

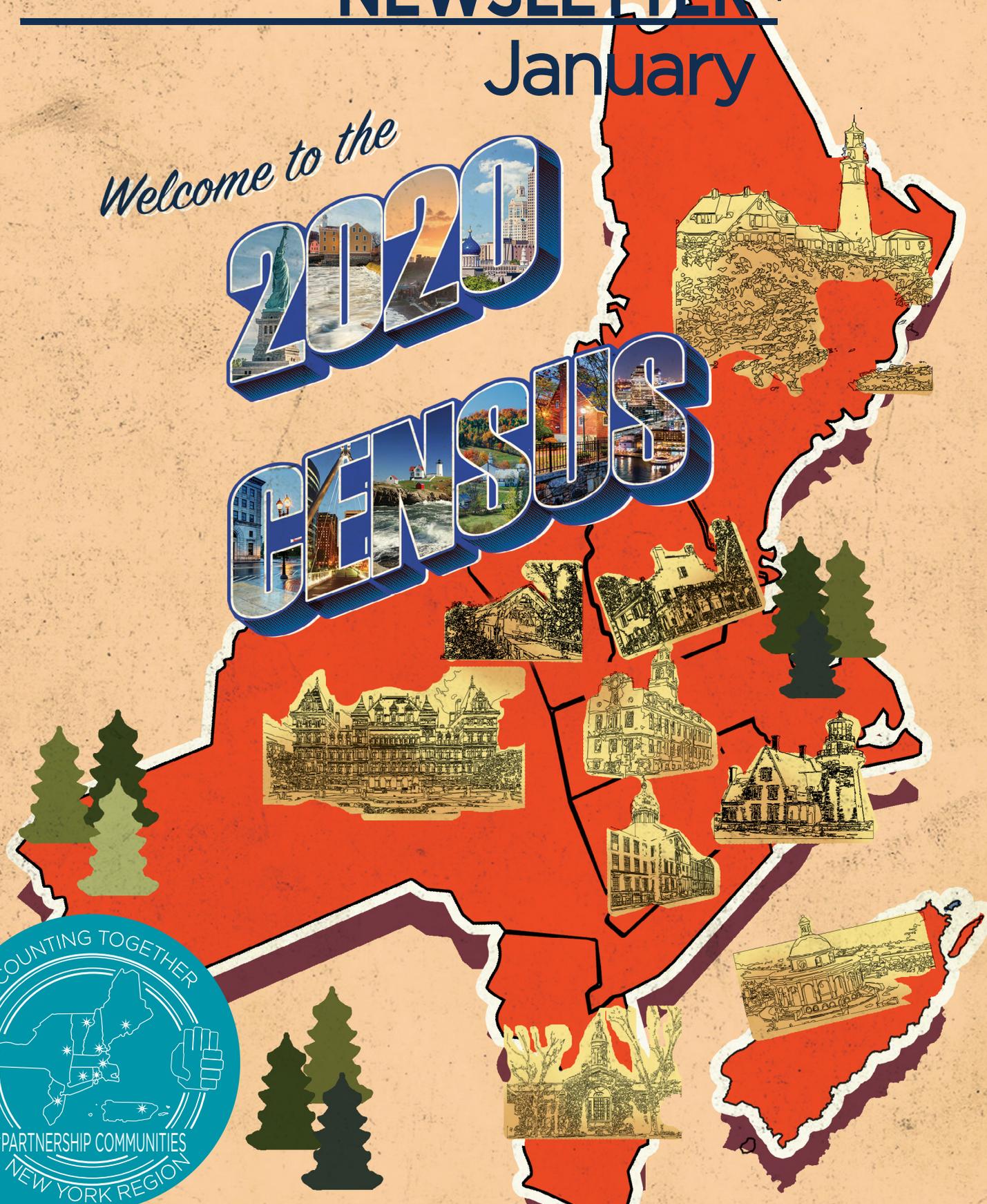
# PARTNERSHIP NEWSLETTER | 2020

## January

*Welcome to the*

# 2020

# GENESIS



# Casa del Peregrino SBE Complete Count Committee

Adelina I. Reynoso • Puerto Rico

The U.S. Census Bureau, in preparation for the 2020 Census, has been working in close relationship with local service-based organizations to help ensure a complete count of the homeless population. Casa del Peregrino, located in Aguadilla, PR, organized a Complete Count Committee and hosted a 2020 Census meeting on Dec. 16 to develop a working plan to count the homeless population and other hard to count populations that utilize their services.

The shelter's committee engaged in a round table discussion with Census Partnership Specialist Adelina Reynoso to address potential challenges and discuss ideas on how to ensure all the homeless population is counted on Census Day (April 1). Reynoso provided a 30-minute

presentation about the 2020 Census design, SBE operations, and key messaging points emphasizing the importance of completing the Census questionnaire. Carmen Rosario, committee leader and executive director of Casa del Peregrino, was the session moderator. She stressed the importance of sharing with all their participants the importance of being counted and making sure everyone understands that they don't have to be afraid to respond because the Census is safe and secure.

“We serve a very hard to reach population. Many of our participants have a hard time trusting other and, because of these challenges, we are going to help ensure they aren't left uncounted by sharing Census facts and conducting an all-day event with enumerators at our center on March 31, said Rosario. “We will also be providing the Census Bureau with a list of places where many of the homeless spend their nights in our area, that way we can ensure a much accurate count.” ■



Marlice Donis; Case Manager, Maria A. Donis; Community Liaison, Lemuel Dumeng; Case Manager, Idamaris Feliciano; Service Coordinator, Miguel A. Muniz; Case Manager, Richard Coffman; MMIS Entry Carmen A. Rosario; Executive Director



Marlice Donis; Case Manager, Maria A. Donis; Community Liaison, Lemuel Dumeng; Case Manager, Idamaris Feliciano; Service Coordinator, Miguel A. Muniz; Case Manager, Richard Coffman; MMIS Entry, Carmen A. Rosario; Executive Director, PS Adelina Reynoso





## Vermont Kicks-Off SCCC in December

### Robert Stock • Vermont

The Vermont State Complete Count Committee was recently established by Governor Phil Scott’s executive order. Governor Scott said that counting all Vermont citizens for the 2020 Census was of the highest priority. The committee is made up of leaders from Vermont state agencies, non-profits, senior community representatives, LGBTQ representatives, business community representatives, and U.S. Census Bureau personnel.

Jason Broughton, secretary for Vermont State Libraries, is chair of the committee; and

Michael Moser, director of the Vermont State Data Center, is the liaison to the US Census Bureau. Both Broughton and Moser spoke to the committee about the importance of the state conducting a complete count in support of the many federal programs that Vermonters utilize.

The committee saw a 2020 Census presentation delivered by Lisa Moore, assistant regional director of the New York Regional Census Bureau, on December 12 in Berlin. That presentation became the basis for several committee initiatives aimed at addressing Vermont’s hard-to-count populations. Detailed plans are

currently being formulated for presentation at the next meeting in January. ■



# The Arc of Massachusetts Working Towards an Accurate Count

Carly Bari • Massachusetts

The Arc of Massachusetts, which works to enhance the lives of people with intellectual and developmental disabilities and is a member of the Massachusetts Statewide Complete Count Committee (MSCCC), has partnered with the U.S. Census Bureau to ensure its constituents are accurately counted in the 2020 Census. This community relies on several of the services whose funding is determined based on census data, so an accurate and complete count is vital. Many people with disabilities can fall into categories that are considered hard to count, particularly those living in small group homes and adults living independently.

The Arc of Massachusetts is engaging their 17 chapters across the state to inform its 200,000 constituents about the importance of the 2020 Census. They have committed to hosting a webinar to educate their chapters throughout the state on how the 2020 Census is safe, easy and important. Additionally, they will be posting 2020 Census articles in their printed newsletter, as well as sharing 2020 Census message on various social media platforms. They are also working with various other partners throughout the state to find creative ways to reach all constituents that may be hard to count so those families can learn how to accurately complete their Census questionnaire. The Arc of Massachusetts is dedicated to ensuring a complete and accurate count for the 2020 Census to best provide the services and funding for their constituents. ■

# Mayor Claus Delivers Census Message to the Children of Paterson, NJ

Carolina Chia • New Jersey



New Jersey Community Development Corporation, under the leadership of Bob Guaracci, held its 26th Annual Holiday Toy Drive and Party on Christmas Eve. The event was held at St. Gerard Majella's Parish Hall where attendees enjoyed a bouncy castle, games, face painting, pizza, cookies, and music. Those in attendance were informed about the safety, importance, and ease of filling out their 2020 Census questionnaire, as well as the job opportunities with the Census. With the help of AmeriCorps members who collected toys from local organizations, businesses, individuals and student clubs, more than 7,000 donated toys were distributed to approximately 1,000 children in the city of Paterson, NJ by none other than Mayor Claus. Mayor Andre Sayegh, posing as Santa for the 13th straight year, made a grand entrance while dancing through the crowd of adoring fans as he made his way to an area jam-packed with excited children.

