarded to four partners for their outstanding achievements. Thanks to the generosity of Wendy Bury, executive director of the Southeastern Connecticut Cultural Coalition, some incredible prizes were awarded: third place - a \$50 cash gift card from the Eugene O'Neil Theater, Waterford; second place - \$150 gift card, sponsored by Amanda Creative, Norwich; and first place - a \$250 gift card to Expressiones, New London. The Grand Prize - a pair of tickets to the concert of the winner's choice - was sponsored by Mohegan Sun. In addition, every partner departed with a commemorative Certificate of Participation, created by Mohr Ben Reuven, visual information specialist at the New York Regional Census Center.

Walt Disney's ability to combine his lofty dreams with smart and creative innovation proved to be the impetus behind a whole new world enjoyed by millions of visitors every year. But none of that was possible without the many hands working together to help bring it to life. The ideas and materials produced by participants of the Create-A-Thon will help lead to a greater self-response rate in the upcoming census, proving great things can be achieved by those willing to share hearts, hands, and talent. ■

## Census Jobs a Popular Topic at "Veterans Stand Down"

Nicole Bailey • New York

Nassau County Veterans Service Agency hosted the Winter 2019 "Veterans Stand Down," on November 26. On a cold Friday morning, veterans from Long Island lined up outside the Freeport Armory to receive a considerable amount of services, food, toiletries, clothes, winter accessories and a full-course Thanksgiving lunch. Several veteran service associations, including Veterans Affairs (VA), joined the U.S. Census Bureau, who provided Census and recruiting information, at the event. Most of the veterans were excited about the jobs and advised they would apply as soon as they got home, while other veterans felt that the jobs would be great for their family members. All Census information was received with positive enthusiasm from our nation's heroes. ■





## Partnering with the Fulani Speaking Community in the South Bronx

David Matthew Beller • New York

On consecutive Sundays in November, the Action Network and Futa Islamic Center - which serves the West African Community - worked together to stage recruitment and education events in the South Bronx.

On November 3, approximately 100 members of the Futa Islamic Center learned about the importance of the 2020 Census and how they can work to ensure their community is fully counted and represented. The meeting was arranged through Abdoulaye

Balde, a member of Bronx Community Board 1's Complete Count Committee and a leader at the Futa Islamic Center.

After a lively Q&A session with the attendees, the Bronx Census Partnership and South Bronx Recruitment teams helped attendees complete the online application for Census jobs. Attendees of all ages and education levels expressed great interest in the opportunity to work on the 2020 Census in their communities. The event was so well received that the leadership of the Futa Islamic Center asked the Census team to return the following

Sunday to present to the center's women's leadership committee.

Following a Q&A session on November 10, the Census teams helped several French and Fulani speaking women apply for Census positions. Over the coming months the Census teams will return for additional recruitment and education events. The Futa Islamic Center is also excited to hold Census days in the spring to allow for members to complete their Census questionnaires online or over the phone. ■

## Census Job Fairs at Hartford Libraries a Huge Success

Catherine Marx • Connecticut



On November 21 in Hartford, there was no excuse not to complete a census job application. The Hartford Libraries had a full day Census Job Fair at four branches, beginning at 9:30 AM in

the downtown branch on Main Street, and concluding just after 8 PM at the Camp Field Branch. Applicants, such as Willie Mann, utilized the American Job Center computers to submit an application that made him

eligible for various census positions.

Willie said 2020 will hopefully be his third Census working as an enumerator, and that he is very excited to "do it again!" Willie wants to join the Census team again because he feels it's his civic duty and said, "as long as I am alive, I will do it again!" Willie is active in the Hartford community, serving as Hartford Stage ambassador, library participant, parks & rec employee and is an avid baseball fan. Willie plans on spreading the word amongst his neighbors and friends to "get them on board, apply for these jobs, and most importantly - respond to the Census!" For more information or to apply for a census job please visit [www.2020census.gov/jobs](http://www.2020census.gov/jobs). ■





# Hiring Goku, Sailor Moon, and Naruto

Andrew Westrem • New York

Anime figures and sketches, manga merchandise, and... 2020 Census job applications? The mysterious corner booth #1137 at the Anime NYC Event was set up by the U.S. Census Bureau to raise awareness of the 2020 Census and to recruit potential applicants. Many anime fans were confused to see such a booth, but participants were also attracted to it with curiosity. This confusion was somewhat warranted, as people expect to only find Anime-related products and companies at the largest anime convention on the East Coast.

Anime NYC, a three-day anime convention in mid-November, was put together for the third consecutive year by Leftfield Media at the Javits Center in western Manhattan. Boasting an attendance of more than 40 thousand participants this year, they offered exhibits, shows, screenings, and panel discussions with all things related to anime. Bringing anime lovers from around the world, Anime NYC offers a dynamic environment where creators, actors, and fans of anime can interact.

In this celebration of Japanese pop culture, a team of four Census employees passed out job flyers, addressed concerns and issues people had about the 2020 Census, and used these encounters to dispel misconceptions. While participants were enjoying this convention of pop culture, the Census Bureau reminded many fans of their civic duties and importance of being counted in the census for their community.

“We are glad to help and spread the 2020 Census message,” said Sonya Lowe, one of the key organizers of Anime

NYC from Leftfield Media, emphasizing the importance of the decennial census.

As unexpected as it was, many fans were pleased to find job opportunities to replenish their wallets from purchasing anime goods, while also contributing to the community. Many fans enthusiastically talked with the Census team and took water bottles, tote bags, and other goodies to wear and use for the weekend. If not applying or gaining information for themselves, many fans approached the booth to find employment information for their parents, children, friends, and acquaintances, and shared flyers and pamphlets on social media.

