



**Count to '10
Census Outreach Group
Meeting Notes for
Thursday, February 11, 2010**

Item I: Welcome and Introductions

Kelly Taft, MAG communications manager, thanked everyone for their continued commitment to this effort. Introductions were made by those present and attending via audioconference.

Item II: US Census Bureau Update

A. Lorene Georgianni, assistant manager of recruiting from the U.S. Census Bureau, was present to provide an update on the current job openings throughout the valley related to field workers.

- Currently, there are thousands of field positions available.
- Additionally, there are support office positions.
- General pay rates for each position are: Field workers, \$15/hr plus .50 cents a mile; office support, \$11.25/hr.
- Hiring is to increase in March with training taking place in April.
- Given all efforts, the Bureau is currently only meeting 38% of its goal in hiring. Lorene encouraged everyone to get the word out about the positions available and the need to fill positions promptly, as there is a process that requires testing and background checks.
- The U.S. Census Bureau has participated in various job fairs and increased representation in hard-to-count areas through door-to-door flyers.
- Additionally, the available jobs are listed online through sites such as craigslist.com/phoenix.
- Information has also been distributed to families in the Wilson School District.
- A total of 119 training sites have been identified throughout the Valley with the bulk of the training taking place April 27th to 30th -- with additional training as needed due to high turnover rates.

Questions:

- Apache Junction representative Dave Bigos asked about the main contact number to share with individuals through a press release.
 - Lorene shared that the main jobs phone number is 1-866-861-2010. Individuals will be asked for their zip codes and then directed to the local census office for testing and processing.

- Fountain Hills representative Katie Decker asked if individuals are allowed to work outside of their zip code areas.
 - Lorene responded by stating that due to the increased cost necessary to pay out for mileage, currently such hiring is discouraged. As time progresses and need increases, the Denver office is empowered to make changes.
 - Additionally, placement of individuals centered in areas they reside greatly increases familiarity and increased count accuracy.
- Kelly added to the discussion by stating that at a recent presentation at the Silvestre Herrera Elementary School, individuals asked if it was necessary to speak English in order to apply for available jobs.
 - Lorene responded by stating that individuals are required to pass an English proficiency test that measures their ability to read and understand English.
 - Lorene added that individuals are able to retake the test as many times as necessary, however, individuals are required to observe a 24 hour waiting period between each test.
- Al Macias, US Census Bureau partnership specialist, informed the group that the local Census office has some materials to provide for the advertisement of the available jobs.
- Tammy Perkins, city of Phoenix, stated that their Minority outreach group was looking to hold a press conference on Monday, February 15, 2010, to highlight the availability of jobs in the area related to the census.
- Lorene stated that she would email a flyer with information about the positions to Kelly Taft for distribution to the whole group.
- Apache Junction representative Dave Bigos asked about the processing time for an individual to be hired.
 - Lorene responded that after passing the test, individual applications are moved through for processing and auditing purposes.
 - Following confirmation of that process, background checks are initiated.
 - Final response time is dependent on the findings of such background check and ultimately that will determine the final processing time.
- Craig Echeveste, US Census Bureau partnership assistant, asked if the process is score driven.
 - Lorene stated that hiring will be determined by need in various areas.
 - Following individual hiring certification, a computer generates a list of qualified individuals based on application responses.
 - At such point eligible applicants are ranked based on test score, with the the first applicants called being those with the highest scores.
 - Calls are placed to the top scorers, with a defined waiting period initiated to receive a response from the eligible applicant.
 - Each list is started at the top and processed down based on response and geographic need.

B. Native American Outreach, Kevin Russell, U.S. Census Bureau Partnership Assistant presented on his efforts in outreaching to the Native American and Alaskan Native communities.

- Kevin spoke of his background as a member of the Navajo nation where he was raised on the reservation.
- Kevin left the reservation to pursue a degree from ASU when he was 18 years old.
- Essentially, Kevin outlined the difference in outreach to the Native American and Alaskan Native communities, which is centered on the response to the race question on the questionnaire.
- Due to mixed heritage and individuals' pride in their ancestry, it is necessary to highlight to this community the ability to report more than one tribal name in that field.
- Additionally, individuals are empowered to provide self identification and no documentation is required in order to report affiliation to any particular native group or tribe.
- Partner groups are encouraging tribal members to use the official tribal name and that any name they use on the form will be used to record their affiliation.
- Of particular importance is the fact that many tribes opted to do enumerations on the reservations rather than mailing forms to individuals. Therefore, it is important to tailor messaging to these groups in such a manner that they recognize door to door counting.
- Finally, it is important to define the word "census," to differentiate between the national census and the designated "census" numbers given to individuals through their tribal governments. Currently there is great confusion between the two, so ensuring that messaging is tailored to denote the difference is important.
- In response to his findings that the median age of Native Americans is 25 years old, Kevin decided to reach this group through a newsletter he created to keep individuals informed.

C. Update on Questionnaire Assistance Centers. Al Macias provided the following update:

- A list of possible locations was completed and presented to the bureau for review.
- Currently the bureau is conducting site visits to ensure ADA compliance and asbestos free locations.
- In response to different needs, each office is tweaking the system to address needs. For example, it was recognized that two large assisted living locations could benefit from staff representation to answer questions.