“Paterson is



prioritizing a complete and accurate count of our population. We created a Complete Count Committee, developed a children's book, and will launch an initiative entitled 'Census Selfies.' We are prepared to prove that Paterson Counts," said Mayor Sayegh. ■

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## Massachusetts SCCC Trains the Trainer

Carly Bari • Massachusetts

Secretary of the Commonwealth of Massachusetts, William Francis Galvin, and the Massachusetts Immigrant and Refugee Advocacy Coalition (MIRA) worked together to arrange a series of workshops across the state to engage the community on the 2020 Census. Throughout the month of November, they conducted almost a dozen Train the Trainer interactive workshops. Concerned community members, advocacy and public service organizations, as well as business leaders were all in attendance to gain a better understanding of the challenges being faced in achieving a complete and accurate census.

At each workshop the facilitator provided an excellent overview of why the census is critically important and what everyone can expect this year when asked to complete the census. Facilitators then led the group through a few different interactive exercises asking participants to identify the community groups that were most at risk of being undercounted. Other exercises asked participants to identify the infrastructure and social services most needed by the community, and how they would determine funding if there was a funding shortage due to an undercount in that community. In a final group exercise, participants were asked to select one community group that they thought would be at risk of being

undercounted, and to break down the different ways and places that those people receive information and help. Next, they discussed what community organizations can do to help ensure those people are counted in the next decennial census.

The workshops were a great way to get community members to think critically about how they should be communicating to motivate different areas of the community to be counted. They also emphasized participants should work together, throughout the community, to spawn a successful 2020 Census. ■

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## Maine Legislators Learn about 2020 Census

Becky Hayes Boober • Maine

Approximately 20 Maine legislators braved a winter storm to attend a 2020 Census presentation, sponsored by State Innovation Exchange (SiX), Dec. 17 at the Senator Inn in Augusta, Maine.

Program Specialist Becky Hayes Boober shared the 2020 Census Overview Presentation and answered legislators' questions. Then, Danna Hayes, Maine State Director at SiX, and Sunila Chilukuri, Senior Research Associate of SiX, shared the results of a survey they conducted to ascertain Mainers' views of the Census. More than 60% of those surveyed said it is very important to respond to the Census. Only 9% of surveyed Mainers said it's not important or they don't know. Hayes and Chilukuri also shared strategies and messaging that is effective for legislators to use to motivate constituents to respond to the 2020 Census. Representative Anne Carney has introduced a Joint Resolve in the Maine House of Representatives to support the 2020 Census. ■





## 211 Maine partners with the Census Bureau and Plans Training for Their Operators

Mitchell Stein • Maine

Nikki Busmanis, program manager for 211 Maine, recently committed to helping individuals learn all about the 2020 Census. 211 Maine is a free, confidential program that helps individuals find local health and human services and allows people to connect with Maine specialists via phone, text, or email 24/7. It's tagline, "sometimes you need more than an internet search, you need a conversation," describes the 211 Maine mission to help people who have questions, regardless of the issue. They assist on a wide variety of topics, including heating assistance, opioid addiction, and childcare. 211 Maine is an initiative of the United Way of Maine, in partnership with the State of Maine DHHS.

wide array of 2020 Census topics, including:

- Who gets what and when (utilizing both the "Mail Contact Strategy Viewer" and the "Type of Enumeration Area Viewer")
- The security of the Census (both the individual level responses and the Census Bureau data infrastructure)
- The work of the field enumerators (what they will and won't ask)

The partnership between 211 Maine and the U.S. Census Bureau is yet another example of the myriad of ways that organizations can support Census efforts. "Working with the Census Bureau is a win-win for our organizations. Our staff will be better able to serve the people of Maine by providing accurate responses to questions, and the Census Bureau will see better response rates due to a more informed public," said Busmanis. ■



211 Maine is planning a webinar training for their specialists on the details of the 2020 Census. The training will cover a



# Montclair State University Gets Smart with Census Jobs

Barbara Brown • New Jersey

Red Hawk students, administrators and faculty at Montclair State University (MSU) are getting high grades for their robust partnership with the U.S. Census Bureau. Beginning last summer, the institution began planning Census outreach initiatives have held numerous 2020 Census job fairs across campus. MSU has also helped to spread the word of 2020 Census recruiting efforts through its vast network of Greek associations, sporting programs, arts and theater, and other on-campus networks.



MSU is planning a university-wide kick-off this month to launch their 2020 Census outreach campaign. Still in development, MSU will use its platform to promote awareness of the importance of the Census, as well as to highlight the ongoing push for jobs. In the first week of April 2020, coinciding with Census Day (April 1), MSU will expand its messaging to motivate students and faculty to respond to the 2020 Census through targeted events and outreach through all its media including the school newspapers, television and radio shows, and social media.

Under MSU President Susan Cole's leadership, which began in 1998, the university has been transformed. The new School of Communication and Media, new Business School, and increase in enrollment and doctoral designation, are among MSU's significant strides. "The heart of the matter is giving as many students as possible the opportunity for high quality education," said Cole.

MSU's rising academic status is enumerated by its growing list of distinctions. An incredibly rich diversity of its student body has been essential to the success of MSU, as the institution continually rises to meet the changing needs and interests of its 20,000 scholars. Thus, it was predictable that MSU was one of the first higher education institutions in the Garden State to fully partner with the Census Bureau and launch a Complete Count Committee (CCC).

MSU CCC includes steering members from the institution's Colleges and Schools, and Office of the President. The Census outreach efforts are led by Susan Cole, Montclair State University President; Shante Palmer, Director of Government Relations; Darren Sweeper, Government Documents and Data Librarian at the Harry A. Sprague Library; Nadine Verna, Career Development Director, College of Humanities and Social Sciences; Melissa Velez, Program Assistant, Department of Psychology; Joseph Brenna, PhD, Vice President for Communications and Marketing; Amanda Birnbaum; Nadine Verna, Chairperson, Public Health. Together, MSU and the Census Bureau will make sure that every person is counted once, only once, and in the right place. This Census partner is making straight A's! ■

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January  
2020



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212-882-2130

[newyork.rcc.Partnership@2020census.gov](mailto:newyork.rcc.Partnership@2020census.gov)

<https://www.census.gov/partners/2020.html>

# Boston's Christmas Event Encourages Census Job Applicants

Anne Williams • Massachusetts

On the Sunday before Christmas, the Boston-based non-profit group Christmas in the City (CITC) threw a holiday party for 6,000 kids and family members living in Boston area shelters.

The extravaganza featured everything from a red-carpet welcome parade, entertainment from the Blue Man Group and an indoor amusement park, to dental and health screenings, haircuts, flu shots and much more. This year, in addition to the kids' visits with Santa, there was an opportunity for adults to apply for jobs with the U.S. Census Bureau.

"We can't think of a better way to support our families then by offering them the opportunity to apply for jobs with the U.S. Census Bureau," said CITC board member Megan Greeley. Census Bureau partnership and recruiting staff spoke with hundreds of interested applicants, many of whom used their cell phones to start the application process.

The following day, the Census Bureau promoted the new Boston area pay rate of \$ 27.50/hr and recruited potential employees at CITC's Monday Mania shopping spree, an event that distributed upwards of 25,000 items to struggling families. CITC was founded in 1989 and is a 100% volunteer supported organization dedicated to helping relieve the impact of homelessness and poverty on Boston-area children and their families. ■



The Gingerbread Man greeted Census Recruiting Assistants Kurt Bellhuemer, Vivian Lee and Kevin Elkins.



# Maine Launches Series of Census Solution Workshops

Becky Hayes Boober • Maine

Following the kick-off meeting of the Maine State Complete Count Committee (CCC), the participating state departments created innovative plans for promoting the 2020 Census within their usual operations by engaging in a series of Census Solution Workshops (C.S.W.) in December and January.

Partnership Specialist Becky Hayes Boober conducted three workshops for state departments in Augusta, ME and scheduled events for the Department of Education and the Department of Public Safety leadership teams. Leaders participating in the workshops in December represented the Maine Secretary of State's Office, the Maine Department of Administrative and Financial Services, the Maine Department of Agriculture, Conservation, and Forestry, the Maine Department of Health and Human Services, and the Maine State Library.

Additionally, Maine 2020 Census Outreach grantees, CCCs from across the state, and nonprofits attended a Census Solutions Workshop December 12 in Brunswick. An additional CSW was held for other grantees December 5, while another was facilitated for the SeniorsPlus Community Services Team in Lewiston on December 16. SeniorsPlus is a CCC focusing on promoting the 2020 Census among older people who use their services

in three Maine counties. They also operate statewide programs that will benefit from the outreach plans developed at the CSW.

