



# Local Complete Count Committee Organizing Training #NJ Census2020

# INTRODUCTIONS

# GROUND RULES

# GOALS FOR TODAY

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## Learn:

- More about the Census
- About Types of Local Complete Count Committees (LCCC)
- About what an LCCC does
- About organizing an LCCC as a team
- About the importance of volunteers for LCCCs
- About creating an Action Plan for an LCCC

# BUILDING A GRASSROOTS MOVEMENT OF ORGANIZED TRUSTED MESSENGERS



# ABOUT THE CENSUS



# KEY CENSUS MESSAGE

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## THE CENSUS IS:

- **SAFE**
- **EASY**
- **IMPORTANT**

CENSUS 101

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# Taking part is your civic duty.

Completing the census  
is required: it's a way to  
participate in our  
democracy and say  
"I COUNT!"



United States<sup>™</sup>  
**Census**  
Bureau

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# New Jersey Counts 2020

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# Topics for Today:

- Census 101
- Census Operations
- Challenges to a Complete Count in NJ
- Tips for Community Leaders
- How to Get Involved

# Census 101



**What is the  
Census? Why is it  
important?**

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# What is the Census?

- The U.S. Census is conducted nationally every ten years by the U.S. Census Bureau to count EVERY living person in the United States
  - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted

# Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the **next ten years**.

- Distribution of more than **\$22.7 billion** in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads, and more.
- Helps determine New Jersey's **number of seats** in the house of representatives, its number of **votes in the electoral college**, and our **voting district boundaries**.

# Annual Federal Funding Received by NJ:

NJ FamilyCare\*: **\$9.6B**

SNAP: **\$1.2B**

Section 8 Housing  
Vouchers: **\$741M**

Special Education  
Grants: **\$370M**

+ many more  
federal  
programs

**\$22.7  
Billion**

National School Lunch  
Program: **\$261M**

Head Start: **\$164M**

WIC: **\$151M**

Child Care: **\$120M**

# Census Operations



**When will I receive  
my form?**

**What questions will  
be asked?**

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# When will I receive my Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

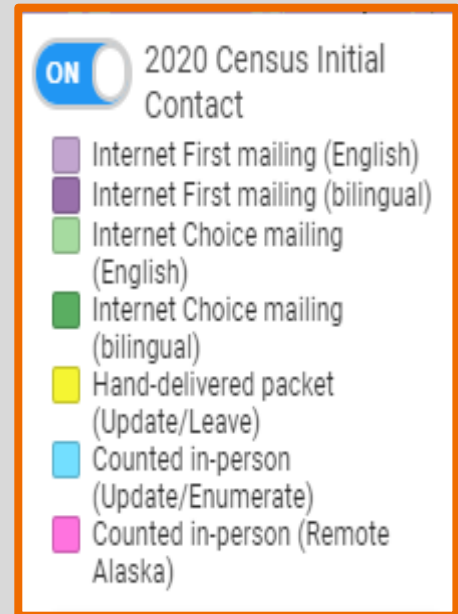
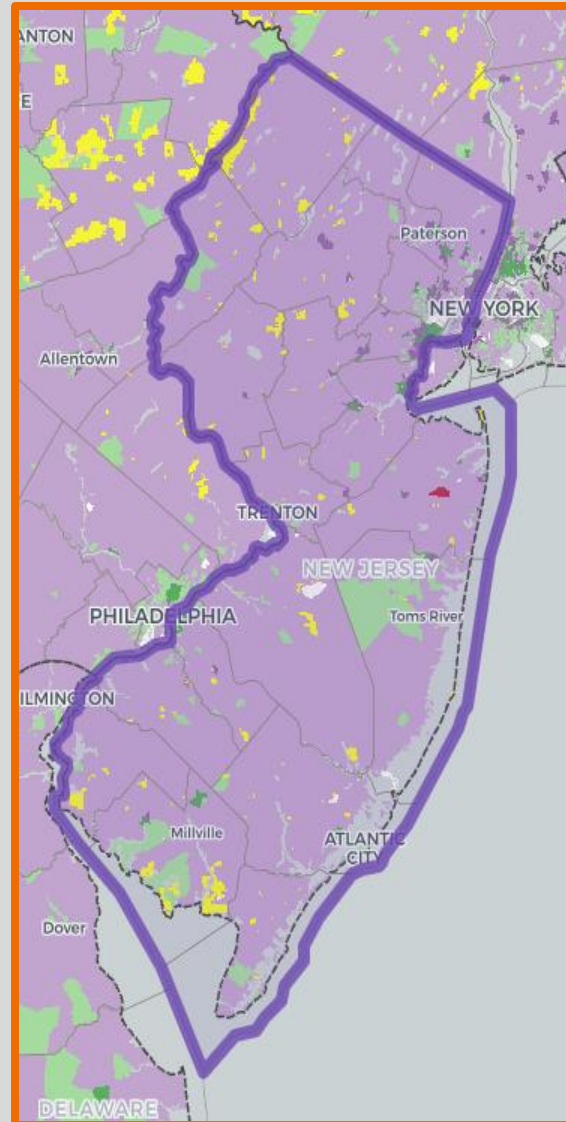


# 2020 Census Initial Contact

Visit

[www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)

to view how the Census  
will reach out to  
households in March  
2020.



# Census Operations Timeline

March 2020

Invitations will be sent to households with instructions on how to **complete the questionnaire online or over the phone.**

April 2020

**April 1st, 2020** is Census Day. Households should complete their questionnaires by the end of this month.

May 2020

The Census Bureau begins visiting homes **in person** that haven't responded online, over the phone or by mail.

June 2020

The Census Bureau **continues to visit** homes who haven't responded.

July 2020

**July 31, 2020** concludes Census field operations.

Encourage households to respond **before the end of April 2020** to lessen the chances of a Census worker following up in person.



This period is known as **self-response.**

# Door to Door Census Enumerators

**Beginning in May**, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

## How can you recognize a Census worker?

- **Census workers will wear a photo ID with:**
  - a U.S. Dept. of Commerce watermark
  - an expiration date.
- If you are ever unsure, contact the Census Bureau NY Regional Office at **1-800-991-2520**.

