**Meeting Minutes**

**Community & Faith Based Subcommittee**

**Governor’s 2020 Census Task Force**

**Monday November 25, 2019 9:00 am – 11:00 am CT**

**Fargo, ND**

**Present**: Thomas Beadle (Super Studio), Andrea Werner (Community Action - Bismarck), Louise Dardis (Governor’s Census Task Force), Dana Schaar-Jahner (NDANO), August Saah (Centre, Inc.), Josh Askvig (AARP), Andrea Olson (Community Action Partnership of ND)

**Introductions**

**Discussion with Marketing/Media Vendor:** Super Studio is the vendor for the Census. Discussions of key marketing strategies were discussed. We want to be up and running asap, ready to run January 1, 2020.

The preference is for people to self-report in the beginning. It will be difficult, but we want to spread the word as much as possible.

***Ensuring hard-to-count target audiences are considered***. HTC populations across ND as identified in the Community and Faith subcommittee include Seniors (including snow birds), Individuals and Families experiencing poverty, New Americans, people (including Veterans) experiencing homelessness.

***Media usage amongst target populations****.* The federal Census office will spend their marketing efforts mostly on TV. Perhaps traditional efforts will not work for HTC populations. Super Studio will concentrate marketing messages through media used by the HTC populations in ND.

***Potential hurdles target populations regarding completing the Census***. We acknowledge the importance of trusted voices for HTC populations i.e. hearing about the Census from a trusted person/agency/group. Example: school, church, trusted social service providers.

***Key messages to convey to target populations and best marketing strategies.***

* Engaging the Faith community/churches in ND, especially with the holiday seasons approaching and attendance traditionally being higher.
* Engaging K-12 schools. Louise has already addressed this strategy by sending a toolkit to public schools.
* Keep things basic and ensure that the messaging includes that the Census is safe, simple, and confidential.
* Engage Seniors who winter in the Southern states at their already-scheduled events. College and university alumni associations have indicated a willingness to assist.
* Rural Communities (including Seniors) hearing about the impact on local hospitals is important.
* Census has only 10 questions
* Help overcome the fear factor; need to reiterate confidentiality of the Census.
* Engage shelters, libraries, food pantries, county auditors, employers and the Chamber.
* Stress the message of “what is in it for me” or “how will completion of the Census benefit me” when encouraging populations to complete the Census.

Action Items:

* Develop a script for agencies to use to explain the Census. Thomas?
* Identify the key partners in rural areas that need to be engaged. Dana.
* Develop a toolkit for agencies to use. Andrea and Louise.

**Next Meeting:** Friday, December 5 at 9:00 am CT.