The ideas generated, which included storyboards and developed plans, were included in the Maine CCC interim report to Governor Janet on December 31. ■



While participating in a Census Solution Workshop for the Secretary of State's Office and other state departments participating in the Maine SCCC, Secretary of State

Matthew Dunlap, Angela Hallowell of the Department of Administrative and Financial Services and Stephanie Zurinski of the Maine State Library create storyboards to show their ideas for promoting the 2020 Census.

# Nassan's Place Works to Ensure Children with Autism are Counted

Regina Waynes Joseph • New Jersey

Nassan's Place is a non-profit helping to make a difference in the lives of children and families affected by autism in under-served communities by providing educational and recreational programs, social outings, and resources, according to founder and president, Nadine Wright-Arbubakrr.

Wright-Arbubakrr noted that autism is an urgent and growing public health crisis affecting individuals across their lifespan and demands a commensurate level of action from both the public and private sectors. She emphasized the importance of ensuring that all children and families served by Nassan's Place be counted in the upcoming Census as a complete count affects the federal funds available to provide needed services to these families.

To assist in educating the community, Wright-Arbubakrr invited Census representatives to exhibit at Nassan's Place Annual Holiday Celebration for Children & Families Affected by Autism on December 15. It is the largest event of the year with more than 200 people in attendance. Attendees learned that every person must be counted – children included.

Held at the Orange Elks Lodge #135, numerous neighboring individuals, businesses, local governments and non-profit organizations assisted in sponsoring the holiday celebration to make sure all children had a wonderful time. ■



## Parkville Community and Senior Center Engages With Census Message

Catherine Marx • Connecticut

The holiday spirit was in the air during a 2020 Census Presentation at Hartford's Parkville Community and Senior Center. The Parkville Center is a warm and welcoming community where older residents gather for food, fellowship and guidance.

"It is important that our elderly learn about the 2020 Census and what it means to participate," said David Yonan, executive director of The Parkville Center. "We are enthusiastic Census partners to ensure that our community knows the Census is safe and intend to continue the dialog. Indeed, we are excited to get started before April 1, Census Day!"

Seniors learned about the safety, ease, and importance of the 2020 Census. The Parkville Community and Senior Center is the center of a community hub that includes a library branch, Parkville Community School, the Community Center and a Health Clinic. ■

## Union County College Shares Census Messaging with Students

Mario Lee • New Jersey

The U.S. Census Bureau, in preparation for the 2020 Census, held a job fair at Union County College in Plainfield, NJ on December 10. The city has a sizeable Spanish speaking population and UCC provided the Census Bureau an opportunity to reach out to its student body, which includes many Spanish speaking residents in the local community.

Students were busy preparing for their final exams during the event. Nonetheless, students stopped by the Census Bureau table and asked questions about the 2020 Census and job opportunities. The event turned out to be a smashing success. UCC representatives stated that they were happy to have the Census Bureau use their venue to reach out to the local residents. Many students took pamphlets home and used their smartphones. ■





## Running for Office? The Census Counts!

**Abdalla F. Hassan • New York**

As a young candidate for elected office, Steven Patzer knows the importance of the 2020 Census.

“When I announced my campaign, I promised the community I would do 47 non-political events to tackle some of our most difficult issues,” said Patzer, who is running to represent the 47th District in the New York City Council, which includes a swath of southern Brooklyn. The goal of these events to amplify the concerns of the community while also connecting residents with the resources they need.

One of the focuses of these events included promoting the 2020 Census. Responding to the 2020 Census is important because it helps determine the apportionment of seats in the U.S. House of Representatives among the states as well as the distribution of

over \$675 billion in federal funds annually.

The Census has also been an opportunity to promote jobs. Patzer has organized two job fairs at Liberation High School and Marlboro Community Center, both attended by recruiting and partnership staff from the U.S. Census Bureau. Patzer stated, “we are always inviting the census to come down because it does help tackle unemployment and it can help bring more funding into the district.”

Patzer uses his campaign newsletter and his relationships with community groups, non-profits, tenant associations, and faith leaders to get the word out that the Census is safe, easy, and important.

“At the end of the day, it boils down to quality of life,” says Patzer. “It’s about individual issues in individual neighborhoods. That is why we need to get everyone fired up about (completing) the Census (questionnaire).” ■



# Why Do You Serve on a Complete Count Committee?

Katherine Dillon • New York

Members of the Tioga County Complete Count Committee posted on social media over the last few months the varied reasons why they joined their local CCC. The list below consists a sampling of members who have provided their own personal reason for serving on the committee (visit Tioga Counts 2020 to see all posts in the series):

Rachel Bond, assistant director, Tioga County Rural Ministry  
“Many of our food pantry families rely on a variety of federally funded social services, e.g., SNAP and HEAP. A complete count for Tioga County in the 2020 Census will ensure that we receive our fair share of federal funds, which provide these necessary services and programs that benefit our needy population. We encourage our pantry members to complete the Census Questionnaire, and not to be afraid to do so. EVERYONE in the household should be counted on April 1, 2020, whether they are family, friends, or even temporary roommates.”

Adrienne Goodrich, director

of operations, Tioga County Chamber of Commerce

“The population of our community is reflected in the businesses we support and the local economy. It’s a cyclical, symbiotic relationship which helps us promote the commercial and civic well-being in our county. Census data is used more often than people realize!”

Chris Brewster, director, Waverly Free Library

“As a public library, we see the importance of computer access every day, and we know how important that will be in getting an accurate census count. We recognize and embrace our role in making sure all Tioga County residents can be counted.”

Natalie Thompson, director of employment and transitional supports, Tioga County Social Services

“Not only does the Census ensure our community gets its fair share of the more than \$675 billion per year in federal funds spent on schools, roads, public works and other vital programs, but Census results are important to

human service agencies, such as DSS, in helping us determine the impact our services have on the citizens of Tioga County.”

Elaine Jardine, county planning director, Tioga County Economic Development and Planning

“As part of TEAM Tioga, we work to sustain and enhance economic viability and quality of life in Tioga County. The fundamental aspect of having a vibrant community is people! We use Census data every day to promote our county and also to obtain grant funding to improve the community in a variety of ways. The 2020 Census is the third time I have chaired a decennial census Complete Count Committee for Tioga County. This hard work resulted in the Tioga County having the highest self-response rate of any county in our area of the Southern Tier Region for the 2000 and 2010 Censuses. It is vitally important that each household counts all their residents. Let’s make everyone count in Tioga County!” ■



# The Stratford Library... A Partner for Ever

Clodomiro Falcon • Connecticut



Jose M. Garcia, Sheri Szymanski and Clodomiro Falcon at the exhibit table during a recruiting event.



Sheri Szymanski displaying tote bags for 2000, 2010 and 2020 Census.

According to Stratford Library Director Sheri Szymanski, the Stratford Library has been a supporter of the Census since opening its doors in 1895. And she promises that longstanding relationship will continue well into 2020.

Located at 2203 Main Street, the Stratford Library has developed a culture of encouraging participation in the Census, providing access to Census information, and facilitating the use of Census information by its patrons.

Szymanski, who has served as director since 2016, proudly posed for a picture displaying tote bags for Census 2000, 2010 and 2020. “Karen Bowels was the Director in 2000 and Barbara Blosveren in 2010. Now is my turn to lead the efforts to support the 2020 Census,” she said.

After obtaining a master’s degree in library science at Southern Connecticut State University in 1992, Szymanski worked for Westport, Trumbull, and Monroe libraries before moving to Stratford. Since the very beginning of her career she has been involved in public library efforts to support the Census -recruiting efforts, sharing information, and encouraging participation. “Libraries are here to improve the quality of life in our

communities, and we recognize the importance of participation in the Census to secure the federal funds that will support the many programs and services that benefit the people we serve,” Szymanski said.

The Stratford Library currently has a staff of 42 people, 29 computers for public use, free wi-fi, a career center, study rooms, and three program rooms. The library hosts just over 2,000 public programs each year and serves more than 600 people each day. It’s a trusted voice in the community and a point of reference for community events. The 2020 Census has received the library’s support in many ways - displaying and distributing printed promotional materials, recruiting events, exhibit space, and room space for workshops and training.

It is important to mention that all libraries will play a key role in the 2020 Census as they provide computer access for those who want to respond online and have no access to a computer. As director of the Stratford Library, Szymanski is committed to feeding the established culture of supporting the Census for many years to come. ■





## Advent Luncheon with Census Message

Nicole Bailey • New York

The Boniface Society group of the St. Boniface Episcopal Church of Lindenhurst, NY recently hosted its annual Advent Luncheon, acknowledging the importance of the 2020 Census. As this Census partner and many Christian organizations gather throughout December for the Advent, they are often reminded why Joseph and Mary were traveling to Bethlehem.

Being counted is something that occurred in the Bible and will occur in 2020! After hearing the Census presentation and the importance of responding, most church members were surprised. One member said that she did not understand why they were having a Census speaker at the luncheon, but after the presentation she now understood how important the Census is to her community.