# What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The form will take about **10 minutes** to complete
- Will collect basic information about you and your household:

For each household member:

- Name
- Age/Date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

Other questions:

- Owner/Renter questions

# What WON'T the Census ask?

- U.S. Census Bureau will **NEVER** ask for your:
  - Social security number
  - Money
  - Donations
  - Bank and credit card information

## Beware of Scams!

If you suspect a scam, contact your local Census Regional Office. The New York Region can be reached at: **1-800-991-2520**

# Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

# Challenges to a Complete Count in NJ



**What is a hard-to-count (HTC) group?**

**Where are HTC groups concentrated?**

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# Specific Challenges for 2020 Census

- First Census to be primarily filled out **online** or **on the phone**.
- Distrust of government
- Fewer staff than 2010 for in-person follow-up/coordination.
- Concentrations of hard-to-count populations throughout NJ

# NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.
- Some populations are harder to count than others...
  - Children under 5
  - People of color (African Americans, Latinx, Asian Americans)
  - Non-English speakers
  - Immigrants
  - Renters

# What are the barriers to a complete count?

**Some reasons people are missed in the count are:**

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form

# What is a Complex Household?

This is a fancy way of referring to any household that isn't solely comprised of parent(s) and related children.

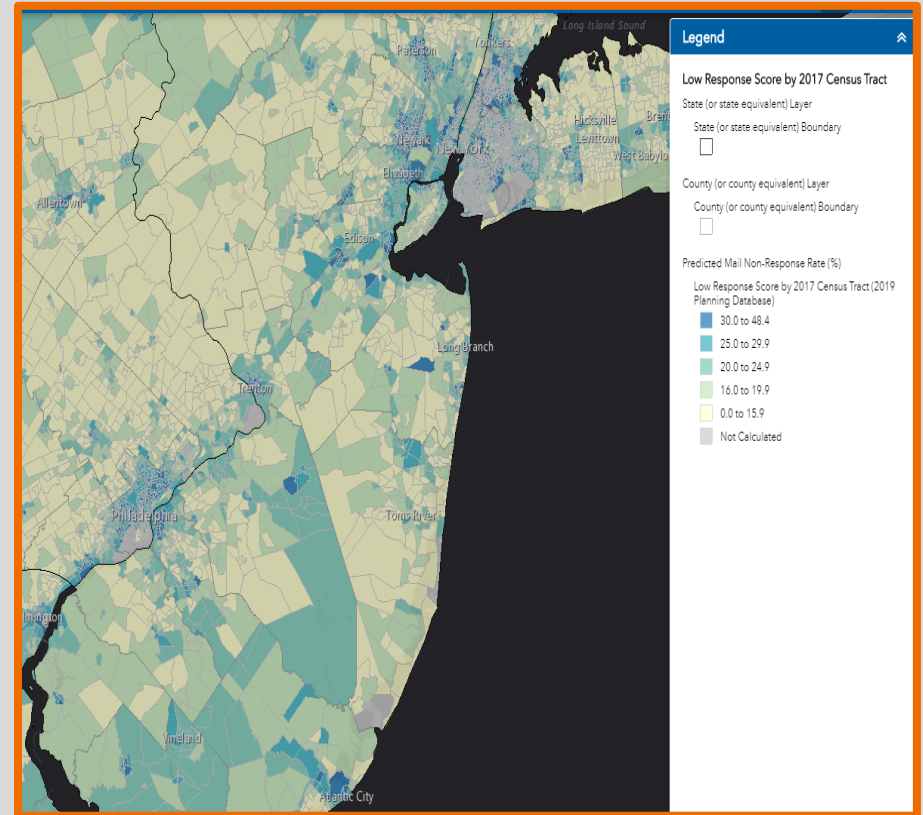
## Complex Households:

- Multi-generational households
- Households with multiple unrelated families.
- Children living in foster care placements.

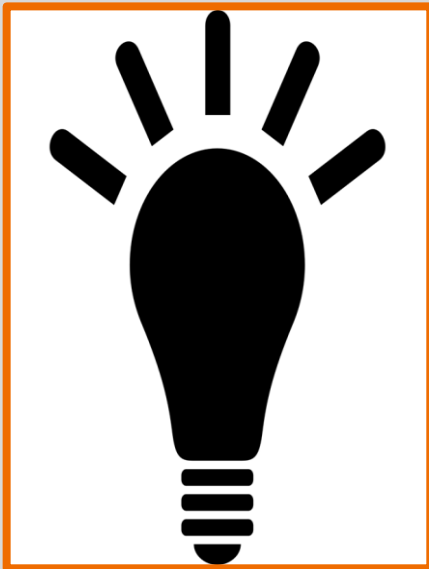
# HTC areas where you live

To view interactive maps of  
your local hard-to-count  
areas, visit:

[www.census.gov/roam](http://www.census.gov/roam)



# Tips for Community Leaders



**Who counts where?**

**Can I assist with  
responses?**

# Reassure Community Members:

- The Census can be completed **on your own schedule** and should take about 10 minutes.
- The Census is **safe, confidential and protected by federal law.**



# Who Counts Where? Rule of Thumb:

- Count people where they live or reside most of the time. If this is difficult to identify, then individuals should be counted where they are on April 1, 2020.

# Who Counts Where? Important Tips

- Newborn still in the hospital on April 1?
  - **Count them!**
- Living with unrelated individuals?
  - **Count them!**
- Does a foster child live with you?
  - **Count them!**
- Is your relative without a home and temporarily living with you on April 1, 2020?
  - **Count them!**
- Group quarters enumeration
  - College dormitories
  - Correctional facilities
  - Nursing homes
  - Group homes
  - Residential treatment facilities
- **Residents counted by the facility**

Don't forget the  
baby!



# Can I Assist with Questionnaire Responses?

- Yes, but...
- You should not enter responses for individuals.
- Only Census Bureau employees can offer confidentiality that is protected by federal law.

## Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

# How to Get Involved



**Timeline**

**Outreach Activities**

**Groups to Engage**

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# Action Timeline

**Time is of the essence...**

**...so we've created a schedule of events for you!**



# Snapshot of Outreach Activities

Jan. '20

Use at least one Census Statistics in Schools activity in classrooms (if appropriate)

Feb. '20

Add Census messages in mailings.

