



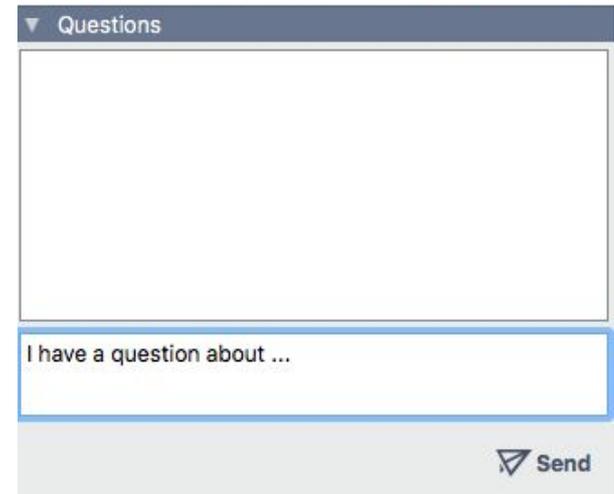
Community
ConnectLabs

Census Outreach Project

Webinar | March 27, 2019

Agenda

- Outreach Strategies for HTC Communities
- Key Findings: CBAMS Survey & Focus Groups
- Q&A



A screenshot of a web interface for submitting questions. At the top, there is a dark blue header with a downward-pointing triangle and the text "Questions". Below this is a large, empty white rectangular box for text input. At the bottom of the form, there is a smaller white box containing the placeholder text "I have a question about ...". To the right of this box, in a grey bar, is a "Send" button with a paper plane icon.

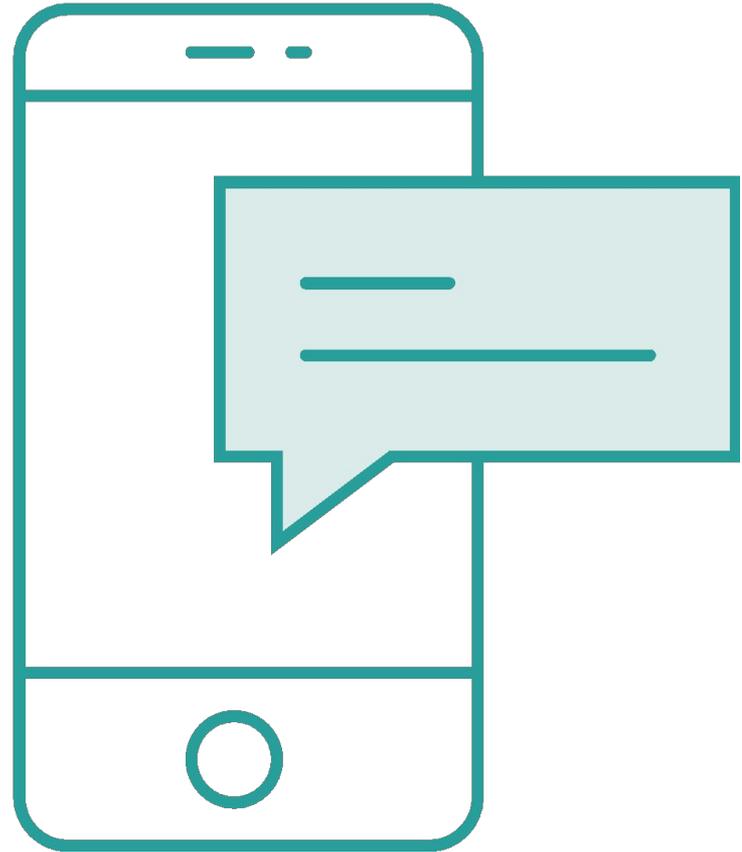
Outreach Strategies for HTC Communities

Stephanie B. Kim

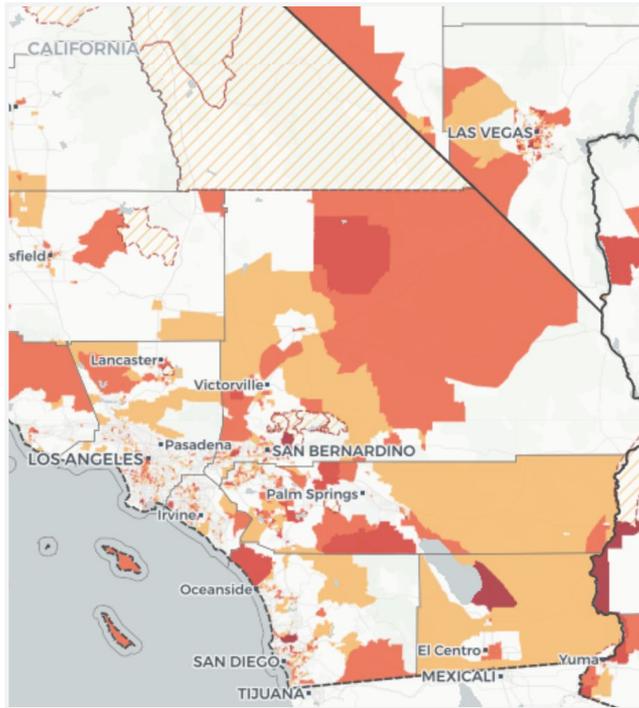
Director, Government & Nonprofit Programs

