

Complete Count 2010 Committee Meeting
Siouxland Health & Human Services Building – Classroom 1
August 13, 2009

ATTENDEES: Jill Franken, Wendy Giebink, Hugh Grogan, Carol Muller, Heather Stephenson, Russ Sorenson, Gail Swenson, Karla Paulson

**1. The list of stakeholders:
Still need help getting more and correct information (attached)**

Carol Muller suggested utilizing the 211 HELPLINE database to add additional organizations to complete the list.

Other additions/contacts to include: Sioux Falls Chamber of Commerce; Interlakes [Tammi Denning]; Meals on Wheels; Active Generations (Gerald Beninga) [Pricilla Nicolas]; LSS Housing Resource Center (Jennifer Helland); SD Multi-Family Housing Association (Shirley Wieman, Executive Director); For Daycares – check 211 Helpline database; School for the Deaf and Communications Services for the Deaf are separate organizations; SD Association of Hospital Organizations (SDAHO);

**2. Start to Advertise:
What should be used? Posters? Buttons? Newsletters?**

- Buttons and Stickers Hands logo and a phrase “ You Count – Ask Me”
- For organizational email communications outgoing – have logo, “You Count – Ask Me” phrasing; (Karla working on hand graphics)
- Census information packets should include buttons/stickers plus informational “outreach” packet with maps depicting kiosk sites for assistance;
- Develop brochure with speaking points that clearly and simply state “why count” “when” “where” etc.
- Need informational brochure for non-English speaking populations
- Develop website (reviewed DRAFT Website Link Page)
 - The Census: A Snapshot –*
 - Committee suggested –*
 - deleting last sentence under “When”*
 - *deleting last sentence under “Where”*
 - *deleting last sentence under “How”*
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- Have other media & news outlets include City’s Census website link
- Develop Ch. 16 video
- Incorporate Census information in Organizational Monthly Newsletters – ie: Chamber of Commerce
- Incorporate Census information in Shopping News
- Parks & Recreation – “Spring Activity Booklet that is mailed out
- Sioux Empire Homeless Coalition Fall and Spring Project Connect events – Melanie Bliss
- Indian Education Events
- Include Census information in “Holiday Giving” packages and at events
- Get Census information out to “Sioux Falls Cares”, “Salvation Army”, Union Gospel Mission, “St. Frances House”, “Children’s Inn”
- Have agencies think about their activities and get Census information out at those activities and events

- o Social networking sites – ie: twitter; facebook,
- o Do Census outdoor banners on buildings
- o White T-Shirts with Census “hands” logo along with the phrase “You Count – Ask Me”

At what locations?

Can we narrow down the five, six Kiosk locations for March 2010; where should the public come to get assistance on completing the short form. This will be staffed. (a. Main Library, b. Health and Human Services

- o Siouxland Health & Human Services Building – main concourse level
- o Banquet
- o Lutheran Social Services - Refugee and Immigration Office
- o Salvation Army
- o Good Shepherd Center
- o Department of Social Services (10th & Franklin)
- o Main Library and Branches
 - o Main Library may not be ideal location due to anticipated construction in late March early April
 - o (If Library not available utilize Good Shepherd Center, Bowden Youth Center)
- o City Community Centers (5)
- o Center for Active Generations
- o SE Tech // University Center
- o For Non-English speaking populations utilize LSS interpreters, for Hispanic population involve Sister Gabriel & Our Lady of Guadalupe Church

When?

Start to advertize November 1st, 2009.

Have Advocates / Stakeholders wear Buttons, on the first of each month ~~October 1~~, November 1, December 1, January 1, February 1, March 1 and April 1 (six months); to bring awareness, but also to educate those who ask what is the census ? and what do I do on April 1?

Button example:



3. Partnership Support Program ? – Funding for Complete Count Committees – Waiting to hear from Census.

Information sharing:

FAQ:

http://2010.census.gov/2010census/pdf/FactSheet_Comm_Rev4-16-08.pdf

"Drop in Article" - newsletters, press releases, media contacts:

http://2010.census.gov/2010census/pdf/AwarenessDropinArticle_FINAL.pdf

4. **Next Meeting?**

Jeff will send out notice to committee members