Mar. '20

Host a Census Action Day!

April. '20

Encourage community to Fill out the Census!

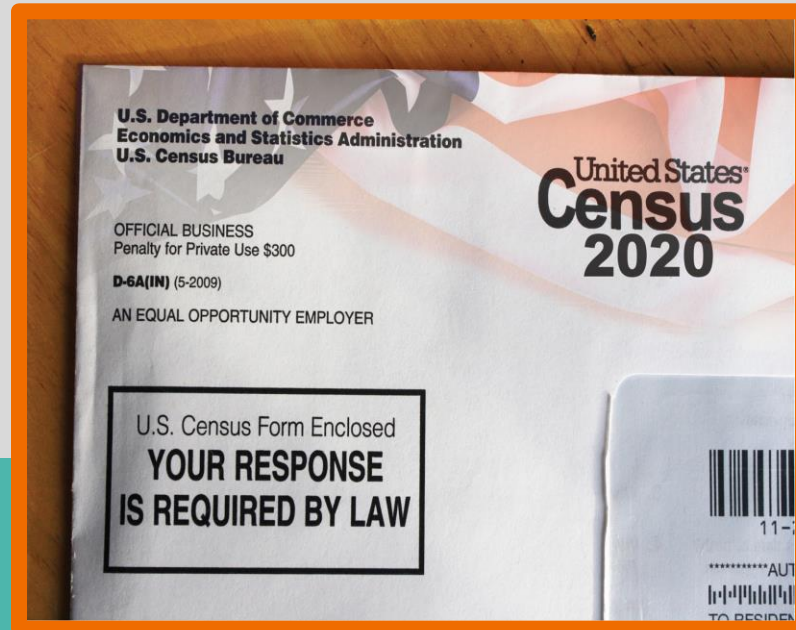
Visit our website for more month to month activities from **now** through **April 2020...**



# Resources

- ACNJ Census Page (contains toolkit): [www.census2020nj.org](http://www.census2020nj.org)
- Interactive maps:
  - CUNY Hard-to-Count Maps: [www.censushardtocountmaps2020.us](http://www.censushardtocountmaps2020.us)
  - Census ROAM: [www.census.gov/roam](http://www.census.gov/roam)
- Apply for Census jobs: <https://2020census.gov/en/jobs.html>
- Census Bureau Outreach Resources:  
<https://2020census.gov/en/partners/outreach-materials.html>
- Statistics in Schools: <https://www.census.gov/schools/>
- NJ Department of State - NJ Census 2020: <https://www.census.nj.gov>

# Questions?



# 10 years...

...is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are **12!**

# LCCC - LOCAL COMPLETE COUNT COMMITTEES

# WHAT IS A LOCAL COMPLETE COUNT COMMITTEE

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- The backbone of our Census 2020 outreach effort
  - Being formed at the County, Municipal and Community levels
  - Will serve as the community organizing action team and hub for all resources and activities related to the census
  - Trusted voices, critical to our success will come from these committees/teams
  - Volunteer based
  - Established by state, local and tribal governments, community leaders and organizations
  - Increase awareness of and motivate residents to respond to the 2020 Census
  - An integral part in ensuring a complete and accurate count
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- Success of the census depends on community involvement at every level.

## WHY WE NEED TO FORM LOCAL COMPLETE COUNT COMMITTEES?

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- Community influencers who can create localized messaging that resonates with other members of the community.
- **Trusted voices** that can mobilize community resources and persuade community members about the importance of filling out the Census
- To meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.

# TYPES OF COMPLETE COUNT COMMITTEES

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- There are different types of local complete count committees (LCCC)
- Makeup may be different depending on the needs and requirements of your county, town or community
- Regardless of the structure of the LCCC team organizing tactics and messaging to the community should remain consistent