CommunityConnect Labs | Census Outreach Project

CommunityConnect Labs
enables government and
community-based
organizations to engage
hard-to-reach communities
using **mobile messaging**.



Strategies for Educating, Motivating, & Activating HTC Communities



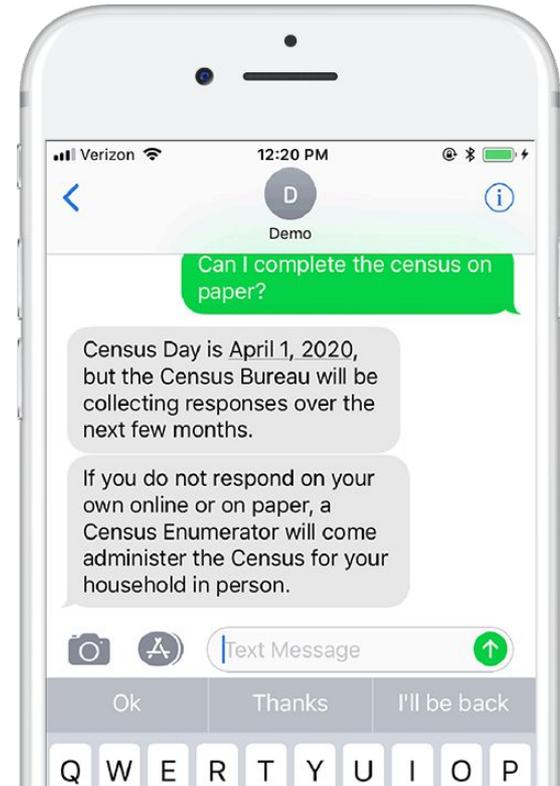
1. Establish a local network of multilingual in-person and virtual “assistance centers”
2. Amplify recruitment efforts and workforce development for job candidates
3. Create a coordinated, consistent, multilingual marketing campaign
4. Deploy boots-on-the-ground outreach supported by continuous follow-up
5. Identify and rapidly respond to misinformation campaigns

1) Establish a local network of multilingual in-person and virtual “assistance centers”

Solution: Establish a centralized look-up system for people to be able to ask questions and be directed to their nearest assistance center based on location and language.

Strategy: Advertise a local phone number for people text questions into in multiple languages.

Tool: HelpDesk

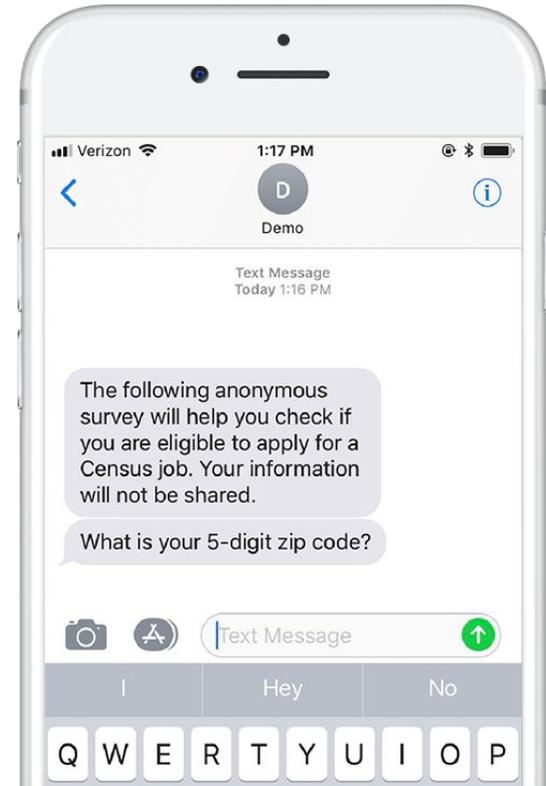


2) Amplify recruitment efforts and workforce development for job candidates

Solution: Establish a countywide Census jobs support ecosystem to encourage and support candidates through the job application process.

Strategy: Publicize a phone number for interested candidates to text into to receive step-by-step instructions and assistance to apply for Census jobs.