At the end of the convention, the Census team was left with empty boxes and exhaustion. But they also found happy anime fans with Census information and completed job applications. We know that the 2020 Census will be an unexpected and pleasant surprise like booth #1137. ■



Stephanie Cheng, Partnership Specialist, and Andrew Westrem, Partnership Specialist





# U.S. Census Recruits Veterans at VBC Event in Rochester

David Jaacks • New York



The Veterans Business Council (VBC) of the Rochester region, a nonprofit organization committed to honoring and empowering the men and women who have served our country in the military and are now business operators, hosted an event on October 30 to provide veterans the opportunity to meet with prime contractors and government agencies. The U.S. Census Partnership Team was honored to be part of the event and spoke with many veterans and members of the VBC about the importance of the 2020 Census and the need for the Census to have dedicated veteran workers. Among the VBC members who visited the Census table was Event Chair Steven Fernaays. He appreciated learning that the Census is safe, easy, and important and promised to let his daughter know about Census job opportunities. The VBC event is the largest of its kind in New York State with more than 60 employers and training facilitators participating. It celebrated 18 years of serving veterans, military members, and military spouses. ■

# League of Women Voters Hosts 2nd Event in the Granite State

Nicole McKenzie • New Hampshire

The League of Women Voters of New Hampshire hosted its second 2020 Census Event in the state on November 25. The event was hosted by the Peterborough Plus Unit and comes on the heels of the first event, held by the Southern Rockingham Unit. The League has six active units across the state and has partnered with the U.S. Census Bureau to help inform and educate New Hampshire residents on the importance of responding to the 2020 Census. The League of Women Voters is a nonpartisan political organization encouraging the informed and active participation of citizens in government.

Promoting the “2020 Census – Why it Matters, How it Works” event through the League’s statewide website and calendar, yielded a good turnout on a very cold New England night. Despite the below freezing temperature, members of the League and the general public ventured out to hear why the 2020 Census is important, how the



Partnership Specialist Nicole McKenzie provides information and answers questions regarding the 2020 Census to the public at a League of Women Voters of NH hosted event.

Census keeps their data safe, and how easy it is to respond. They also learned about the temporary jobs being created, that offer great pay and the opportunity to be part of history through helping the community get a complete and accurate count. The very engaged audience asked many questions and walked away with 2020 Census brochures and flyers to share with neighbors and friends.

The League of Women Voters is a national *continued on page 18*



*continued from page 17* partner with the U.S. Census Bureau and is actively sharing information across the country in support of the 2020 Census. The League of Women Voters national website highlights... “April 1, 2020, marks the kickoff of the 2020 Census. This process of counting will ensure that the political power, health, and safety of every community is maintained or enhanced in the upcoming decade. But communities that don’t get fully counted in 2020 will miss out for the next ten years. Now is the time to get involved.”

Creative Partnership Idea: The League of Women Voters is encouraging people to sign the online 2020 Census pledge #countmein which is highlighted on their national website. “The Census counts. So do you. Pledge to be counted and to educate your community about the importance of the 2020 Census.” This is a great way to inspire people to take action and shape their future! ■

## Librarians in Syracuse are Leading the Way

Jerry Lord • New York

Despite nine inches of heavy snow that closed local schools and snarled traffic throughout the Syracuse-area, nearly 40 librarians from the Onondaga County Library System attended a day-long Census training event on December 2 at Central Library. Over the course of four one-hour sessions, Census Partnership Specialist Jerry Lord presented information to revolving groups of interested, if also snow-besieged, librarians who had been anxiously awaiting guidance on what to expect in 2020. Their sharp questions posed throughout the day suggest the librarians of Onondaga County are raring to go for the 2020 Census.

The presentations delivered that day highlighted the importance, safety, and ease of the 2020 Census while also framing the U.S. Census Bureau’s official talking points for the audience on hot-topic issues. Librarians bring technical skills, vital intangibles – such as trusted voices – and are crucial to connecting with people who are historically hard to count.

Beyond the simply clarifying questions about timelines and response options, the questions posed most frequently regarded protections against fraud. One librarian – perhaps

showing an inclination of being detail-oriented – asked what to do if a “jealous boyfriend” fraudulently steals a questionnaire from his significant other’s mailbox and responds falsely. In the end, they were reminded one must trust the process that the U.S. Census Bureau has established to ensure that people are counted accurately and in one once. To that end, the attendees were provided the number to the fraud-detection hotline.

Upon leaving the training session, several librarians inquired further into participating in an upcoming recruiting event in December. Central Library hosted a spotlight recruiting event on December 14, along with the Northside Syracuse White Branch and the suburban Liverpool Library. Dedicated desktops and Chromebooks were made available for people to apply for Census jobs. Whether they want to believe it, local librarians are truly central to helping people realize both the civic virtue of participating in the 2020 Census, as well as the community value. ■





# Making Bangladeshis in New York Count

Abdalla Hassan • New York

The Bangladeshi American Community Development & Youth Services (BACDYS) has worked alongside the U.S. Census Bureau to organize a series of information and recruiting events at mosques.

BACDYS has tailored its message to the needs of the immigrant populations they serve. Deeply engaged in community outreach for the 2020 Census, BACDYS is involved with a number of Complete Count Committees, including New York Counts 2020 ([www.newyorkcounts2020.org](http://www.newyorkcounts2020.org)), the Asian and Pacific Islander American (APA) Complete Count Committee, and the Brooklyn Complete Count Committee.

“Our outreach technique is culturally sensitive and linguistically accessible,” said Rajju Malla Dhakal, executive director of the Bangladeshi American Community Development & Youth Services.