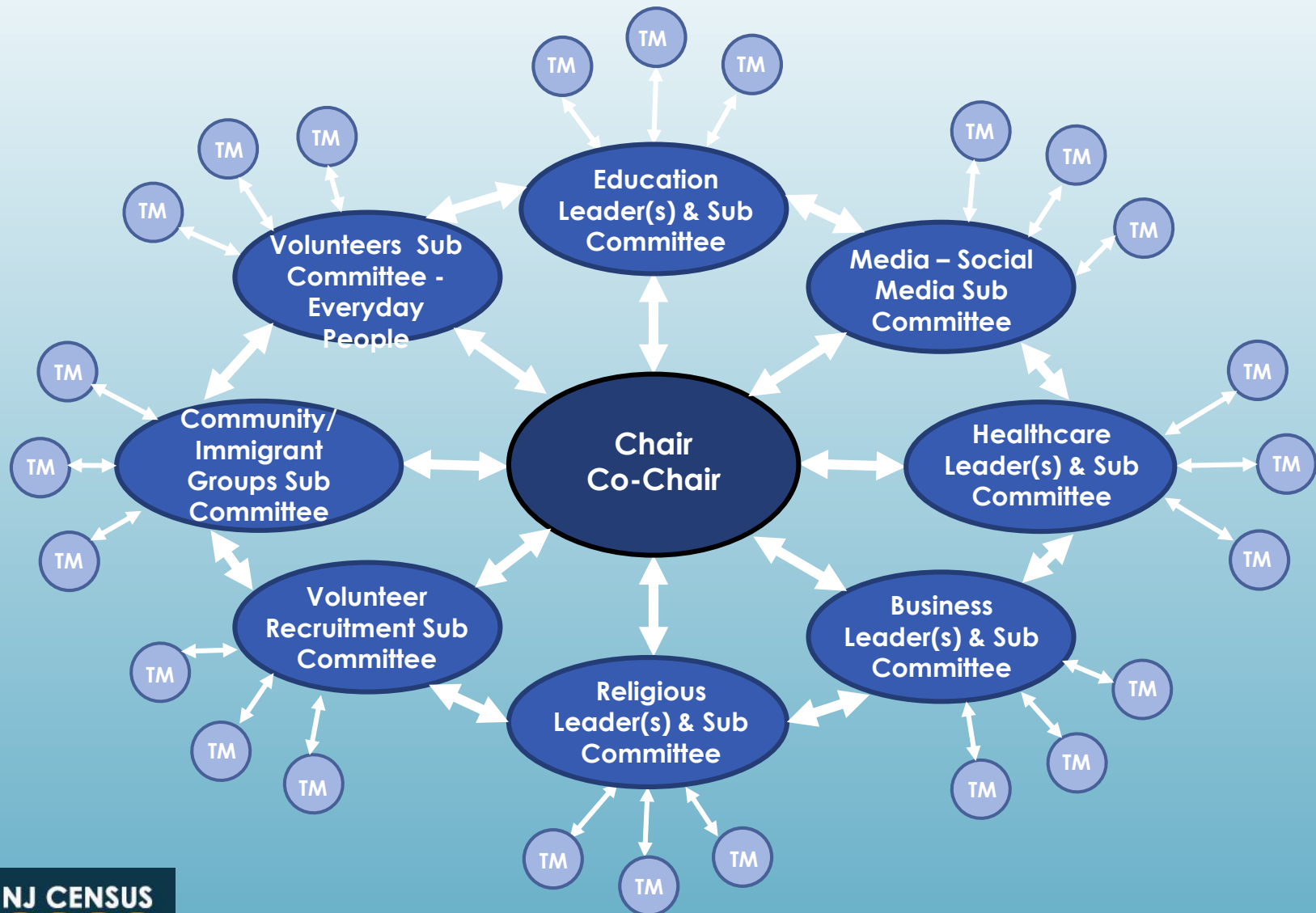
# GOVERNMENT COMPLETE COUNT COMMITTEES

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- State, county, city, town and formed by the highest elected official in that jurisdiction
- Led by a chair or preferably co-chairs usually appointed by jurisdiction's highest elected official
- Others appointed from a broad spectrum of the community are appointed to serve as members of the LCCC. Members could include persons from education, media, healthcare, business, religion, philanthropy, community groups and everyday people.
- Government LCCCs are small to medium size. The size and number of members depends on what works best for each jurisdiction
- Implement a creative outreach campaign in areas that may pose a challenge in 2020.
- Often form subcommittees/sub-teams, based on the makeup and needs of their communities.



# GOVERNMENTAL LCCC EXAMPLE

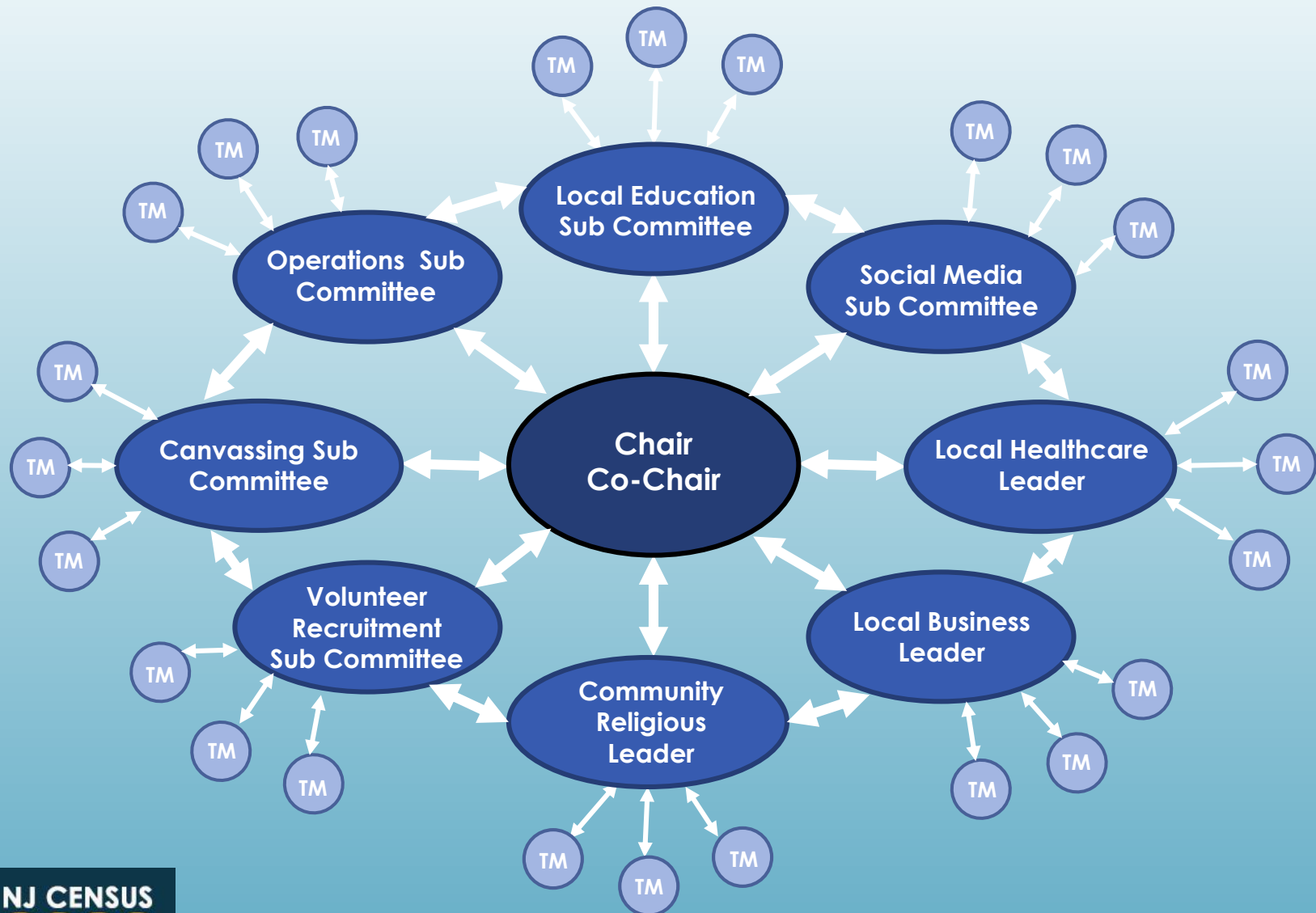


# COMMUNITY COMPLETE COUNT COMMITTEES

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- Often formed in areas that do not have a govt. LCCC or areas that may require a more targeted outreach approach.
- May be formed by a community group/organization or a coalition of several organizations. Usually small to medium in size. For example: A tenants association ; religious congregation; senior center or neighborhood association
- Identify their own chair or co-chairs and committee members
- They may choose individuals who are influential leaders or gatekeepers in the community
- They should absolutely include everyday people willing to commit to volunteer
- Small committees may not need subcommittees
  - Larger committees may find that subcommittees work more effectively.