The church members were very excited to learn about the valuable Census part-time jobs. Everyone attending present the attendees and staff said that they were going home to apply for the Census jobs right away, because it was great pay and an option for their flexible schedules. ■



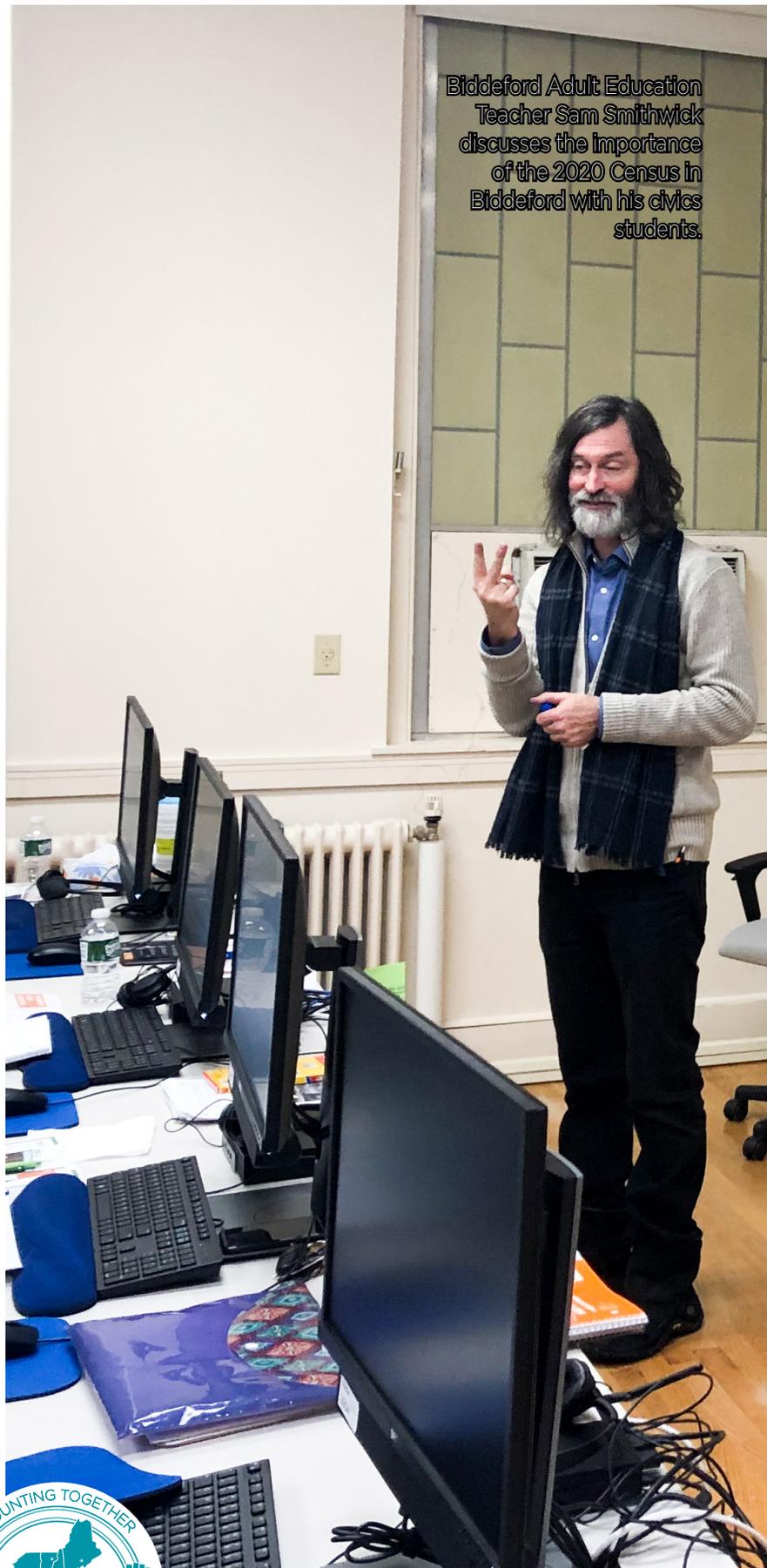
# Census Message and History included in Adult Ed Civics Class

Sterling Roop • Maine

The U.S. Census Bureau, in preparation for the 2020 Census, has been working in close relationship with Adult Education providers in southern Maine. On December 18, Biddeford Adult Education instructor Sam Smithwick invited a Census Bureau representative to speak to his Civics class about the history, importance, ease and safety of the 2020 Census.

This diverse group of students from Iraq, Cambodia, Biddeford and other parts of Maine was the ideal audience to share information about the 2020 Census. Mr. Smithwick, who served as a 2010 Census enumerator in the southeast part of the nation, was excited for the opportunity to have an official from the Census Bureau in his class. "I know the importance of the Census and counting everyone in our communities," he said.

Mr. Smithwick started the class by asking students why the Census is important to them and Biddeford. The Census presentation also covered the constitutional basis and importance of counting the populations, its first director, Thomas Jefferson, and the services it affects, including construction of roads and bridges, Head Start and Adult Education programs. Additionally, several students were interested to learn about the opportunities to take their Civics class into practice via 2020 Census job opportunities. ■



Biddeford Adult Education Teacher Sam Smithwick discusses the importance of the 2020 Census in Biddeford with his civics students.

## Lamond Daniels Makes Impact on Norwalk CCC

Kevin Shippy • Connecticut

Lamond Daniels joined the City of Norwalk, CT as its inaugural Chief Community Services Officer in the fall of 2019, just in time to lend valuable input as a member of its Complete Count Committee (CCC). Newly re-elected Mayor Harry Rilling recognized the importance of maximizing Norwalk's response to the 2020 Census and called upon Daniels to this effort that affects the critical areas of health, youth activities, early childhood development, and library services among the most popular pillars in measuring local quality of life.

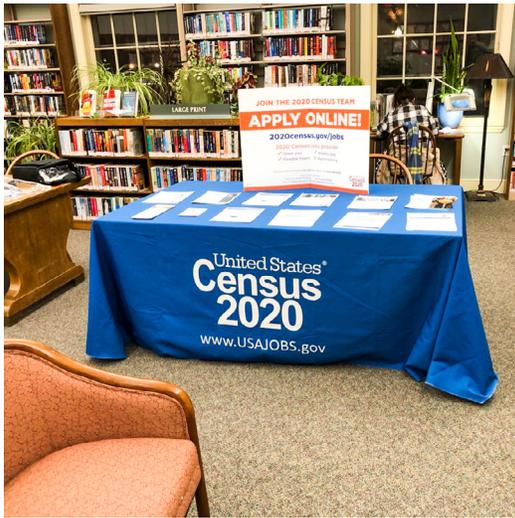
"The Census is a critical tool in reinforcing the city's priority needs and helps the programs which are so dependent upon the funding related to optimizing response to the 2020 Census," Daniels said.

Norwalk is booming as the

sixth most populous city in Connecticut (approximately 90,000 residents), and recently welcomed an expansive new SONO Collection retail mall with 90 prominent store brands reflecting major job creation and corporate investment in the area.

"One question we continually ask within City Hall is 'what does it mean for new families coming into our community, and how are residents' needs being met?'" Daniels said. "It's our responsibility as trusted city managers to deliver a higher quality of life and the Census helps us fulfill that goal." ■





# Local Partners Promote Awareness and Engagement at “Census Night”

Christopher L. Celozzi • Massachusetts

Local community members representing all facets of public life converged on Jacob Edwards Library on December 19 in Southbridge, Massachusetts for “Census Night.” Library Director Margaret Morrissey worked tirelessly to promote the event within the community. Despite temperatures in the teens, Southbridge citizens representing the town council, local businesses, and charitable organizations braved the cold in order to attend the meeting to learn how they may help spread the Census message.



The evening offered an opportunity for community members to openly express their ideas, discuss potential challenges, and address their concerns, in an effort to increase community awareness, support, and engagement of the 2020 Census. During the presentation, Partnership Specialist Christopher L. Celozzi discussed the use of the Response Outreach Area Mapper (or ROAM available at [www.census.gov/roam](http://www.census.gov/roam)) tool, which can be used by community members to identify hard to count areas. In doing so, partners can then create an effective community-specific outreach and promotional effort. This is particularly important in the town of Southbridge, which in some areas displays a Low Response Score as high as 32.7%. Library Director Morrissey spoke briefly at the conclusion of the presentation, reiterating the importance of community participation, and offering a reminder of the technological resources available at the library to help facilitate an accurate and complete count.



The event also offered an opportunity to promote Census recruitment, as many part-time/temporary positions are available in Worcester County, where the hourly wage recently increased to \$22 per hour for enumerator positions. Interested individuals can apply now at [2020census.gov/jobs](http://2020census.gov/jobs) ■



# Mrs. Brown: An Extraordinary Dedication to 2020 Census

Joli Golden • New York

Out of the roughly 600 volunteer members of Manhattan's twelve community boards, Loraine Brown, affectionally called Mrs. Brown, is a standout for Census 2020. While all Community Board members serve as a grass roots form of local government, and support local census efforts, Mrs. Brown leads by example through her efforts to recruit applicants for Census 2020 and build awareness in her community.