The organization she leads builds civic engagement, youth leadership, and women and community empowerment; offers English as a second language classes and afterschool programs; provides immigration services; assists people in locating affordable housing and accessing social services; and organizes know-your-rights workshops – tying those services and resources with participation in the census.

“They do not see the indirect benefits of



Rajju Malla Dhakal, executive director of the Bangladeshi American Community Development & Youth Services, at a rally at City Hall

being counted, so this is where we come in. We tailor that information to the needs of that community,” adds Malla Dhakal. “What is important to them—having bilingual services, access to health care, access to children’s education that are more immigrant friendly. Being counted helps make those services available, in addition to the availability of jobs and transportation.”

BACDYS has been active in the low self-response neighborhoods of East New York in Brooklyn and Ozone Park in Queens, areas that have a thriving Bangladeshi community.

“They are the hardest to reach because of the cultural and linguistic barriers,” explains Malla Dhakal. “Their access to information is limited compared to other ethnic communities. Reaching out to women in this community is even harder.”

Dhakal also customizes the census message to different age groups. Seniors are more interested to know about health care,

*continued on page 20*



*continued from page 19* social security, and services they can access, she said. Younger generations are interested in jobs, and if they have children they are concerned about education. Dhakal underscores the importance of counting children and seniors in multigenerational households. Working for a decade with the Bangladeshi American community, BACDYS has developed solid relationships of trust with community and faith leaders, elected officials, schools, and business associations. With offices in Brooklyn, Queens, and the Bronx, they provide services for the low-income immigrants particularly Bangladeshi community and other low-income immigrants from South Asian, the Caribbean, Guyana, and Africa.

Pop-up centers are much needed in immigrant neighborhoods, says Dhakal. “Most low-income immigrants do not have access to a stable internet connection and computers. It is a service that is especially needed in hard-to-count communities, especially the Bangladeshi community in Brooklyn.” ■

## “Everyone Counts” Holiday Tree Lights- Up at Bektash Temple Annual Event

**Nicole McKenzie • New Hampshire**

The 16th Annual Shriner’s Bektash Temple Fezital of Trees has become one of the highlights of the holiday season in Concord, New Hampshire and 2019 is no different. Every year the event draws between 10-12,000 attendees during the 9-day event. More than 100 large, fully decorated trees – available as raffle prizes – were on display at this popular event. All money raised will benefit the Shriners Children’s Hospital.

The “Everyone Counts” holiday tree, donated and decorated by the 2020 Census Concord ACO office boasted branches of red, white and blue. The cleverly adorned tree held emblems from all 50 states on its branches, displayed recruitment business cards and postcards as ornaments, and sheltered presents decorated with make-believe checks representing funds that flow to communities based upon census data.

The Shriners founded the first Shriners Hospitals for Children in Shreveport, Louisiana in 1922. Since then this unique philanthropy has grown to an extraordinary health system with 22 facilities in the United States, Canada and Mexico. Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals. Children up to 18 years of age with a variety of medical conditions are eligible for care and receive all services in a family-centered environment, regardless of the patients’ ability to pay. ■



The “Everyone Counts” Holiday Tree lights up interest in 2020 Census Jobs at the 16th Annual Shriner’s Bektash Temple Fezital of Trees





# Partners in Action! – The Consulate General of Peru

Clodomiro J. Falcon • Connecticut

“This is great, we have a work plan,” said Mr. Eduardo Gonzalez, Consul General of Peru, right after the meeting with Census Partnership representatives Mark Plumley and Clodomiro Falcon at the General Consulate of Peru in Hartford, CT on November 14. Deputy Consul General of Peru Maria Arce and Administrative Officer Guisella Ramirez also attended. The event concluded with Gonzalez and his staff excited to take the fast track.

“There is a large Peruvian population in Connecticut and other states of the Union,” said Gonzalez. “We must cooperate with the Census Bureau to make sure they are counted in the coming 2020 Census. It’s our duty to deliver this message to every Peruvian in Connecticut and the areas we serve: Responding to the Census is safe, easy and important and every Peruvian should respond regardless of their immigration status.” And these words were immediately translated into actions as the Consul General and his staff committed to support the 2020 Census in many ways.

The Consul General committed to displaying and distributing printed materials, providing exhibit and speaking opportunities, promoting job opportunities, and using social media to promote the 2020 Census. He asked Census representatives to display fliers on the billboard in the lobby and on a table so people can take it with them. He also invited the Census to have an exhibit table and talk to the audience at an itinerant consulate they held November 16 in Stamford, just two days after the initial meeting. More than 150 people attended and were given information about the 2020 Census in Spanish. It was an excellent



Mark Plumley, Mr. Eduardo Gonzalez and Clodomiro Falcon in the lobby of the Consulate General of Peru after the meeting.

opportunity to interact with the grass roots community and to deliver the 2020 Census message and encourage them to self-respond to the 2020 Census.

In addition to providing exhibit/speaking opportunities for the rest of 2019 and 2020, Guisella Ramirez provided a list of key community leaders in the New Haven and Stamford areas, and promised to continue promoting the Census at events held by the Peruvian Community in Connecticut. ■



Lucas Romero, Greg Janowski, Clodomiro Falcon and Edith Targonski promoting the 2020 Census at Saint Andrews Church during the Itinerant Consulate.

# N.Y.U.L.Y.P. Creatively Spreads Census Message

Nicole Yearwood • New York



During the month of November, the New York Urban League Young

Professionals (NYULYP) incorporated the 2020 Census into their programming. As part of their annual

Melissa Lee, Civics & Economics Chair, New York Urban League Young Professionals; Nicole Yearwood; New York City Deputy Public Advocate Xamayla Rose; and a member of NY Urban League Young Professionals

Historically Black Colleges and Universities (HBCU) Fair, they provided the U.S. Census Bureau with space at the event. Census staff also had an opportunity to host a 2020 Census Workshop along with New York City Deputy Public Advocate for Civic and Community Empowerment, Xamayla Rose. Approximately 5,000 high school students, educators, and parents attended the college fair to meet with dozens of representatives from HBCUs. Each Census workshop attendee received a “Be Counted 2020” bracelet.