# COMMUNITY LCCC EXAMPLE



## WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO?

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- **Community organizing action team and function as a hub for resources and activities for all things census related.**
- **Utilize local knowledge, influence, and resources to:**
  - **Educate communities**
  - **Promote the census through locally based targeted outreach efforts.**
  - **Encourage communities**

## WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO? (CONT.)

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- **Provide a vehicle to coordinate and nurture cooperative efforts between the state, local and tribal governments; communities and the Census Bureau.**
- **LCCCs should and will communicate and work with each other.**
- **Help the Census Bureau get a complete count in 2020.**

## WHEN SHOULD LOCAL COMPLETE COUNT COMMITTEES FORM?

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- **The formation of LCCCs is happening RIGHT NOW!**
- **They are identifying resources and establishing local work plans.**
- **Work plans will be implemented now and the LCCCs will lead their communities to a successful census count.**

# GRASSROOTS ORGANIZING

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# OUR GRASSROOTS VALUES

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## **Respect**

**No one does it better than you.**

## **Empower**

**Give people the power to make the change.**

## **Include**

**There's room for everyone in our organization.**

## **Action!**



# WHY DO WE ORGANIZE?

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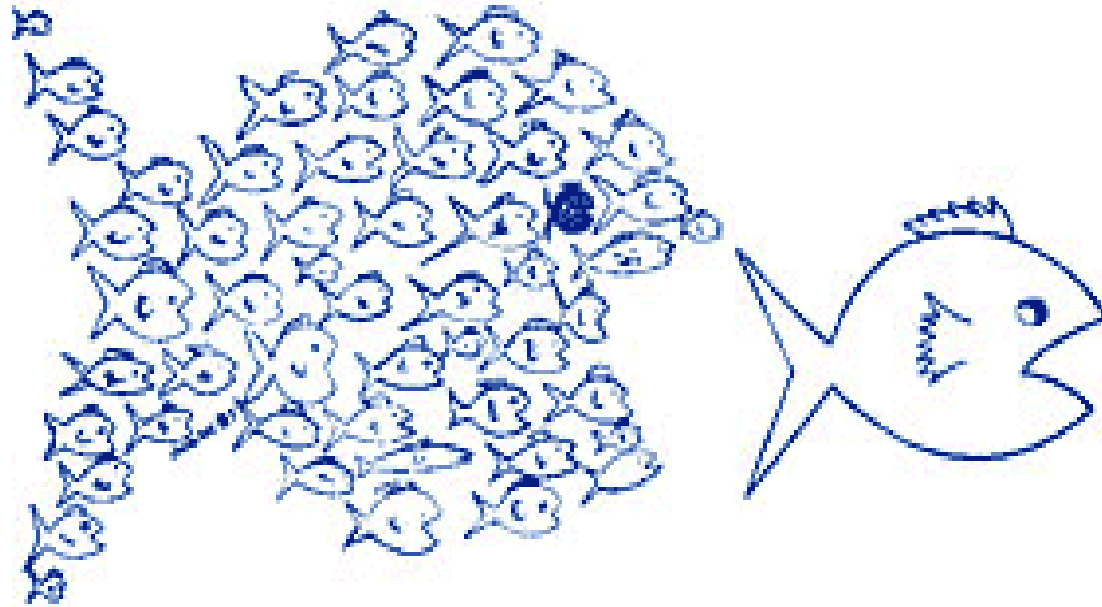
# WHY DO WE ORGANIZE?

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**TO GAIN POWER!**

# ORGANIZING AT WORK



**ORGANIZE**

# WHAT IS GRASSROOTS ORGANIZING?

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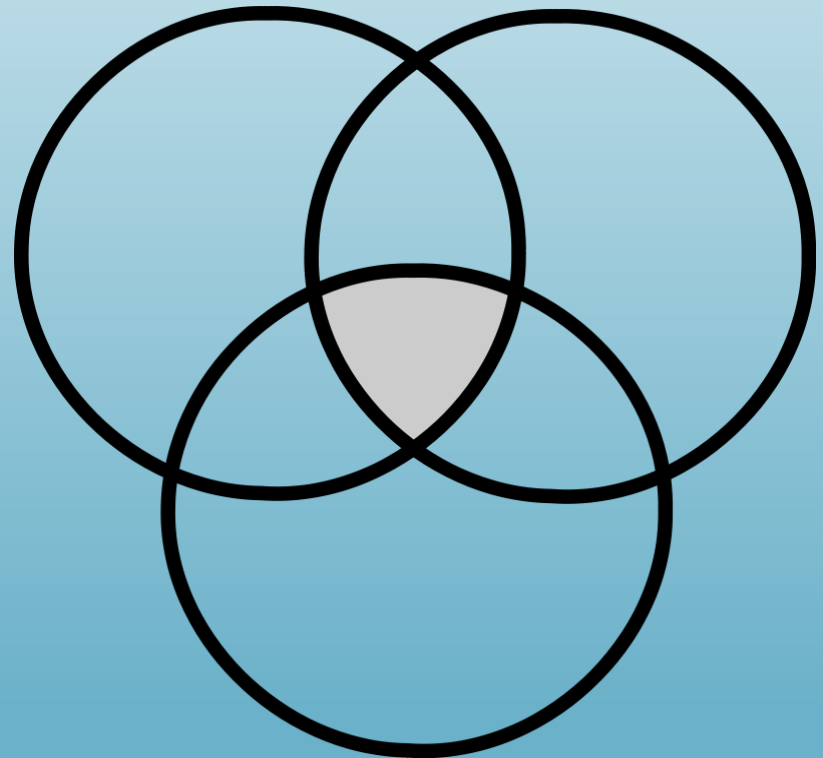


