



# CENSUS 2020 REGIONAL READINESS ASSESSMENT CONVENING

## Convening Workbook

### ARE YOU READY FOR CENSUS 2020?

#### MEETING GOALS:

- Assess readiness for effective Census outreach, including current strengths and gaps.
- Provide information on initial Federal and State census outreach strategies.
- Bring a cross section of critical organizations together to build necessary partnerships.

# INTERACTIVE EXERCISES & FOCUS GROUP INSTRUCTIONS

## PARTS 1 A, B, and C

This exercise has three steps (to be described by the facilitator at the start of the exercise):

- Fill out
  - Trusted Ethnic & Cultural Media Map
  - Trusted Messenger Sheets
  - Questions/Comments Flip Charts

You will have **10 minutes** plus your 15 minute break to complete the exercises above. Please read instructions for all three parts before you begin the exercises. Here is a summary of your tasks.

- First, generate ideas for the Outreach Media Map and write up post-it notes
- Second fill out your Trusted Messenger sheets
- Third, put your post-it notes on the large Media Map, write any questions or comments on the flip charts, and turn in your trusted messenger sheet once completed. If you run out of time, finish what you can before breaking for lunch.

## PART 1A

### MEDIA MAP EXERCISE INSTRUCTIONS

#### Trusted Ethnic Media Exercise

Working as an individual, spend a few minutes looking at the Outreach Media Map on Page 5 of this workbook.

- 1. Thinking about the HTC communities, who should receive specialized or targeted messages? Please use the map diagram on Page 5 to add communities that you think should be on the Media Map.** If you are adding communities, please add them on the section of the map that shows “Other.” If related to another group, put them in that section of the map.
- 2. Looking at existing and added communities on the Media Map, please identify types of ethnic and cultural media in your region that your HTC populations trust. Please write a post-it for each media outlet** (newsletters, radio stations, local television, list-serves, social media, etc.); one idea per note. Please be as specific as possible. Once you have generated your notes, **place them on the large Outreach Media Map** located in the room.
- 3. Let the staff person at the chart know if you need any help putting up your ideas.** After posting your ideas, look at what else is up there. You may have more ideas after you see what others have written! (You may also turn in your Media Map worksheet if you prefer.)



**Part 1B**

**TRUSTED MESSENGER HANDOUT**

**After you have completed exercise 1A, please fill out the Trusted Messenger sheet (Part 1B) on pages 7 & 8.**

**Please turn in the Trusted Messenger Worksheets to Convening staff.**

**Part 1C**

**QUESTIONS / COMMENTS FLIP CHART**

**After you have completed exercise 1B, please add your comments to the Questions/Comments Flip Charts**

**Part 1B**

**TRUSTED MESSENGER WORKSHEETS**

The California Complete Count Census staff believes it is essential to identify trusted messengers that are able to reach out to HTC and undercounted communities. These messengers will be asked to help reach those communities. Messengers may be individuals, groups and/or organizations. **Thinking about your community, please help us develop an initial list of trusted messengers.**

<b>Name:</b>	<b>Organization:</b>	<b>Contact Information:</b>

<b>NAME OF THE COMMUNITY (place, ethnicity, culture, faith, etc.)</b>	<b>NAME OF THE MESSENGER (individuals, groups and/or organizations)</b>	<b>WAY TO CONTACT THE MESSENGER</b>	<b>THINGS THE MESSENGER MAY BE ABLE TO HELP WITH</b>
1.			
2.			
3.			
4.			

NAME OF THE COMMUNITY (place, ethnicity, culture, faith, etc.)	NAME OF THE MESSENGER (individuals, groups and/or organizations)	WAY TO CONTACT THE MESSENGER	THINGS THE MESSENGER MAY BE ABLE TO HELP WITH
5.			
6.			
7.			
8.			
9.			
10.			

Please remember to turn in your Trusted Messenger Worksheet to Convening staff.

## Part 2 - TABLE DISCUSSIONS

### FOCUS GROUP INTERACTIVE EXERCISE

You will have about **30 minutes** to complete this section of the agenda. If your group has questions, raise your hand and one of the Convening Staff will come to assist you.

Please introduce yourself to the others at the table if you have not already done so. Using the **Guidelines for Working in Groups** on Page 10, organize your group.

**Below are three sets of questions; a table tent will signify your focus group. As an individual, spend a few self-reflective minutes considering the questions, using the worksheets on the table for your personal notes. Then share your ideas with your table members. During the discussion, you are not required to agree with one another. We are interested in hearing all ideas!**

If for some reason you might do something very differently in your community than someone else is suggesting for their community, just note what the difference is and why it is important.

**Leave five minutes at the end to prepare a summary for your report-out**

#### Focus Group 1: Connect your outreach strategies to your HTC

- Which HTC populations will your organization target for Census 2020 outreach?
- What are effective outreach strategies you have used in the past to reach these populations?
- What are lessons learned from past outreach that can be applied to Census 2020?
- What new strategies and tactics will your organization use to reach the HTC populations in your community for Census 2020?

#### Focus Group 2: Identify useful tools for successful census outreach

- What types of resources and tools will your organization need, to carry out a successful outreach campaign?
- What information and research data would be useful?

#### Focus Group 3: Identify useful partnerships for successful census outreach

- Identify partners in the region you currently have.
- Identify types of partners that are missing; brainstorm ways to address these gaps.
- Who are the trusted messengers in your HTC communities?

## Guidelines for Working in Groups

As a group, you respond to various questions, keep track of the ideas you develop, then make a report to the larger group. Please self-organize and assign the following roles:

**Group Leader:** One or more members should ensure that the group stays with the assigned task and that all participants have an opportunity to share ideas. This person and all group members should ensure use of the ground rules.

**Recorder:** Use the Table Scribe worksheet for your focus group to record your notes.



**Reporter:** Report out on behalf of the small group to the larger convened group.

- Summarize table conclusions from the Worksheet
- Limit presentation to time allotted
- Please turn worksheet in at the end of the day to Census staff.

**Time Keeper:** All activities will involve specific blocks of time. In order to complete tasks, one group member needs to keep track of time.

If the focus group has fewer than four people, give one person two roles (i.e. the person who is the Reporter is also the Recorder).