A few days later, the New York Urban League Young Professionals hosted their general body meeting. The theme for November was “Cuffing with Benefits: You Won’t Believe What the Census Tells Us”. After brief presentations on the importance of the 2020 Census from Census Bureau staff and Deputy Public Advocate Rose, the meeting transitioned

into a lively discussion around co-habitation and complex living arrangements of young professionals in the New York metropolitan area. Leaders of the discussion posed questions and co-habitation scenarios to meeting attendees. After each scenario, attendees were polled and panels of four people shared their feelings, opinions, and experiences, with these living arrangements.

Others in the audience shared their experiences and asked questions. The organizers then cited related census data – from housing to marriage statistics – and provided Census staff the opportunity to “pop-in” with the facts on how people in these various living situations will be counted in the 2020. The citing of marriage statistics provided the Census staff an opportunity to inform the attendees about other surveys the bureau conducts. The audience remained engaged, and sometimes surprised, by the data and how living arrangements impact the way people are counted for the purposes of the census. In the end, the message was clear: Regardless of living situation, everyone must be counted. ■



Melissa Lee; Nicole Yearwood; Executive Director, NY Urban League Arva Rice; Xamayla Rose; members of the NY Urban League Young Professionals





# Greater Lowell Interfaith Leadership Alliance joins the 2020 Census

Adriane Queiroz • Massachusetts

The Census Bureau was recently invited to provide a Census 101 presentation for the Greater Lowell Interfaith Leadership Alliance (GLILA) – an interfaith group of clergy and non-clergy of Greater Lowell, representing the diverse beliefs within the community. Their unity is based on their shared purpose of building relationships of mutual respect among the members, the communities they represent and area faith communities.

They support each other's work and faith journey, provide spiritual and moral leadership, and promote dialogue among faith traditions in the Greater Lowell community.

Faith leaders are trusted voices in their communities, congregations and among their members. They are essential to inspire and motivate hard-to-count community members to participate in the

2020 Census for a complete and accurate count. The Census Worship Weekend, March 27-29, 2020, is part of their agenda for 2020, where they are committed to inform members the Census is safe, easy, and important. They are planning ways to help members self-respond to the Census by providing necessary computers. Having faith leaders to educate friends, neighbors and congregants about the Census is a roadmap for a successful count! ■

## The Church of Jesus Christ of Latter-Day Saints Reply YES to 2020 Census and Job Opportunities

Adelina I. Reynoso • Puerto Rico

The Church of Jesus Christ of Latter-Day Saints in Ponce hosted a 2020 Census Awareness Conference on November 23 to share the 2020 Census key messages with the members, and non-members, of their different churches in Puerto Rico. They summoned a group of church leaders from different congregations in the district of Ponce to take on the important task of educating their membership and community. They learned about every component of the 2020 Census – it's safe, easy and

important – and will facilitate information for leaders to share in their churches during the upcoming months.

The church has hosted several 2020 Census events in different locations and has promoted job opportunities and awareness on social media and church programs. They have also offered the use of their centers for 2020 Census affairs. "Many of our congregations are interested in hosting 2020 Census awareness events and join in the efforts of counting everyone in Puerto Rico," said Community Liaison Anita Puig. "We want people to know that the 2020 Census affects all of us and we all

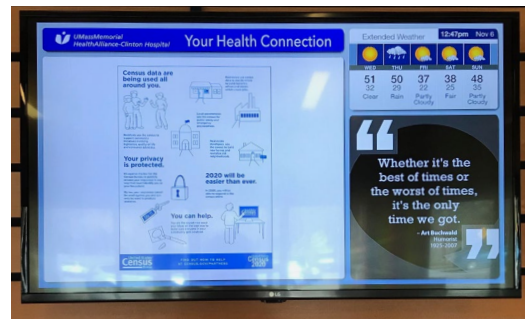
part in helping to reach an accurate and complete count of our island."

Currently, The Church of Jesus Christ in Puerto Rico has flourished with a membership of more than 21,300 members, 41 congregation centers, and eight family history centers. Thanks to the newly developed partnership with the church, the 2020 Census message is being shared with the membership and congregations in different hard to count areas in the island of Puerto Rico. "We are sharing the importance of the 2020 Census with all of our members and non members because we want to help ensure no one is left uncounted in our congregations and our communities," said Jose M. Gonzalez *continued on page 24*



continued from page 23 Pomales, wellness and self-sufficiency director of The Church of Jesus Christ of Latter-Day Saints, District of Ponce. ■

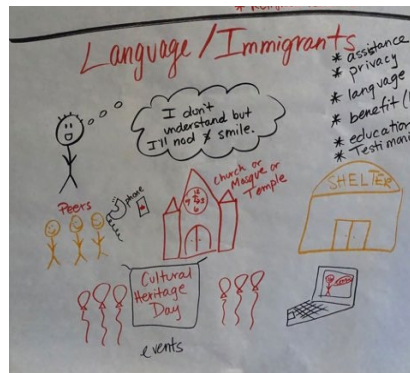
The Church of Jesus Christ of Latter-Day Saints hosted a 2020 Census operations and employment opportunities conference and summoned the leaders of all the churches in the district of Ponce.