In serving as the Census Taskforce Chair of Community Board 8, Brown has helped to attract hundreds of Census applicants by setting up 12 Census Day events she likes to call "Census Job Opportunities Workshops." These events have taken place at locations ranging from NYC Housing Authority Developments, to Hunter College, to several local libraries, and more, on New York's Upper East Side. For each of the events, Mrs. Brown works with Community Board 8's Chair Alida Camp and office team members to ensure that the event is publicized to the community. She goes above and beyond by recruiting volunteers to translate her flyers into Spanish, Chinese and Russian, and then makes sure that they are posted locally, and hands them out at active subway stops and other busy locations. In addition, she enlists the support of local government officials to help in this work.

"Mrs. Brown has been a passionate, determined leader in CB8's efforts to count every vote," said Camp. "She has brought an urgency to the community, ensuring many diverse residents to apply for census employment. Her work is sure to increase the count. New York City should be proud of Mrs. Brown and her work to bring to the City the financial resources and representation we deserve."



Congressional Representative Carolyn Maloney, Manhattan Borough President Gale Brewer and Mrs. Brown

Mrs. Brown's recruitment of a local workforce for the 2020 Census helps to serve a need especially in the southern Manhattan district, below 85th Street on the Upper East Side. While most Census tracts in the area are predicted to respond well by NYC standards, applicants have been difficult to recruit despite the prospect of \$28 per hour pay for Census enumeration work.

In addition to setting up and volunteering at these Census Day events, Mrs. Brown interviewed New York Regional Census Director Jeff Behler for a program called CB8 Speaks. She was well informed for this interview, thanks in part to having met Behler relatively early in 2020 Census efforts during a trip to Providence, RI, sponsored by Manhattan Borough President Gale Brewer.

Mrs. Brown's commitment to a complete and accurate count is deeply personal due in part to experiences from her youth. "I remember clearly in 1940 when the underserved in my Boston neighborhood would run and hide from the census takers," she said. "I recalled my parents having to provide information about our neighbors. The forms were too long and too many personal questions. Census 2020 is providing the correct messaging this time around: There are so many benefits for all: health care, food and housing assistance, congressional representative, infrastructure,

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🌐 <https://www.census.gov/partners/2020.html>



Jeff Behler and Mrs. Brown at CB8 Speaks taping

transportation, education, hospital, libraries, climate change, WIC, etc.”

With 2020 upon us, Mrs. Brown will continue to recruit applicants through February and then focus her energies on promoting a complete count. “Lorraine Browne is one of a kind,” said Manhattan Borough President Gale Brewer. “Time and again she shows her commitment

to her community and to this city, not only by speaking out but by taking action. Her work in promoting Census 2020 will play an important role here in Manhattan.” ■



Constituent, RA Alison Graham and Mrs. Brown at Yorkville Library Census Day event.



Mrs. Brown at Lenox Hill Senior Center Recruitment Event

## Santa Helps Burlington County Servicios for Latinos Spread Census Message

Alda Copeland • New Jersey

Angela Gonzalez, director of the Burlington County Servicios for Latinos, made many new Census and Santa partners for the many families that attended a large Multigenerational Family Holiday Party at the Human Services Building on Dec. 12 in Mount Holly, NJ. All photos taken with Santa had a 2020 Census message as a reminder to respond to the Census questionnaire beginning in March. Since photos with Santa are usually displayed even after the holiday ends, the census message will be visible daily. ■



## TLWV Partners with Troy Farmers Market to Drive Complete Count

Doreen Dean • New York

The League of Women Voters, a member of the Rensselaer County Complete Count Committee, will organize a Complete Count table at each Troy Farmers Market between January and April of 2020. They will distribute materials and spread the message about the importance of ensuring a complete and accurate count in the 2020 Census.

Currently located in beautiful downtown Troy, NY, the Troy Waterfront Farmers Market was established in 2000 with only a handful of vendors. From the humble beginnings of less than 20 vendors, it is currently in its 20th season and now includes more than 100 local, producer-only vendors. The year-round marketplace drawing upwards of 14,000 customers weekly! The Market has evolved into a shopping and community destination in the New York Capital region and beyond. ■

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## Census Message is Shared at Kwanza Celebration

Yemti Ndienla • Massachusetts

The U.S. Census Bureau, in preparation for the 2020 Census, has been working in solid synergy with partner organizations in various communities around the country to help ensure a complete count of its people. It was within this backdrop that the U.S. Census Bureau was provided with the opportunity to speak at one of the Annual Kwanza Celebration on December 27 at Saint Katherine Drexel Parish in Boston, MA. The celebration was co-sponsored by Greater Grove Hall Main Street, and Commonwealth Mental Health and Wellness.

Kwanza, first celebrated in 1966, is an annual celebration of African American culture held December 26-January 1, culminating in gift-giving and a feast of faith, called Karamu Ya Imani. African American leaders and community members from the 7th Massachusetts Suffolk district all gathered to engage in reflection and listen to elders on the black heritage. Children and parents held hands together and danced to the rhythm of an African traditional dance sound.

State Representative Chynah Tyler assured members of her constituency she would continue to fight for issues facing her people and encouraged them to participate in the 2020 Census to help her continue the process. Tyler, a Complete Count Committee member, called upon those in attendance to double their efforts. Attendees, who learned that the Census is safe, easy, and important, were also called upon to apply for Census jobs and earn 27.50/hr. ■



# Partners Making a Difference in Camden

Thomas Mayfield • New Jersey

U.S. Census Bureau partners continued to push recruiting throughout Camden County during the month of December. This may sound normal, but one partner chose to raise its level of support by incorporating other nontraditional recruiting partners. Their idea was to tap into the resources of partners like the Cathedral Kitchen and South Jersey Food Bank, who supply an array of food and sundry items throughout Camden County to those in need of food support.

Two specific Camden partners opened their doors to Census for December recruiting initiatives. The Puerto Rican Unity for Progress (PRUP) is dedicated to supporting the Latino population of Camden. It helps their clients with an assortment of services, such as workforce training and acquiring all necessary personal documentation. The facility sits in the heart of the westside of Camden, which is challenged with a growing homeless and addict population in need of a multitude of additional services. PURP's CEO Richard Camacho is firmly committed to helping all those that come through their doors seeking help. The bags and goodies provided by the Camden County Complete Count Committee partners (Cathedral Kitchen and SJ Food Bank) made a world of difference in Camacho's opinion.

Youthbuild, a HUD facility supporting a multitude of individuals, sits closer to the central portion of Camden. Manager Rhonda Wardlow Hurley estimates she and her team provide services for more than 4,500 residents living in housing units for which they manage.

Wardlow Hurley and her team also provide their clients a host of services, from housing to GED classes. Census recruiting events are vital to Youthbuild's population as they provide employment opportunities for clients. Many of the organization's senior residents came to find out that their veteran status opened doors for a multiple of conversations about career services. Students were excited to be applying for federal job while learning more about the Census and how it affected their daily lives. Deep discussions between the generations of residents broke out and it seemed most topics were related to how the older generations happily participated in the Census throughout their lives.

Camden is considered a hard to count city and it will take the support of many wonderful partners to achieve a complete and accurate count in the 2020 Census. ■

PURP

<https://www.prupnj.org>

Cathedral Kitchen

<https://www.cathedralkitchen.org>

Youthbuild

<http://www.camdenhousing.org>

Food Bank of South Jersey

<https://foodbanksj.org>



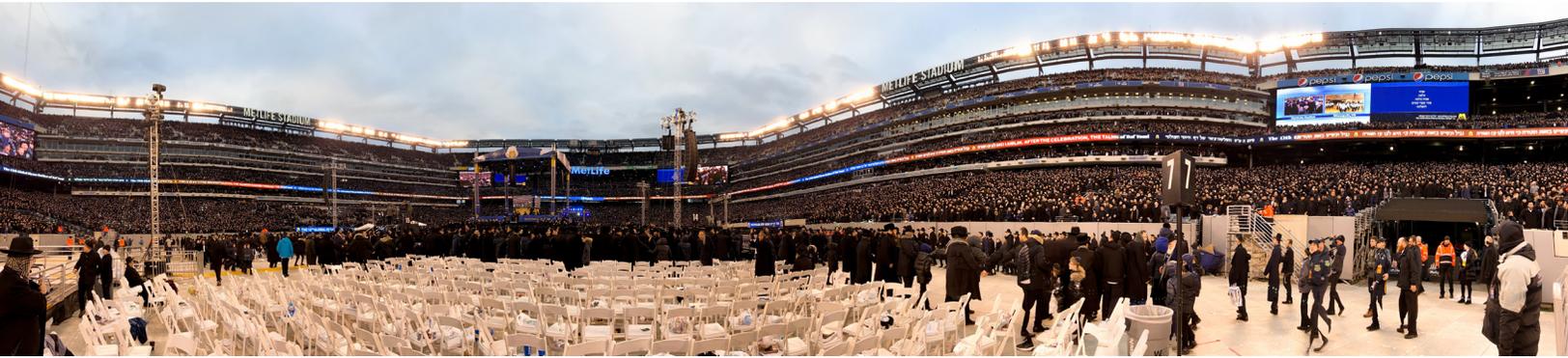
# CUNY Queens College Committed to Census Job Recruiting

Jamal Baksh • New York

The Center for Career Engagement and Internships at Queens College, City University of New York (CUNY), hosted two separate on-campus Census recruitment drives December 12-13. Both events were successful in helping to increase overall student recruitment at Queens College for 2020 Census jobs. Queens College utilized internal and external communications systems to promote the events, including text messaging to the entire student population; setting up a registration process for students through its internal Queens Hire jobs system; and promoting via its public college website. In addition, the college provided ample computer lab resources and space for each recruiting session.

