Agenda

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

Stephanie B. Kim
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CommunityConnect Labs | Census Outreach Project
CommunityConnect Labs enables government and community-based organizations to engage hard-to-reach communities using mobile messaging.
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
Thank you!

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