## Data Users and the Census Bureau Collaborate to Motivate Response

Yvette T. Rose • Connecticut

Approximately 130 people attended the Connecticut Data Collaborative's annual Conference on November 20 in New Haven. The CT Data Collaborative, an active 2020 Census partner, is dedicated to expanding public access to data, increasing data literacy, and encouraging informed decision-making at all levels.



such as young children, non-English speakers and immigrants. Participants are encouraged to brainstorm, “think outside the box,” and develop action plans that include businesses, elected officials, non-profits, schools, and the faith-based community.

Participants' creativity was on display as they shared diagrams and storyboards illustrating steps communities can take to ensure a complete and accurate 2020 Census. One group suggested that individuals and neighborhoods could host “Census Response Parties” in order to celebrate this once-a-

decade questionnaire as an opportunity, rather than an obligation, to help our communities. Another group emphasized the impact schools can have by empowering children to make a difference in their communities. In addition to utilizing the Census Bureau's Statistics in Schools toolkit, schools can hold assemblies educating students about funding and programs affected by Census data. Teachers can have students create a simple questionnaire that's shared with parents and family members. All groups emphasized the importance of identifying trusted voices in locations where people congregate, such as social service agencies, commercial enterprises, libraries, and faith-based institutions.

During the Conference, non-profit leaders, health care professionals, analysts and data users from across the region participated in a full day of programming that included demonstrations of Census Business Builder and the Census Bureau's data.census.gov website, as well as an interactive seminar known as a Census Solutions Workshop. These workshops are collaborative ideation seminars that utilize design thinking to identify possible barriers to self-response and generate ideas to engage hard-to-count communities in the 2020 Census process. The Census Solutions Workshop consists of defined activities that help participants focus on specific challenges in their region, emphasizing traditionally undercounted populations



decade questionnaire as an opportunity, rather than an obligation, to help our communities. Another group emphasized the impact schools can have by empowering children to make a difference in their communities. In addition to utilizing the Census Bureau's Statistics in Schools toolkit, schools can hold assemblies educating students about funding and programs affected by Census data. Teachers can have students create a simple questionnaire that's shared with parents and family members. All groups emphasized the importance of identifying trusted voices in locations where people congregate, such as social service agencies, commercial enterprises, libraries, and faith-based institutions.

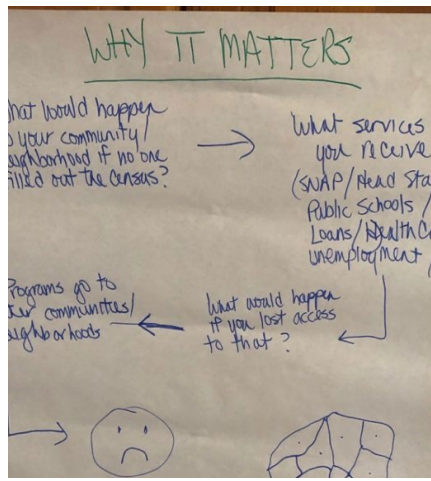
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continued from page 24 Volunteers, especially those with non-English language skills, could encourage self-response in hard-to-count areas with messaging about the safety and importance of the Census.

The Workshop generated tangible action plans and concluded with a demonstration of how individuals can access Complete Count Committees (CCC) in their communities by utilizing the



Census Bureau's interactive CCC mapping tool.

As the CT Data Collaborative displays on its website, the state and philanthropy alone can not assure a complete count. This is a national effort, but it can only be successfully if achieved at the grassroots level. Community participation is essential to ensure that everyone in the nation is counted. ■

## Springfield, Vermont Springs into Action

Thomas Simmons • Vermont

Springfield Board of Selectmen Chair Kristi Morris cut right to the chase during a Census informational session on November 25.

"What can we do to help?" she asked.

And with that simple question the town's Selectmen dove into action.

Springfield (2010 population: 9,373), a historic, pre-colonial industrial town nestled on the Connecticut River, presents unique opportunities for Census outreach, with a larger percent of householders living in rental apartments than many other towns in the area. The five-member Board of Selectmen sees the need to ensure a complete and accurate count, and quickly took on the project of promoting the 2020 Census.

That evening, Selectman George McNaughton, a member of numerous online community groups, began posting information on how residents can apply for jobs with the Census, how to complete the online 2020 Census questionnaire, and the confidentiality of responses. In addition, the official town website

now features a "Census 101" and job recruiting message.

A week later, members of the Springfield Lion's Club received a Census informational session because one of its members was at the Board of Selectmen meeting and believed other members would benefit from hearing it. Following through on their commitment to publicize the 2020 Census, the December 5 edition of the Vermont Shopper & Journal, the area's largest newspaper, published a 12-paragraph article highlighting the importance to the town of a complete count, and its need for enumerators. The Journal also attached a link to the U.S. Census Bureau's website ([census.gov](https://www.census.gov)). ■



# Global Scholars at Byram Hills High School Prepare to Mobilize for 2020 Census

Owen Borda • New York



Students in the Byram Hills High School Global Scholars Program have been investigating ways to mobilize residents to complete the 2020 Census. Given that 73% of Westchester residents self-responded to the 2010 Census, the students were challenged to increase participation so that Westchester County has an accurate count and the representation that accompanies it. Students interviewed stakeholders, researched evidence, identified a problem area, and designed an action plan that addressed the problem.

The stakeholders interviewed by students included Terry Kitchner, Executive Director of the Westchester Library

System; Owen Borda, Partnership Specialist at US Census Bureau; Beryl Harold, Human Resources Director, Westchester Community Opportunity Program, Inc.; and Rebecca Sussman, Parent Education manager at Neighbor's Link. After the interview process students arrived at conclusions about how to best mobilize participation in the upcoming 2020 Census.