# WHAT IS GRASSROOTS ORGANIZING?

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EVERYDAY PEOPLE WITH MUTUAL SELF INTEREST  
COMMITTING TO COMING TOGETHER TO WORK  
COHESIVELY, USING COMMON TACTICS, TO ADVOCATE  
FOR:

- SHARED VALUES
- SHARED GOALS
- SHARED OUTCOMES





# BUILDING BLOCKS

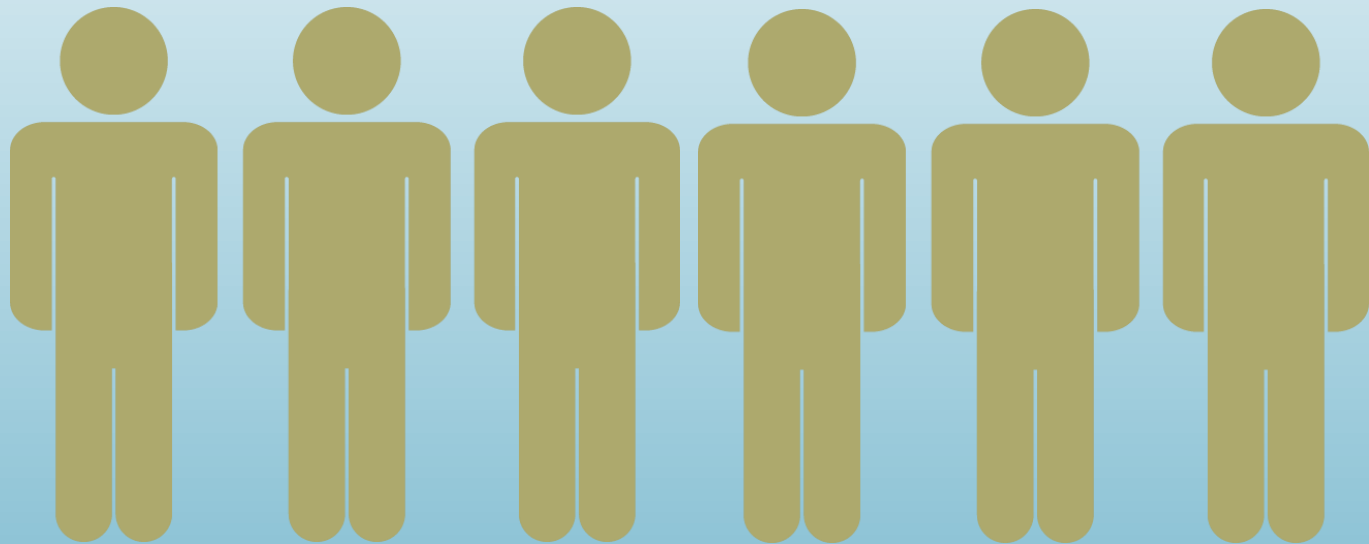
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**We believe in organizing block-by-block, with neighbors talking to neighbors, co-workers talking to co-workers, and friends talking to friends**

# WE WILL ORGANIZE IN VOLUNTEER LED TEAMS:

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# LEADERSHIP





## YOU'RE HOSTING A LARGE DINNER PARTY

What will make it  
successful?

How will you make it all  
come together?

# MAGNET MODEL OF LEADERSHIP

## Models of Leadership



- Everyone is going to one person who cannot possibly handle all of their questions and needs
- Not sustainable—one person overwhelmed
- Not empowering—one person holds all the knowledge

# DRUM CIRCLE MODEL OF LEADERSHIP

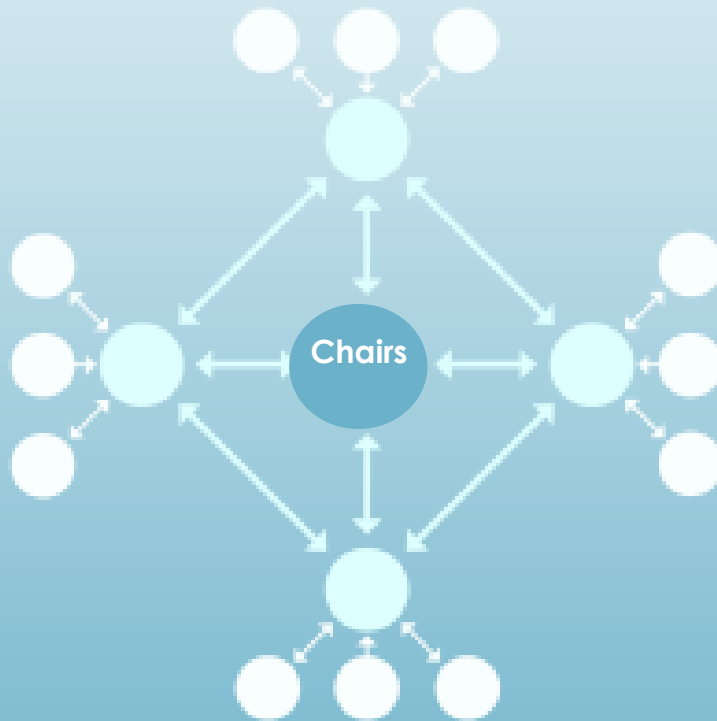
## Models of Leadership



- Everyone is going their own way
- There is no leadership structure
- Not working together to accomplish a goal

# WHAT OUR TEAMS WILL LOOK LIKE

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- Clear lines of communication
- Enough people to do the job
- Strong structure, can survive changes and alterations
- Empowering to others

# ORGANIZE AS A TEAM: BECAUSE IT WORKS!

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## Why?