Tool: Field Staff Recruiter

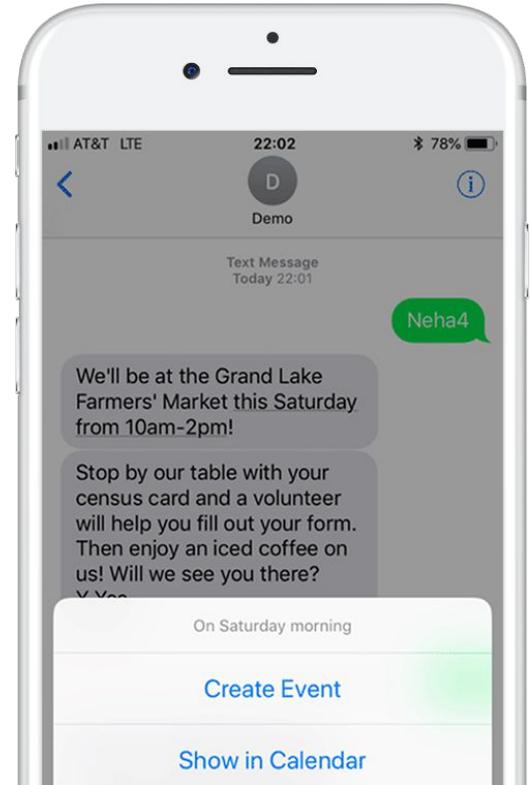


3) Create a coordinated, consistent, multilingual marketing campaign

Solution: Have trusted messenger organizations send tailored follow-up and reminder messages to their communities sourced from a library of consistent, curated content templates available in multiple languages.

Strategy: Enroll people into a coordinated drip marketing & outreach campaign.

Tool: Community Motivator

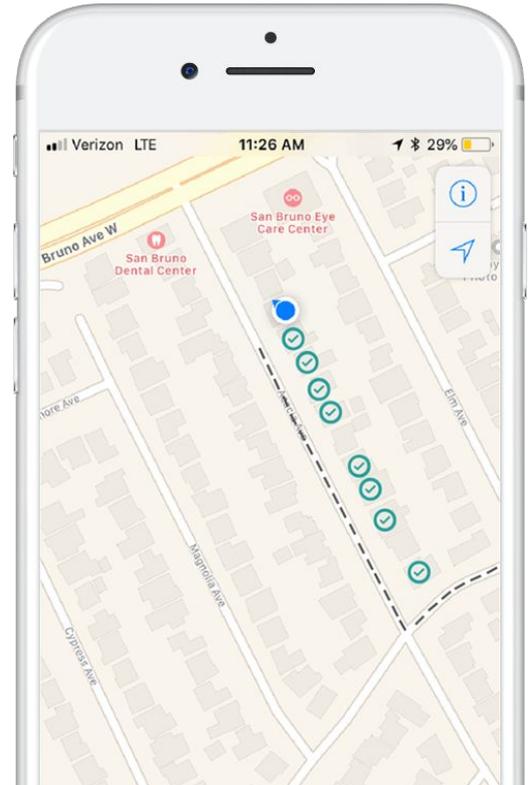


4) Deploy boots-on-the-ground outreach supported by continuous follow-up

Solution: Utilize an integrated canvassing tool that's easy to train volunteers to use in multiple languages and facilitates easy turf-cutting, assignments, live tracking, and reporting.

Strategy: Use canvassing interactions to enroll residents into follow-up communications campaigns.