Queens College became an immediate partner in early 2019 with a strong commitment to assisting with Census 2020 recruitment efforts. Early on, the college integrated Census 2020 recruitment efforts into their planned on-site recruitment events throughout the college semesters. Organizers have been extremely receptive to any suggestions that may better market and integrate Census 2020 job opportunities into their existing college communications infrastructure. The Queens College Center for Career Engagement and Internships has been a great Census partner, holding eight on-campus Census recruitment events and allowing recruitment staff to speak with more than 1,000 potential student applicants. ■





## Israel of America's Siyum Ha'Shas Celebration

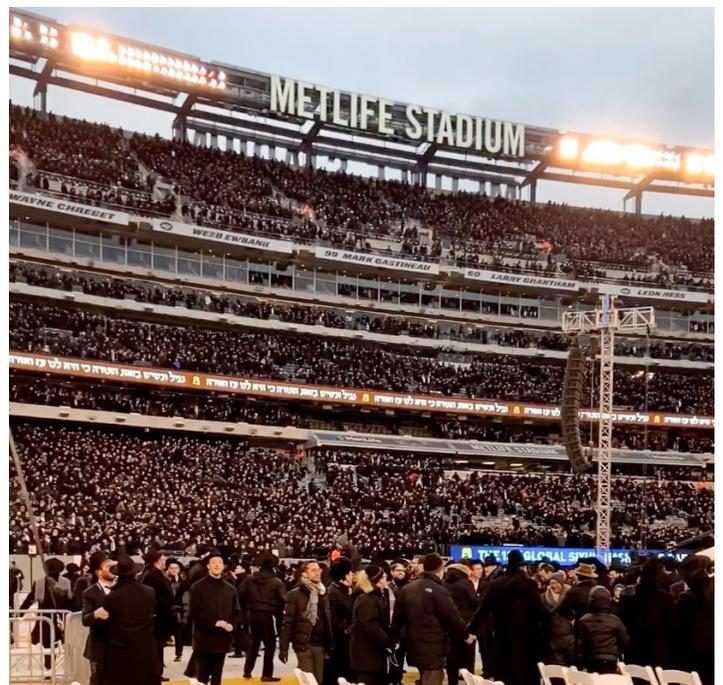
Sam Milstein • New York

Approximately 90,000 observant Jews braved the cold and gathered in MetLife Stadium on Jan. 1 to celebrate the Agudath Israel of America Siyum Hashas Celebration. The event celebrated the completion of the seven-and-a-half-year cycle of learning the Babylonian Talmud. The day was well attended with speeches by eminent and influential rabbis and included performances by several Jewish entertainers. Among the many partner organizations to have a presence in the event was the U.S. Census Bureau.

Since August of 2019, the Agudath Israel of America has been working closely with the Census Bureau in order to ensure the placement of Census messaging at the Siyum Hashas. In November 2019, Yeruchim Silber, director of New York Government relations at the Agudath Israel of America, commissioned a Census flyer urging the Jewish community to participate in the 2020 Census. The flyer was first distributed to 1,000 attendees of Agudath Israel's annual convention and received warm reception from attendees. In December 2019, the Agudath Israel became a recipient of the NYC's Complete Count Fund receiving \$150,000 to commit

towards Census activities. Shortly thereafter, the Agudah hired Ari Weisenfeld to exclusively manage the organization's Census activities and ensure the inclusion of the Census at the Siyum Hashas.

To guarantee that the Census was properly



represented at Siyum Hashas, Weisenfeld worked closely with the Census Bureau to guarantee that materials distributed were acceptable to sensibilities of the Agudath Israel and observant Jewry who are averse to media depictions of women

*continued on page 25*

and secular individuals. In addition to working with the Census Bureau, Weisenfeld also worked closely with Metlife Stadium and the New Jersey State Police to make certain that Census materials were distributed in a safe way that would not arouse the suspicions of the exclusively Jewish attendees who have been on edge following two domestic terror attacks against the community.

On the day of the Siyum, guests were greeted by Metlife Stadium hospitality staff who distributed gift bags to all attendees. Included in these gift bags were hand warmers, commemorative magazines and Census flyers from the Agudath Israel of America. Attendees who entered the stadium from 11 AM-1 PM were also greeted by a Census message on four large screen displays. The message was displayed in rotation with messages from other partners of the Agudath Israel. As attendees began to leave the siyum mid-afternoon, they received Census materials from guest services encouraging them to sign up for part-time enumerator positions. While revelers were celebrating the siyum at Metlife stadium, 20,000 of their coreligionists were watching a livestream of the event in Barclays Center, where Census representatives were on hand throughout the day to distribute materials. The distribution was coordinated by Gershly Moskowitz of the Agudath Israel, who escorted Census employees through security and ensured that they received the materials that were shipped to the Stadium earlier that month.

Of the Siyum, Weisenfeld said “110,000 observant Jews chose to come together today to celebrate this momentous occasion. 110,000 individuals represent 20% of Torah Jewry. The Agudath Israel of America hopes that 100% of Torah Jewry participates in the Census this year.” ■





Margaret A. Montfort (foreground), Syracuse Metro Bureau Chief for the New York State Department of Corrections and Community Supervision, welcomed Census partnership specialist Chris Iven (back row, right) to speak with recent parolees about the 2020 Census and available Census jobs during a parolee meeting Dec. 27. Those present for the meeting included (from left) parolees Eddie Lee Williams, Dean Stevens and Rubin Martinez. The weekly presentations to recent parolees began in early November and will continue through the end of March

## Recent Parolees Count in 2020 Census

Chris Iven • New York

Community Supervision, compared to the general population, recent parolees are more likely to be jobless, homeless, transient, and poor. They're less likely to speak English as a primary language, less likely to be high school graduates, and more likely to mistrust the government.

Taken together, these factors make recent parolees among the hardest to count in any community.

With help from the Census, her staff has learned about the 2020 count and how they can help parolees get the information and jobs they need. She also hosts weekly Census partnership presentations for the many parolees who are added to the bureau's caseload each week.

"This is an at-risk population," Montfort said. "They come out with such aspirations and goals that are difficult to achieve. They actually want to give back, and they get shut down with employment and so many other things."

That's why the message of the 2020

According to Margaret Montfort, Syracuse Metro Bureau Chief for the New York State Department of Corrections and

Census - that everyone counts, and that jobs are available - resonates with recent parolees, Montfort said.

"Just by making sure they get counted, they're doing something good for their community," Montfort said. "It's an opportunity to give back."

The Census also offers parolees an opportunity to get back on their feet financially. During presentations to parolees, interest piques when the discussion turns to the good pay Census enumerators can expect. Most weeks, parolees ask whether their criminal records will prohibit them from Census employment. They are relieved to learn that the Census Bureau is committed to offering every applicant who is fit to serve a fair opportunity to do so.

Montfort said she considers it her job to ensure her clients know about all the duties and opportunities of life after prison. She hopes that information on the Census and Census jobs might help them re-enter society on firmer ground.

"They miss out on a lot of opportunities, but it's also true that with this population, word spreads like wildfire," Montfort said. "If they can get this Census information, it might spread throughout the community and help everybody." ■

## The Kenyan American Pastors' Fellowship in Partnership with the U.S. Census Bureau

Adriane Queiroz • Massachusetts

In December, Kenya celebrated one of the most important holidays, the Jamhuri Day. It's the day Kenya officially became an autonomous republic in 1963. During December's celebrations, the U.S. Census Bureau was invited to speak on the importance of the 2020 Census. As faith-based organizations are starting to mobilize around the Census, these trusted leaders have an important mission to inform and educate their members towards a complete and accurate count.