### Empowering

- Volunteers feel part of something bigger
- Volunteers take on more responsibility
- Volunteers can own a specific piece

### More Productive

- Team members work more than twice as many hours as regular volunteers
- Teams produce more work than individuals

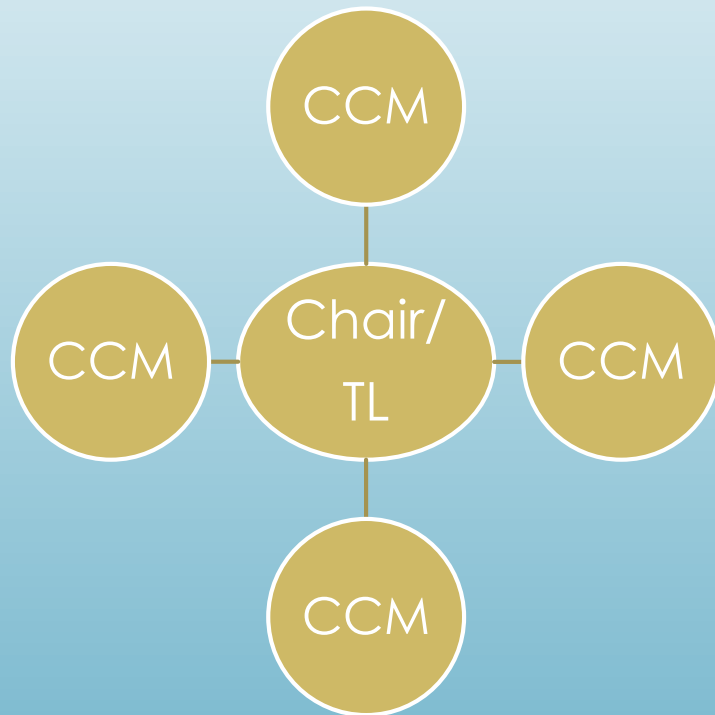
### Built to Last

- Enough people to do what needs to be done
- Grows with additional volunteers
- Strong volunteer leadership structure

## Benefits

# SNOWFLAKE MODEL LEADERSHIP

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**TL = Committee Chair(s)**

**CCM = Core Committee Members**

# WHAT IS A COMMITTEE CHAIR?

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- COMMITTED VOLUNTEER WHO TAKES RESPONSIBILITY OF BUILDING AND MANAGING VOLUNTEERS IN A SPECIFIC TURF
- RECRUITS AND COMMUNICATES WITH VOLUNTEERS
- GUIDES COMMITTEE TO MEET GOALS
- MEETS AND COMMUNICATES WITH CENSUS RELATED STAFF

# CORE COMMITTEE MEMBER ROLES

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- TRAINED AND COMMITTED VOLUNTEERS WHO TAKE ON SPECIFIC LEADERSHIP ROLES
- THE CCMs ON EACH TEAM WILL VARY BY TURF
- EXAMPLES OF CCMs:
  - VOLUNTEER SUB CHAIR
  - SOCIAL MEDIA SUB CHAIR
  - LOCAL EDUCATION SUB CHAIR
  - OPERATIONS SUB CHAIR
  - HEALTHCARE SUB CHAIR



# A LARGE KEY TO OUR SUCCESS

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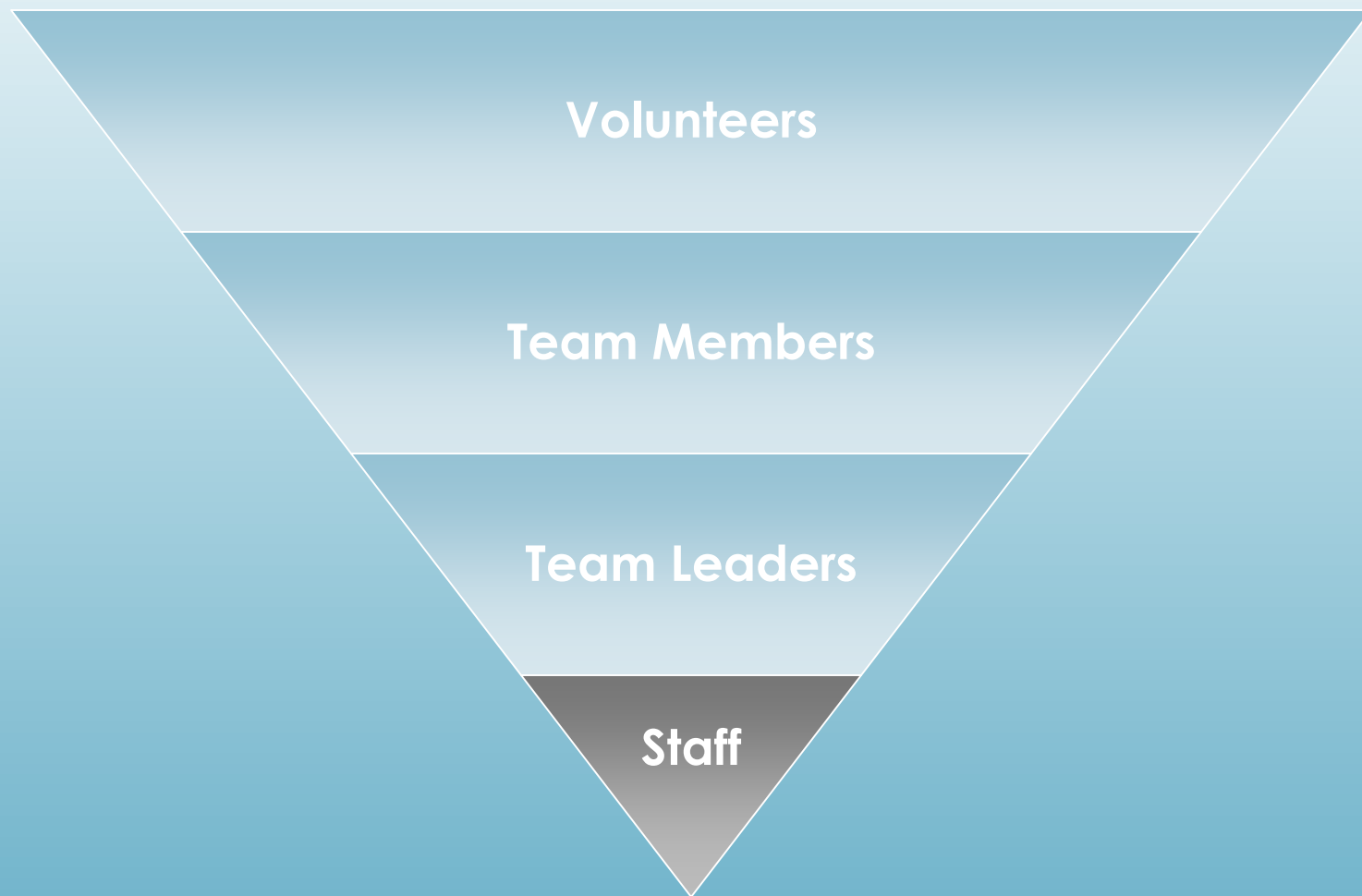
# GOALS