Tool: Canvassing Optimizer

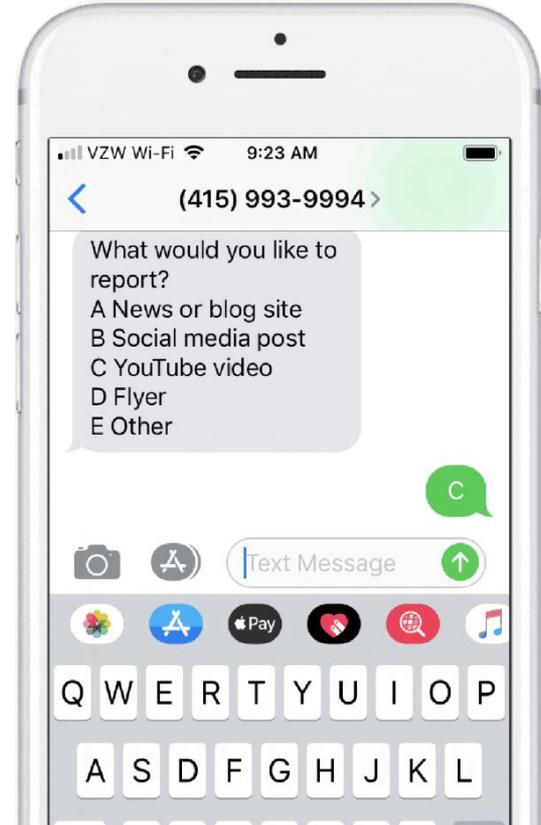


5) Identify and rapidly respond to misinformation campaigns

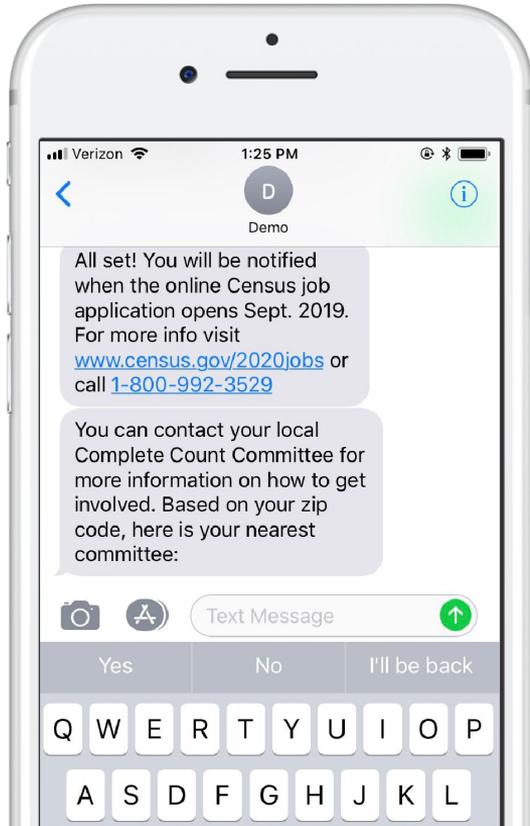
Solution: Create a local, centralized mechanism for nonprofits on the front lines to capture messages, forum posts, articles, or videos that may be spreading misinformation.

Strategy: Track incidents and notify other government and nonprofit organizations who can work to address these campaigns.

Tool: Misinformation Reporter



Our Census Outreach Technology Solutions



- Developed with input and feedback from US Census Bureau (Field Staff Recruiter - Opportunity Project 2019 cohort)
- Available in multiple languages (over 200 possible)
- Accessible on any mobile phone via SMS; no need to download an app
- Also available in Facebook Messenger, Line, WeChat, and other community messaging apps
- Use local phone numbers and tailored local messaging from multiple organizations
- Robust reporting with potential integration into existing platforms

Guest Presenters

Key Findings: 2020 CBAMS Survey & Focus Groups

Gina K. Walejko

Response and Measurement Branch Chief, Decennial Statistical Studies Division

U.S. Census Bureau

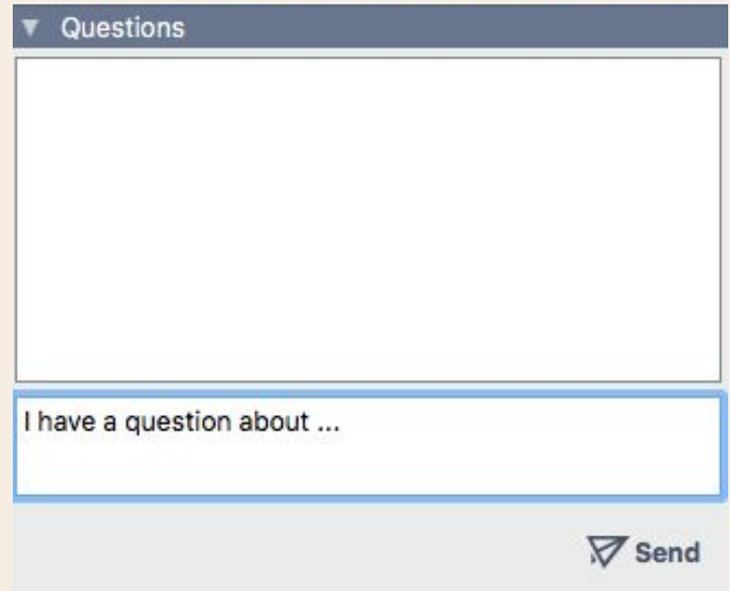
Monica Vines

Researcher, Communications Directorate

U.S. Census Bureau

Q&A

Type questions into the “Questions” section of the webinar panel



The image shows a screenshot of a webinar interface's Q&A section. At the top, there is a dark blue header bar with a downward-pointing triangle icon and the text "Questions". Below this is a large, empty white rectangular area for displaying questions. At the bottom of the panel, there is a text input field with a light blue border and a light blue background. The text "I have a question about ..." is visible in the input field. To the right of the input field, there is a "Send" button with a paper plane icon.

Thank you!

www.censusoutreach.org | www.communityconnectlabs.com

CONTACT

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