Kenyan residents joined Kenyan American Pastor Najeem at a CCF Ministries (Formerly Community Christian Fellowship) Complete Count Committee meeting in the Lowell area, where they were provided with a 2020 Census presentation about the importance of having everyone counted. "This is the time we show them we matter, and we care, as the Census is safe to respond, and our data is protected" Najeem said.

Faith leaders are encouraging members to respond to the 2020 Census as they are setting examples themselves and ensuring it is safe, easy, and important. This helps people understand what it means to complete the Census and it reduces the stigma on immigrant populations. Promoting thousands of U.S. Census Bureau job opportunities is also a

great way to show support of your community and to participate in this civic endeavor.

Many of their members were interested in applying for jobs, as the Census Bureau brought a recruiter along to assist with the application process and answer any questions. These members are bilingual in Swahili and it is crucial that census takers in communities of color are both culturally and linguistically competent to effectively communicate with residents. ■

## U.S. Census Bureau Joins Grand Opening of EnVisions Center in Phillipsburg

Thomas Zins • New Jersey

The first HUD EnVisions Center in Region 2 (NY/NJ) held its grand opening on December 9 in Phillipsburg, NJ. Among the dignitaries were Lynne Patton (HUD Region II Administrator), Joseph DeFelice (HUD Region III Administrator), Gina Trish (Lieutenant Governor Sheila Oliver's Office), and Phillipsburg Mayor Stephen Ellis. Barbara Gruson of EnVisions was Master of Ceremonies and she reminded everyone in attendance about thousands of U.S. Census Bureau jobs available and that many great candidates were in the room. She then invited everyone to stop by the 2020 Census informational/recruitment booth so they may learn more about the jobs and how the Census is safe, easy, and important.

EnVisions, a new initiative of the Department of Housing and Urban Affairs, provides communities with a centralized hub for support in the pillars of economic empowerment – character and leadership, health and wellness, and educational achievement. The goal of EnVisions is to help HUD-assisted families access support services to help them achieve self-sufficiency. ■



## Delaware County Out to Prove it Counts

Rebecca Brodeur • New York

The Delaware County Planning Department and Delaware Opportunities, Inc. have come together to form a county-wide 2020 Census Complete Count Committee (CCC). Delaware County is among several rural New York counties with numerous pockets of projected low self-response areas. The county is in New York's Southern Tier Region, which is estimated to be in the top three regions having factors - high poverty levels and large senior communities - that contribute to a low self-response projection. The county is also home to several cultural groups who are anticipated to be reluctant to respond to the 2020 Census for a variety of reasons.

To address these issues, more than 20 organizations and government entities have joined the Delaware County CCC. To date, the CCC has held three meetings and is in the process of applying for state funding to support its CCC activities across the county. The CCC has adopted the "Complete Count Commission Road Map to Achieving A Complete 2020 Census Count in New York State."

Brainstorming sessions have identified methods for outreach to specific communities, outreach platforms, recruiting measures, technology needs, and media strategies. The sessions also produced a recommendation to establish a mini-grant program where organizations within the county can apply for funds to support targeted 2020 Census outreach activities. All of these efforts designed to help the county make the most of its share of over \$60 million committed by the State of New York for 2020 Census outreach.

The CCC's motto "Delaware County Counts" will be designed as a graphic

and placed on all outreach materials used across the county. The CCC also plans to form sub-committees with designated Census champions, who will head up activities for their respective communities. By involving organizations from across the county, the CCC hopes to achieve a complete and accurate 2020 Census count. ■

## Brooklyn Bank Owner Provides Holiday Meals and Shares Census Information

Carry Augustin • New York

During the holiday season, 2020 Census partner Brooklyn Bank hosted a community day food drive to support families in need of food and information. By reaching out to various local organizations, including faith-based organizations, housing community centers, Brooklyn NYPD and NYC schools, the Brooklyn bank attracted a sizable crowd.

Jude Bernard, owner of Brooklyn Bank, said "yesterday, for my birthday, I decided to do things a little differently. Instead of gathering my friends to celebrate me, we partnered-up and provided holiday season groceries and meals for over 300 families. It was beautiful. I had people from all walks of life gathered in one room for a common goal... helping the community."

Flyers with information about 2020 Census job opportunities were placed in each of the grocery bags being provided to each family. "We appreciate them thinking about our family," said community member Tyrone Collins. "Things aren't easy, and this feels like someone cares." ■





U.S. Census Bureau Senior Partnership Specialists Nicole McKenzie and Laura Medrano Carillo meet with Consul General Alberto Fierro Garza and Community Affairs Oscar Escobar at the Consulate General of Mexico in Boston to discuss the 2020 Census and Partnership Program.

## Consulate General of Mexico in Boston Partners with the 2020 Census

Nicole McKenzie • New Hampshire

The United States is home to the second-largest Mexican community in the world, second only to Mexico itself, comprising more than 24% of the entire Mexican-origin population of the world. As of July 2018, Mexican Americans made up 11.3% of the U.S. population, as 37 million U.S. residents identified as being of full or partial Mexican ancestry. As the U.S. Census Bureau embarks on the 2020 Census with the goal of counting everyone once, only once, and in the right place, it is important to partner with trusted voices to encourage community response.

The Consulate General of Mexico in Boston provides consular services within the New England states of Massachusetts, Connecticut, Vermont, New Hampshire, Rhode Island, and Maine. Consulates are primarily focused on helping individuals and businesses with specific immigration and diplomatic issues. The Mexican consulate provides information on visas and passports for Mexican citizens and provides information on tourism and culture. The Mexican consulate provides information daily and is a trusted voice for Mexican Americans. Partnering with the Census will help inform the Mexican American community about the importance, safety and ease of responding to the 2020 Census.

Consul General Alberto Fierro Garza and Community Affairs Oscar Escobar spent time recently with the Census partnership team from Massachusetts and New Hampshire to talk about how they are partnering to get the word out on the importance of the 2020 Census. In addition to taping a 2020 Census message video in Spanish, the consulate will use social media content provided in Spanish from the Bureau's site (<https://2020census.gov/es/partners/outreach-materials.html>). They will have a computer positioned in their lobby dedicated to 2020 Census response where visitors to the consulate will be able to fill out their questionnaire onsite. They will also display 2020 Census flyers and information, and will support a 2020 Census information table at their mobile consulate days in Maine, New Hampshire and Vermont. Los colaboradores desempeñan una función importante en el apoyo de un conteo completo y preciso en el 2020. ■



# AtlantiCare Holds Vigil for the Homeless in Atlantic City

David L. Shutter • New Jersey

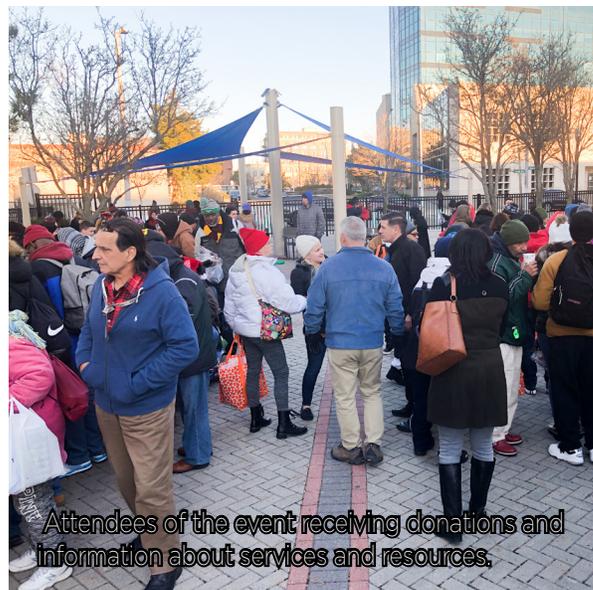


Partnership Specialist David L. Shutter with Partner and Atlantic City Complete Count Committee Member Vincent "Vinnie" Kirkland from AtlantiCare

Members of the Atlantic City community, representing a wide array of healthcare, assistance, faith and outreach organizations, braved bitter cold and wind to participate in a Vigil for the Homeless at the AtlantiCare Healthplex on December 20 in Atlantic City. Vincent "Vinnie" Kirkland, 2020 Census partner and a founding member of the Atlantic City Complete Count Committee, was the organizer and master of ceremonies for the event. His efforts brought together a large outpouring of effort from organizations which made donations and provided services for members of the homeless population who came together for the vigil.

The event began on a somber note when Kirkland asked for a moment of silence as he read off the names of nearly a dozen men and women from Atlantic City's homeless population who had lost their lives this past year due to their living conditions. A local artist performed a song in memorial and Mr. Kirkland spoke to the audience of homeless in attendance, highlighting the many resources and benefits available from AtlantiCare and from other participating organizations. With the opening ceremony complete, the attendees made their way through the Healthplex to the courtyard on the buildings opposite side where event sponsors had set up several tables where donations were available. Sandwiches and hot drinks were available, and attendees could receive blankets, clothing, personal sanitation kits and receive information about homeless services and resources.