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- 1 LEARN BEST PRACTICES FOR RECRUITING NEW VOLUNTEERS
- 2 **DEVELOP AND PRACTICE YOUR HARD ASK**
- 3 **BEGIN TO FEEL CONFIDENT**  
APPROACHING VOLUNTEER RECRUITMENT FOR YOUR UPCOMING EVENTS

# UPSIDE DOWN PYRAMID

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# WHY DO PEOPLE VOLUNTEER?

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# WHY DO PEOPLE VOLUNTEER?

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- Satisfaction from accomplishment
- To get to know a community
- To share a skill
- To keep busy
- To learn
- To give back
- To gain leadership experience
- To become an “insider”
- To demonstrate commitment to a cause
- To be challenged
- For fun

**Because they  
were asked!**

# THE BOTTOM LINE IN ORGANIZING:

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**You get what you ask for,  
and not much of what you  
don't.**

# ORGANIZING IS **ASKING**

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What types of things are  
you asking people for as  
we organize for the  
census?

# HOW TO MAKE A 'HARD' **ASK** – 5 STEPS

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1. Know your audience—tailor your ask, attitude, & language
2. Build urgency—explain why this work is important right now
3. Ask for something specific—date, time, activity and have alternatives ready
4. Ask and remain silent – Take yes for an answer
5. Be persistent— Get to “yes”



# EXERCISE: PRACTICE YOUR **ASK**

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1. Know your audience
2. Build urgency
3. Ask for something specific
4. Ask and remain silent
5. Be persistent

## SOME VOLUNTEER RECRUITMENT **RESOURCES**

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- Your existing networks – your friends & their friends, relatives, neighbors
- Community Organizations
- Local Partner Organizations
- Faith Community Congregants
- Social Media

# VOLUNTEER RETENTION BEST PRACTICES

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- Sign-in sheets
- Create a welcoming space
- Setting context
- Increasing responsibility
- Personal relationship
- Building skills
- Show appreciation

# VOLUNTEER MANAGEMENT

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Think about how your relationships with volunteers will work...

- How are they different than relationships of bosses/employees or teachers/students?
- What kind of personal relationship will you have with your volunteers?
- Do you already have any relationships like this in your life?
- Be a coach

# REVIEW GOALS

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1

Learn best practices for recruiting new volunteers

2

Develop and practice your hard ask

3

Feel confident approaching volunteer recruitment for your upcoming events

# CREATING AN ACTION PLAN

# HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- It's up to all of us!
- It will essentially be up to each LCCC Action Team to develop and carry out their action plans.
- LCCCs will know the best way to reach their community to:
  - Raise awareness
  - Encourage folks to fill out the census form

# HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- **Develop a clear and measurable Action Plan With Clear Goals**
- **The Action Plan should:**
  - **Identify the Hard to Count areas you want to focus on and influence**
  - **Include tactics based on what the committee/team knows about the community in order to create the conditions for the outcome that it wants.**



# HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- **The Action Plan should (cont.):**
  - **Should always view every activity as an opportunity to recruit needed volunteers.**
  - **Should create timeframes associated to specific tactics**

# SUGGESTED TIMEFRAMES AND TACTICS

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## January 2020

- **Build Capacity – Recruit volunteers.**
- **Focus on Census education and awareness activities**
- **Why the Census is important to community members and their families.**

## SUGGESTED TIMEFRAMES AND TACTICS (CONT.)

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### February to Mid-March 2020

- **Continue to Build Capacity – Recruit volunteers.**
- **Focus on activities designed to encourage and persuade community members to fill out their Census forms**
- **Continue education and awareness activities**

## SUGGESTED TIMEFRAMES AND TACTICS (CONT.)

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### Mid-March to Mid-May 2020

- Focus on Get Out The Count (GOTC) activities
- Motivate folks to fill out their Census forms
- Track progress with real time online tool
- Use tracking data to focus on areas that need extra attention

# CENSUS SUPPORT CENTER - KIOSK



- A safe location trusted by community members (library, religious institution, community center)
- Devices (desktop computers, laptops, or tablets)
- Reliable access to the internet
- Materials or staff/volunteers with basic Census information

# ORGANIZING JOB FAIRS



- Hiring will take place on a rolling basis. Be sure to apply online now!
- Benefits: great pay, flexible hours, weekly pay, paid training.
- Apply today to be a Census Taker at 2020  
[www.census.gov/jobs](http://www.census.gov/jobs) or 1-855-JOB-2020

# BREAKOUT SESSION – ACTION PLAN

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**Use the worksheet to start organizing your  
LCCC team – 35 Minutes**

# DEBRIEF AND RECAP

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- **WHAT HAVE WE ACCOMPLISHED TODAY?**
- **WHAT DO WE DO NEXT?**



# NEXT STEPS

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## Are You In?

- Schedule your first/next committee meeting
- Organize a Job Fair
- Organize an Education/Awareness Event
- Create a Census Kiosk

# THANK YOU! LET'S GET OUT THE COUNT!



## STRENGTH IN NUMBERS

### #NJGOTC

# OUR CONTACT INFORMATION

- Lauren Zyriek – Deputy Chief of Staff
  - [lauren.zyriek@sos.nj.gov](mailto:lauren.zyriek@sos.nj.gov)
  - (609) 633-1230
- Eric Kipnis – Manager, Constituent Relations
  - [eric.kipnis@sos.nj.gov](mailto:eric.kipnis@sos.nj.gov)
  - (609) 292-4755
- NJ Department of State-NJ Census 2020 Website
  - <https://www.Census.NJ.Gov>
- NJ Census 2020 Email
  - [census2020@sos.nj.gov](mailto:census2020@sos.nj.gov)