Teaming with World Savvy, an organization focused on providing educational frameworks for global competency, the students learned about the design thinking process and how to apply it to the

challenges associated with the upcoming 2020 Census. In the weeks following the stakeholder interviews, students participated in collaborative research, defined a problem, brainstormed prototype solutions, tested their prototypes with stakeholders, revised their prototypes, and developed an action plan for implementation.

In the coming months, students will implement these action plans leading up to, and beyond, the official start of the 2020 Census. Based on an analysis of the undercounted neighborhoods in Westchester in the 2010 Census, students focused their efforts on the communities of Mt. Kisco, Yonkers, and Mt. Vernon. Some of the student action plans include: the production of an informational video to be used at Neighbor's Link; the design of an educational lesson for middle school students; an awareness campaign that will include temporary census stations; a social media advocacy campaign; a film developed in collaboration with local students; an advertising collaboration with local businesses, and a youth targeted meme campaign.

The Global Scholars Program at Byram Hills High School is an in-depth interdisciplinary three-year program that focuses on developing global awareness, critical thinking, and leadership in

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continued from page 28 the 21st century world. As part of the program, students investigate global issues, analyze diverse perspectives, communicate ideas effectively in English and a second language, and then take action. In its third year, the program is led by Jennifer Laden, social studies chair, Duane Smith, English chair, Melissa Stahl, World Languages chair, Kimberly Gewitz, social studies teacher, and Lisa Squadron, English teacher. ■

## Thanksgiving Inspires Gratitude for Bronx Partnerships

Maria Matos • New York



Bronx Community College Career Specialists, Hector Bravo and Paula Wickland, 2020 Census South Bronx Recruiting Assistants Sarah Lynn and Janelly Mares.

With only 3 months until 2020 Census invitations are scheduled to arrive by mail, local partners are preparing to ensure a full and accurate count in The Bronx. As the count gets closer, efforts have started to maximize. During the month of November, partners like the Bronx Borough President, Bronx Community College, and Community Board 12 (CB12) were busy conducting Census Complete Count Committee (CCC) meetings, recruiting sessions and informational meetings. The interest to learn more about the Census has increased over the past several months and Bronxites have become more involved due to the great outreach of those partners.

Census workshops have been provided for the community to give people the opportunity to understand why Census data is critical

to local development, emergency planning, preparedness, recovery efforts, economic development, creation of healthcare clinics, fire departments, schools, roads and highways. This information gives a different perspective on how Census data is critical to help our nation on very important issues. During Thanksgiving month, Census partners opened more doors for partnership specialists to have quality time to connect with the community on a more personal level. This has led to a better understanding of how the decennial can shape many different aspects of our communities.

On Wednesday, November 20, the Bronx Borough President had the 2020 Census CCC meeting in partnership with CB12, located in the Wakefield neighborhood of North Bronx. The event was one of the most well-attended and informative forums about the Census. A day later, the Bronx Community College hosted a successful job recruiting session as part of the Census Recruiting Week campaign, with a great turnout of 105 applicants. Later in the evening, Census Partnership spoke at the CB12 board meeting. This monthly meeting was the last one before Thanksgiving, so it was greatly attended by residents from Baychester, Eastchester, Edenwald, Fishbay, Olinville, Wakefield, Williamsbridge and Woodlawn.

Thanks to these great partners for a tremendous amount of 2020 Census outreach already accomplished. And we look forward to a wonderful holiday season and will be ready to work even harder for you in 2020. ■



# NYRCC Speaks to Congressional Native American Caucus During Native American Heritage Month

By: Eva Bunnell • Connecticut

Throughout the country, Native American Heritage Month was celebrated during the month of November. The U.S. Census Bureau honored this important recognition of our country's Sovereign Nations through various events and informational articles throughout the entire month.

New York Regional Census Center Director Jeff Behler asked Area Regional Census Manager Lisa Moore, and Congressional & Tribal Senior Partnership Specialist Eva Bunnell, to travel to the nation's capital on Nov. 21 to cover a U.S. Census briefing before the Congressional Native American Caucus. Denise Desiderio, JD, Senior Policy Advisor at Akin Gump Strauss Hauer and Feld, LLP, arranged and moderated the briefing. She invited the New York Regional Census Center (NYRCC) to share its experience in its government to government relationship working with Tribal leaders within the NYRCC coverage area to ensure their citizens are counted in the 2020 Census.

A citizen of the Saponny Tribal Nation, Desiderio is the former Policy Director for the National Congress of American Indians, former Deputy Staff Director and Senior Counsel to the Senate Committee on Indian Affairs, among a few career highlights.

She is a highly respected voice in Indian Country and with Congressional Members and their offices. In addition to organizing the roundtable, she also served as Moderator.

The briefing took place in the Congressional Natural Resources Hearing Room in the Longworth House Office Building. There were two panels of guest speakers. The first panel was comprised of national organizations that work with Indian Country, including Tamika Turner, Communications Director, Census Counts Campaign, The Leadership Conference on Civil Rights; Jake Schellinger, V.P. Government Relations, National Congress of American Indians; and Dan Lewerenz, Attorney, Native American Rights Fund. These panelists shared information on the census and associated policy issues affecting Indian Country and the importance of an accurate count of every Tribal Nation.

Tribal communities are among the most undercounted groups in the United States. As with governments at every level, tribal leaders depend on the federal dollars that support their healthcare, educational, vocational programs, infrastructure and economic growth. An undercount in 2020 would

*continued on page 29*



Congressional Native American Caucus Roundtable panelists, 11.21.19 in Washington, D.C. From l-r, Dan Lewerenz, Native American Rights Fund, Jake Schellinger, National Congress Of American Indians, Lisa Moore, NYRCC, Denise Desiderio, Akin Gump Strauss Hauer, LLP, Eva Bunnell, NYRCC, Dee Alexander, Tribal Affairs, OCIA, Nicholas Jones, Population Division, U.S. Census Bureau





continued from page 30 result in a major gap in funds for tribal communities.

