CommunityConnect Labs enables government and community-based organizations to engage hard-to-reach communities using mobile messaging.
Our Expertise: Tools to Connect with Residents

- **EITC Benefits**
  Help low-income individuals who qualify for Earned Income Tax Credit receive benefits.

- **Utility Benefits**
  Help individuals who qualify for low-income energy assistance programs receive benefits.

- **Workforce Training**
  Engage and support job training participants before, during, and after the program.

- **Census Outreach**
  Connect with hard-to-count populations through canvassing, volunteer recruitment, and education.

- **Homeless Assistance**
  Improve access to shelters and ability to collect data from persons experiencing homelessness.

- **Interactive Surveys**
  Conduct timely, robust and high-response surveys in multiple languages.
Agenda

- Library’s role in a Complete Count
- Tools to support libraries
- Q&A
What Libraries Can Do to Support a Complete Count

1. Participate in Complete Count Committees
2. Prepare for increased use of library computers and the internet
3. Help community members apply for census jobs
4. Fight misinformation, disinformation, and scams
5. Provide information about participation in the 2020 Census—particularly among hard-to-count populations
HelpDesk Tool: Answer Census Questions

Q&A with a virtual assistant

- Provide automated, confidential responses from a verified library of answers
- Possible in 200+ languages
- Integrate chatbot into Census Assistance Kiosks, web browsers, etc.
- Also available via SMS text, Facebook Messenger, and other apps
- Save time & resources for library staff
Robust Training Set

Knowledge base

Search the knowledge base

29 QnA pairs

Add QnA pair

Collapse sources

View: All

Source: HelpDesk Test.xlsx

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Why does it matter whether or not I'm of a spanish or latino origin?</td>
<td>Race and Hispanic/Latinx origin data from Census is used to help</td>
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<td></td>
<td>enforce civil rights laws. This includes the enforcement of anti-</td>
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<td></td>
<td>discrimination labor laws and laws that ensure minority group access</td>
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</table>
Field Staff Recruiter: Assist Applicants

Virtual job application coach

- Helps candidates determine eligibility
- Sends resources: application link, checklists, videos, help line
- Automatically follows up throughout application/hiring process
- Integrates into kiosks, etc. like HelpDesk
- Save time & resources for library staff
Census Recruitment Timeline

<table>
<thead>
<tr>
<th></th>
<th>Address Listers</th>
<th>Census Takers (Enumerators)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Peak Recruitment (Online Application / Assessment)</strong></td>
<td>May – June 2019 (application open now)</td>
<td>Sept. 2019 – Feb. 2020 (application open now)</td>
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<tr>
<td><strong>Interviews, Onboarding Forms, &amp; Background Check</strong></td>
<td>June – July 2019</td>
<td>Feb. – Mar. 2020</td>
</tr>
<tr>
<td><strong>Paid Training</strong></td>
<td>July – Aug. 2019</td>
<td>Mar. – Apr. 2020</td>
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Key Questions to Ask

1. Are you represented in your Complete Count Committee (County, City, or Regional)?
   ○ Strategic planning & budgeting process for Counties and “ACBOs” currently underway

2. Do you have the resources (staffing, training, technology) to support complete count efforts as an assistance center?
   ○ Answering questions about the Census in multiple languages
   ○ Supporting job applicants
   ○ Countering misinformation
Resources

- State of CA’s official Census website: https://census.ca.gov/
- Census Field Job Application: https://2020census.gov/en/jobs
- More Info on Census tools: https://www.censusoutreach.org/ (contact us for a quote)
  - HelpDesk
  - Field Staff Recruiter
  - Misinformation Reporter
Q&A

Type questions into the “Questions” section of the webinar panel
Thank you!

www.censusoutreach.org | www.communityconnectlabs.com

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