D. "March to the Mailbox" update:

- Al Macias provided an update on the program to address the needs of hard-to-count tracts due to low response in 2000.

- The idea was handed down from headquarters to local offices with the goal of encouraging communities to reach hard-to-count tracts through the organization of events, etc.
- Communities could formulate better as neighborhood rallies, primarily using volunteers to distribute flyers, etc.
- Al offered the idea of creating an internal competition of some kind to generate 100% response rate.
- Al and Craig added that they had several flyers and posters for distribution if anyone needed them. They were available in several different languages.

Item II: MAG Update

Kelly informed the group that she had compiled a list of census talking points, which was available for download on the website.

Additionally, Kelly stated that MAG continues to facilitate presentation requests from the community, including schools and leadership.

Item IV: City of Phoenix Update

Lisa Honebrink, PIO from the city of Phoenix, offered the following update:

- Lisa shared:
 - Based on responses and suggestions following the previous meeting for the use of remaining media buy funds, the media subcommittee has purchased additional print ad space in several additional minority publications.
 - Working on finalizing final list of all ads (TV/print/radio).
 - City of Phoenix completed the taping of several different advertisements, and a quick presentation of different videos was presented.
 - Videos highlight the following personalities in :30, :15 and :10 second slots:
 - Leandro Barbosa, Phoenix Suns
 - Gene Blue
 - Johanna Molina
 - Completed video will be placed on the FTP site for downloading. Also, scripts for live reads are available. Lisa stated that due to budgetary constraints, city of Phoenix is not able to make DVD copies available to each entity.
 - First local ad aired on Sunday, February 7, 2010 at 11:40 a.m. Channel 12 will start to run the ads on Friday, February 12, 2010, and throughout the weekend during various sporting events.
 - Lisa stated that Channel 3 will use script copies to tape their own talent.
 - Lisa shared Latino Perspective's February 2010 issue, where the 2010 Census has a cover story article and paid advertisement.
- Kelly offered that MAG may be able to assist in making copies of video as needed.

- When complete, Lisa will share with Kelly a list of value added opportunities for on-camera interviews with the various media outlets.
- Tammy Perkins shared the following:
 - Light rail trains will be wrapped with Census jobs information.
 - Due to budgetary constraints, city of Phoenix is working with Valley Metro to possibly add Census advertisement to the inside of two trains. The design has been sent out and hopefully the information will be on the trains in March.
 - Information about Gene Blue's quarterly breakfast, February 25, 2010.
 - Faith Community Subcommittee announced its kick-off event for March 12, 2010 at 8:00 a.m. at the First Institutional Baptist Church. National speakers have been invited. A media event is expected at 9:30 a.m. on the same day.
 - Finally, Cathy Lacy is scheduled to be in town. Tammy did not have exact details of her schedule, but knew she would be in town and possibly available for on-air interviews.
- Al shared:
 - National Road Show Tour (Magic School Bus). The Bureau has at its disposal 13 large vans/trailers with interactive information about the Census. On March 15th the van will be at a Spring Training game in Maryvale.
 - The regional truck will be wrapping up its tour in Arizona. Details are being worked out, but it is expected to be at the April 5th Diamondbacks home opener.
 - Additionally, two or three East Valley locations are slated for a visit, all in an effort to remind individuals about the census.
 - Kevin added that from the Denver regional office will be the "Res Rocket," as it is called, touring reservations throughout Arizona. On Saturday, February 20, the "Res Rocket" will be at the Glendale Native American Pow Wow.

V: Member Agency Updates

- Scottsdale representative Lisa Blyler informed the group that the Waste Management Open was coming to Scottsdale February, 22 – 28th. A table/booth has been set aside for census information. However, she needs assistance in staffing the booth. While the event is in Scottsdale, it attracts tens of thousands of people from around the Valley and would have great regional reach.
- Francisca Montoya, new MALDEF AZ Regional Director for the Census, shared with everyone her new role.
 - She is responsible for Maricopa, Yuma and Pima county areas.
 - She is looking to work with the media and the bureau to help assist in reaching the hard to count areas.
 - MALDEF's slogans:
 - Cuéntate Porque Tu Vales (Make Yourself Count, because You're Worth It)
 - El Miedo No Cuenta (Fear Doesn't Count)

- Peoria Update by Sherine Zaya:
 - Funding for a PSA was in and they were looking for input in whether or not their PSA should include information relative to the immigrant community about confidentiality and fear.
 - Al noted that it may not be necessary, since the Channel 11 demographic may not include that population as a significant portion of the audience.
 - Craig Echeveste stated that they might consider staying with the script already created, but addressing the issue through imagery.
- Fountain Hills Update by Katie Decker:
 - It is very important for her community that the concerns of the senior population be included in the discussion.
 - Held a very successful Senior Expo.
 - The Great Fair is another event where Census will be present. Event is scheduled for February 19 to 21.
 - The first article dealing with the upcoming Census is out and the hard copies will be out on March 1st.
 - PSA for Winter Visitors, status update requested.
 - Lisa stated that the understanding was that the city of Mesa would create the video and share it with everyone. Follow-up to this inquiry is required (City of Mesa has since forwarded the link to the video).
 - Scottsdale suggested that their marketing for the senior demographic is at the street level, going to where the seniors are.

VI: Future Agenda Items:

- No future items were discussed or noted.