The second panel was comprised entirely from the U.S. Census Bureau, including Dee Alexander, OCIA Tribal Affairs Coordinator; Nicholas Jones, Director of Race and Ethnic Research and Outreach; along with Moore and Bunnell. The group provided an overview of the 2020 Census operational lifecycle – how enumeration will take place on sovereign lands, the hiring of tribal citizens to conduct enumeration in their communities, how tribal citizens can identify their tribal affiliation(s), the work of Tribal Complete Count Committees (TCCC), and the Census events they’re planning for 2020. Finally, the group shared information on how caucus members can be helpful in sharing information on the 2020 Census with tribal governments and other ways they can support a successful count for Indian Country in 2020. For more information on tribal organizations contact Eva Bunnell 959-333-9305 [eva.m.bunnell@2020census.gov](mailto:eva.m.bunnell@2020census.gov). ■

## United 4 Justice is Making a 2020 Census Impact in Boston Neighborhoods

### Ethel Harris Shepard • Massachusetts

Boston is on its way to a complete count in the 2020 Census thanks to organizations like United 4 Justice. United 4 Justice is a ten-year-old organization that focuses on addressing social, economic and racial justice issues that impact low income people of color and working-class neighborhoods. Information on their web site states, “We believe in the voice and right of our members to organize and create community-based solutions and plans for Our City.”

“United 4 Justice works on a variety of issues that impact families across Boston,” said Mimi Ramos, director, United 4 Justice. “We are neighborhood based and we move people into action on issues they

identify. Our areas of focus are advocacy, community service, employment and housing assistance.”

Ramos and her field staff recently celebrated completion a major drive – collecting over 4,000 signatures in favor of ballot initiatives supporting voting rights for prisoners. The next major project, to see what United 4 Justice could do to bring about a complete and accurate count in Boston in the 2020 Census.

“With each campaign, our field teams gain knowledge of their community by knocking on doors and talking with neighbors about issues that are important to their quality of life,” said Ramos. “It’s the kind of dedication needed to ensure that everyone in our hard to count areas responds when the time comes.”

As a member of the Massachusetts Complete Count Committee, Ramos and her field staff are engaged and motivated about educating residents on the importance of responding to the 2020 Census. She also wants to help community residents and United 4 Justice participants find work with the 2020 Census.

To that end, Ramos has posted Census posters on office windows and walls and will distribute 2020 Census information across the neighborhood to educate and increase response. Within the next few weeks, United 4 Justice will also host a Census Job Fair event. With limited resources and time, Ramos is working with the Census partnership team to create a strategic plan that will make certain that both Mattapan and Dorchester communities are reached. “With so much at stake for our neighborhoods, we need to be as efficient as possible,” she said. “There’s not a lot of time, April 1, Census Day will be here before we know it!” ■



## Key Partners Help Drive a Census Solutions Workshop Idea

Philip D'Agati • Massachusetts

Spreading the 2020 Census was the key focus of the discussion during an early November Census Solutions Workshop at Nevins Memorial Library in Methuen, MA. Library Director Krista McLeod has been a tremendous Census partner and offered to host this important event.

Recognizing the shrinking audience of traditional media and the generational limitations of some social media platforms, the attending guests sought ways to present or display a simple 2020 Census message at locations or events that draw large local crowds. Jane DiNatale, a Methuen School committee member, pitched the idea of the Census setting up a Christmas Tree at the annual Methuen Festival of Trees. Festival organizers recognized the importance of the 2020 Census and agreed to fit in a tree. The only challenge was that the tree and its decorations had to be set up in less than 10 days. Massachusetts partnership specialists Drew Menter and Philip D'Agati brainstormed solutions together and identified partners that could help, including Lupoli Companies (trees), Andover Knights of Columbus Council #1078 (tree decorations). The effort to create the Census tree went from a near impossibility to a reality.

Thanks to the efforts of five partners and three staff members, the census message is on display to 30,000 visitors at the Methuen Festival of Trees. Various "gifts" exist under the Census tree, including fliers, cards, and contact information for Census enumerator positions! While the outcome of this effort is near impossible to fully gauge, the U.S. Census Bureau clearly benefited in many ways, including advertising to 30,000 local and regional residents. ■



The 2020 Census Tree and the Census Decorating Team, consisting of from left Philip D'Agati, Senior Partnership Specialist, Drew Menter, Partnership Specialist and Laura Medrano, Senior Partnership Specialist at the Methuen Festival of Trees, now on display at the Methuen Festival of Trees.

## Chamber of Commerce Provides Census Support in Washington County

Patricia Shane • Vermont

On Thursday, October 31, Census Partnership Specialists Patricia Shane and Bob Stock met with Betsy Bishop, president of the Vermont Chamber of Commerce-Berlin, to discuss how the 2020 Census is safe, easy, and important. Ms. Bishop has been the president for more than ten years and has focused on growing Vermont's economy.

Bishop expressed a great awareness and understanding of how Census data can influence future businesses in Washington County. She also offered strategies on how to best reach Washington County residents to convey the Census message. Among her invaluable ideas, Bishop suggested reaching out to members of Vermont's state legislature so members may help spread the message in their outreach as well.

