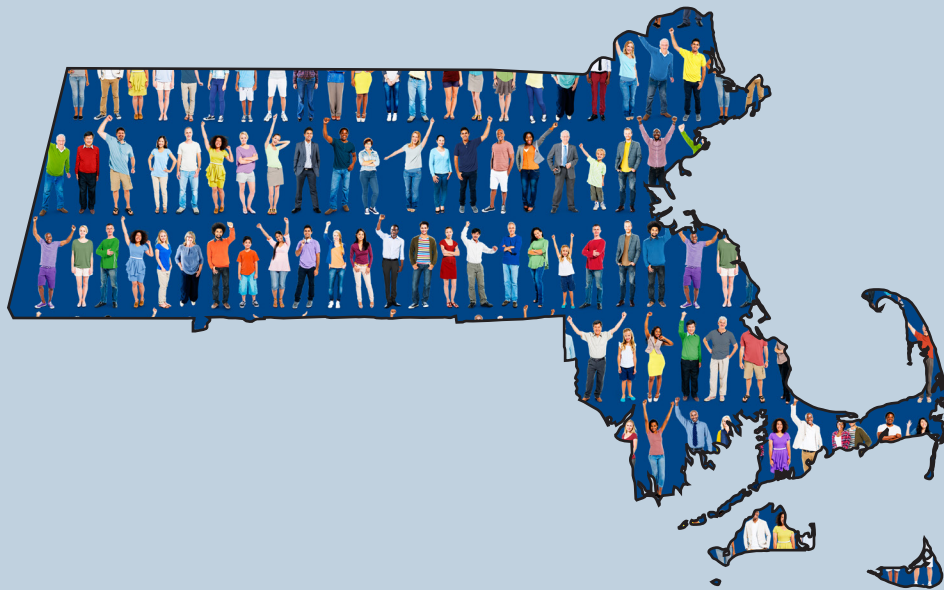


Complete Count Committees/Subcommittees Action Plan

A quick outline of what some of the
responsibilities and duties are for a
Complete Count Committee/Subcommittee



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A quick outline of what some of the responsibilities and duties are for a Complete Count Committee/Subcommittee.

As you read more details on how to run a Complete Count Committee/Subcommittee, the quick points are:

- Designate chairs, clerks, and contact people that will handle the logistics of conducting these meetings and reach out to members.
- Identify/reach out to those organizations and individuals that work within your community.
- Included with your correspondence, be sure to include meeting details, frequency of meetings, and expectations of being a member.
- Inform them of why census is important in general, but also specify why census is important within your specific community.
- Brainstorm on ways to reach out to your community, through flyers, social media, and visibility at events that will help educate the community on the census.
- Provide feedback and best practices throughout the committee and thus in turn share this feedback with the State Complete Count Committee.

Getting Started

Thank you for your interest in forming/running a Complete Count Committee/Subcommittee. Your committee's efforts will ensure that your community is educated on the importance of Census 2020, information is flowing to appropriate channels, and that your community is accurately counted.

You will need to identify the following:

- Chairs for the subcommittee
- A contact person(s) to field emails/calls
- Individual(s) that can take notes and share them with the committee
- Local, trusted voices (elected/administrative officials, neighborhood groups, small businesses, religious leaders, etc.) to participate in the group

If you are heading a subcommittee, the people you will ask to join your committee will be involved and active within your sector/issue area.

Have a reliable channel to have regular communications (i.e. a conference line for people to call into, a videoconferencing software, etc.)

Inviting Members/Planning Your Meeting

Now that you have an idea of who you want on your committee, you should reach out to invite them to a meeting.

We have included sample language below, please feel free to tailor this to your audience and make whatever edits you deem appropriate:

Dear Census Stakeholders,

With Census 2020 fast approaching, I want to invite you to join the (Issue Area/Sector/Subcommittee) Complete Count Committee as your expertise, knowledge, and trusted voice is vital to ensure our community is counted.

The federal census is responsible for a myriad of things that affect every single person in the Commonwealth, such as over \$600 billion dispersed to states for federal programs, such as Medicare/Medicaid, SNAP, Section 8 Housing Vouchers, Title 1 Grants, Infrastructure/Road Grants, Headstart, Free and Reduced Lunch, etc. The census data also determines the Commonwealth's political representation in Washington, as census population figures affect political apportionment in the House of Representatives.

Your support is needed. As a trusted voice within the community, your message regarding the census will positively affect census outreach efforts. By joining this committee, you will spread information regarding the census within your networks, provide feedback on what information is missing and materials we can draft, and recommend general best practices on how to ensure our community is accurately counted.

This meeting will serve also as an informational meeting, to discuss all questions regarding the census.

I hope you can attend/listen in to this meeting, in order to ensure our community is accurately counted.

Sincerely,

Included with your invitation letter/email, you should include details on your meeting. For example, will there be a physical location space? Will it be a conference call? Will there be a conference capability for those who cannot attend in person?

As you send this letter/email out, also be sure to send out some resources with some information on the census. There are plenty of materials at ma2020census.org to include as attachments/to have at your meeting. Be sure to refer people to this website to save you some phone calls and point people to some resources they can brush up on!

If at any time you have questions about the census, reach out! We are available at ma2020census@sec.state.ma.us and the Census Bureau Partnership Specialists are also available to answer questions!

Conducting Your Meeting

As you are conducting your initial meeting, assess who is in your meeting and what networks/skills they have.

Assess where census knowledge of your group is at. Determine if it may be necessary for a Census Partnership Specialist to speak to your committee to provide an overview of census operations and to answer more specific questions.

Determine what best methods would be in reaching out to your community. Would it be:

- Simply delivering the message by mouth in large gatherings.
- Creating new materials/slogans/social media buzz to spread.
- Having online webinars.
- Having events at a physical space.

Gather feedback on what works, what doesn't, and how the Census Bureau/State CCC can help.

Designate roles for committee members on how they can give back to the committee and community.

Keep the Momentum Going/Provide Feedback

Keep regular contact and share all information/materials.

Be sure to reach out to the Statewide Complete Count Committee, with feedback on which materials have been successful for your purposes, what information/media you require, and general thoughts on how the Statewide CCC can be of assistance. For now, field all feedback/questions to MA2020Census@sec.state.ma.us

Connect with more potential committee members and keep growing your network.

Have fun.

The most important thing to remember is that this is your committee. You know your community best. Tailor your committee and meetings to what works best for you.