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continued from page 30 To that end, Bishop extended the support of the Vermont Chamber of Commerce to census efforts. In fact, just a click of Bishop's name on the Vermont Chamber of Commerce website will lead directly to the U.S. Census Bureau's website (census.gov) and promotion of the 2020 Census. Through a partnership with leaders like Ms. Bishop, Vermont is on its way to achieving a complete and accurate count. ■



## City of East Orange CCC Helps Residents Apply for Census Jobs

Regina Waynes Joseph • New Jersey

The City of East Orange Complete Count Committee (CCC) recognizes the employment opportunities available – good-paying, temporary 2020 Census jobs – to its residents. Thus, it has worked tirelessly to promote those positions by hosting Census Job Fairs and Information Sessions in collaboration with the City of East Orange City Council; East Orange Public Library; North Jersey Alumnae Chapter, Delta Sigma Theta Sorority, Inc.; and, North Jersey Minerva Corporation; with funding by The Fund for New Jersey.

The City of East Orange used all promotional opportunities available to publicize the Census Job Fairs to the community, which included various social media platforms like the East Orange City Council's Instagram account. The hard work paid-off as more than 110 residents

applied for jobs at the East Orange Public Library on October 29. They were assisted in filling out their on-line applications by U.S. Census Bureau recruitment assistants and volunteers from the North Jersey Alumnae Chapter, Delta Sigma Theta Sorority, Inc. using the computers available to the public at the Library.

The Mayor of the City of East Orange, Hon. Ted R. Green, has continually emphasized to the committee the importance of hosting recruitment events for residents. He wants to assist residents in every way he can and knows that the flexibility of the Census jobs can be beneficial to residents in every situation – whether they already have a job, are retired, need a part-time job, or a second job. Mayor Green wants residents to feel empowered and help ensure a complete count in the City of East Orange. At the Census Job Fair, he spoke with residents to see how they were faring in applying for Census jobs. He was pleased to see the tremendous turnout of residents and told them that there would be more Census Job Fairs to come. ■



# Census Partner Presents: The Big Read! The North Quabbin's Literacy Fair

**Christopher Celozzi • Massachusetts**

On Tuesday, November 26, the Valuing Our Children organization, in collaboration with Athol Public Library, hosted "The Big Read! The North Quabbin's Literacy Fair." This regional event provided free books, entertainment, activities, resources and information for the community, included several local businesses and sponsors performing outreach. Jean Shaugnessy, director of the Athol Public Library, and Nicole Lyman, early childhood director of Valuing Our Children, collaboratively facilitated this event.

Counting young children in the 2020 census is an immensely important, however often overlooked, priority. The U.S. Census Bureau reports that "an estimated 4.6% of kids under the age of 5 were not counted in the 2010 Census." The most common situations where young children are uncounted happen when the child may split time between homes/family members, the child is a newborn, or the child lives in low-income, or single parent household. Additionally, children may go uncounted more frequently in situations where the family has recently moved, rents, or when a child lives in a non-English/limited-English speaking, or recent-immigrant household. Even households that respond to the census may forget to include young children. For these reasons, focused outreach to families with young children is a major goal for the Census Partnership team.

Furthermore, the event offered an opportunity to perform recruitment, as thousands of part-time/temporary positions are still available in the Worcester County area. Interested individuals can apply

now at [2020census.gov/jobs](https://2020census.gov/jobs).

Valuing Our Children is supported by The Department of Children & Families, The Massachusetts Children's Trust, and The Massachusetts Department of Early Education and Care. For more information about Counting Young Children in the 2020 Census visit [https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Handout\\_for\\_Partners\\_CYC.pdf](https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Handout_for_Partners_CYC.pdf) ■

## Manchester Citizen Advisory Committee Addressed Census Concerns

**Carol Nepton • New Hampshire**



On Monday, November 4, the Citizen Advisory Committee gathered in the community meeting room of the Manchester (NH) Police Department. This cohort, interested in making its city better, has been meeting every month for the past ten years to discuss the "positive" and the "negative" aspects of the city's life for all residents: life-timers, new immigrants (including refugees), and everyone in-between.

Eva Castillo-Turgeon chairs the group and is a major force in the community who plays a key role in the Massachusetts Immigrant and Refugee Advocacy (MIRA) Coalition. She recognized the importance of the census to count this hard-to-enumerate immigrant population in the area. MIRA is the largest coalition in New England promoting the rights and integration of immigrants and refugees. The MIRA Coalition highlights the importance of counting every person and provides language support for non-English speakers.

The Census Partnership Team provided a Census 101 presentation to explain the census process as well as the importance of an accurate count. Those in attendance also learned that

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🌐 <https://www.census.gov/partners/2020.html>



*continued from page 32* congressional representation and federal funding rely on census data. Many questions followed but the primary concern revolved around whether information would be kept safe and private. Participants were concerned because immigrants they know have been identified by ICE, even those who have become U.S. citizens.

Federal laws, including Title 13 of the U.S. Code in particular, protect individual responses to the census from being shared with any other federal, state or local department, any law enforcement agency, or the courts. In addition, Census employees swear an oath for life to protect personal data and face a fine of up to \$250,000, 5 years in jail, or both if they violate this law. Census responses can only be used for statistical purposes. All personally identifiable information is kept private and confidential.

One woman spoke with a Census representative privately after the meeting and said her extended family lives in an apartment building with adjoining apartments. She said there are many children that will not be counted and multi-generations that will not answer the census questionnaire. She confided that one uncle has been a U.S. citizen for many years but still fears “deportation” and lacks trust in the process. This productive exchange provided an important opportunity to discuss federal laws protecting personal data, the importance of an accurate count, and the critical role the community’s trusted voices play in sharing this message with their community. ■





*We want to thank our Partners for their dedication and contribution with sharing the 2020 Census message!*

*We wish you a wonderful holiday season and look forward to a successful New Year and 2020 Census*