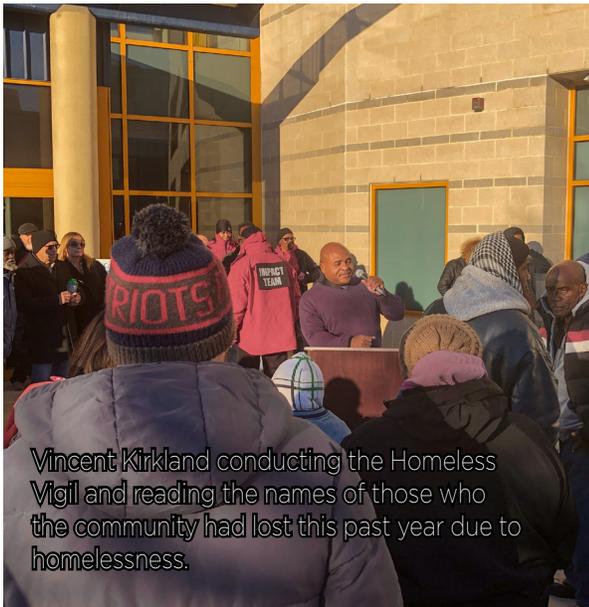
Partnership Specialist David L. Shutter attended the vigil and met with representatives from the organizations in attendance to discuss the importance of the upcoming 2020 Census and how a complete count can directly impact the issues facing the homeless population through increased representation and federal funding to local government, agencies and programs. Partners learned about the hiring initiatives underway by the U.S. Census



Attendees of the event receiving donations and information about services and resources.

Bureau and that it represented a valuable opportunity to those able and willing to work in their communities.

Atlantic City historically has a distinct Low Response Rate and is a key focus area for Census operations in the southern New Jersey Region. The importance of maximizing partnership outreach through local government, organizations, schools and faith leaders in the community will be vital to increasing the city's response rate this year. Additionally, Atlantic City suffers from a high percentage of homelessness along with a high percentage of those living at or below the national poverty level. Partnership specialists are currently working with partners in the community who represent the homeless population to help support the Group Quarters (GQ) and Targeted Non-Sheltered Outdoor Living (TNSOL) enumeration. Census personnel working in Atlantic City are committed to helping residents help themselves by increasing their Census self-response rates and helping to address the many challenges the community faces. ■



Vincent Kirkland conducting the Homeless Vigil and reading the names of those who the community had lost this past year due to homelessness.

## Asian American Commission Members are Active Census Recruiters in the Commonwealth

Marcia Marques • Massachusetts

Looking for a temporary part-time job with flexible hours and great pay? Census Job Fairs are happening at partner locations nationwide, where candidates can learn about job opportunities and apply on the spot with the help of recruiting assistants. And that includes many in the Commonwealth of Massachusetts.

On Dec. 12, The Commonwealth of Massachusetts Asian American Commission held a fair at the Malden Senior Center, in partnership with the Greater Malden Asian American Community Coalition, Malden Community Organizing for Racial Equity, Asian Community Development Corporation, and the City of Malden.

The Asian American Commission (AAC) was formed in recognition of the General Court's findings that Asian Americans constitute the fastest growing minority population in the Commonwealth and the United States. The findings also show that many members of the Asian American community have overcome great hardship and make outstanding contributions to the educational, economic, technological, and cultural well-being of the Commonwealth. However, they still face many challenges in their efforts for full social, economic, and political integration within the Commonwealth. The AAC's goal is to recognize and highlight the vital contributions of Asian Americans to the social, cultural, economic, and political life of the Commonwealth, while also identifying and addressing the needs and challenges facing residents of Asian ancestry. They are a key partner to ensure that the Asian Americans participate in the 2020 Census. ■



U.S. Census Partnership Specialist Andrew Westrem (left) and Executive Director of the Lewis Latimer House Museum Ran Yan, pass out information about 2020 Census jobs

## Lighting the Twenties in Flushing

Andrew Westrem • New York

History lovers, Flushing locals, and children of all ages gathered around a Christmas tree in the front yard of the Lewis Latimer House Museum as the sun set on a cold December evening. It was the annual Christmas Tree Lighting event at the historical house of the innovative engineer, Lewis Latimer, who collaborated with the scientific titans, Alexander Graham Bell and Thomas Edison, and invented the carbon filament.

With a 10 second countdown, the tree was illuminated, and the Christmas spirit was ushered into people's hearts. Staff members of the museum provided hot chocolate for visitors to sip while they walked around the house to examine the items Latimer used for experiments and in his daily life. In the Tinker Lab, where Latimer conducted experiments, children gathered with their parents to make papercrafts and engaged in other fun activities. Visitors also encountered visitor booths from local organizations, including the U.S. Census Bureau.

The 2020 Census operations are unfolding in less than two months and the Census Bureau will soon shift away from recruiting efforts and move into the call-to-

action and self-response phase. With a new decade ahead, the Census Bureau Partnership Specialist emphasized the significance and implications of the 2020 Census as defining political representation and federal funding for the next ten years. Hearing such a statement, a young lady visiting the Latimer House was eager to actively participate in the largest peace-time operation in the country.

She reached into her bag, pulled out her resume, and transitioned from a jolly holiday vacationer to a determined job seeker. She is graduating from high school in June and is looking for a side job that will help her earn money to pay for college. With curiosity and determination, she tore through the online application in fifteen minutes and displayed exuberance about possibly working for the Census this spring. After applying, she walked out of the room, which was decorated with late nineteenth century lightbulbs that extended to the illuminated Christmas tree of the 21st century. The trajectory of electricity has no doubt transformed into something Latimer himself would have never imagined.

So, how will we shape our future? ■

# Partnerships Can Lead to Wonderful... Partnerships!

Catherine Goode • New York

Partnerships Can Lead to Wonderful... Partnerships!  
Catherine Goode • New York  
Jamaica Market, located in the busy downtown area of Jamaica, Queens, was the perfect location for the gospel concert series “Lift Him Up: A Family Jubilee.” The series was a showcase of diverse programs on Saturdays during the months of November and December.

This series, which included a live DJ, special guests, dance performances, and health advice, was organized by 2020 Census partner Go Party On Demand. “Lift Him Up” was promoted on the Gospel Celebration program on WGBB 1240AM and 95.9 FM, as well as through flyer distribution that also included the 2020 Census logo.

Through this event, Go Party On Demand provided the Census partnership team with an opportunity to speak to representatives from a variety of organizations including Dress for Success,

Transitions & College Access Center, and the Coalition of Black Trade Unionists.

Organizations that empower others, like Dress for Success, learned that not only is completing the census safe, easy and important, but the same can also be said about applying for Census jobs. Parents in the audience learned that their response to the census determines how much federal funding goes to teacher training, after-school programs, and classroom technology. Business owners in attendance learned that they have access to census data that can be used to help them capitalize on best business practices. Faith-based leaders, including those from Mount Moriah AME Church, New View Baptist Church, and Humble Creations also learned why their congregation’s members and employees needed to be counted.

An accurate count will secure the proper funding for

essential community services like hospitals and fire departments for the next ten years. Representatives from each establishment took home informational paperwork on the 2020 Census and received flyers promoting Census jobs. Ministers were encouraged to post this information in their houses of worship and to distribute it among their congregations.

The Census partnership with Go Party On Demand has also facilitated connections with other organizations, such as the Coalition of Black Trade Unionists. The relationship that has developed with Go Party On Demand is a prime example of how wonderful things can happen through true partnerships. ■



# East Syracuse School District to Create Census Commercial

Jerry Lord • New York



When it comes to film production, the East Syracuse-Minoa school district wants to show it has more to offer than historic ties to Tom Cruise or Richard Gere. While these two Hollywood film actors attended ESM schools

at different points in their youth, it is today's students at ESM high school who may prove their school district's biggest film stars by Census Day. That's because plans are in development for students to produce a Public Service Announcement commercial for the community that will highlight the importance of the 2020 Census.

Plans for a PSA spot emerged recently during a meeting between Partnership Specialist Jerry Lord, district school Superintendent Dr. Donna DeSatio, and members of her senior cabinet. ESM currently has facilities for students to produce a morning talk show, which is archived and shared on YouTube, along with other district-related videos and archived stories. "We absolutely know how important the Census is," said Dr. DeSatio, adding that the school district would like to showcase student talents and school production as part of a broader outreach effort in 2020, which will also include participation in March's Statistics in Schools Week.

The ESM school district serves students living in moderately hard-to-count

census tracts that are within Onondaga County, but outside of the City of Syracuse. Its unique composition of students is drawn from areas that range from urban to semi-rural. Therefore, an effective PSA will be able to show a cross-section of the local community as it exists throughout the greater Syracuse-Onondaga County area. ■

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## Multi-Partner Events Bring Recruiting Success to Onondaga County

Matthew Vincent • New York

Onondaga County Public Library, Onondaga County, and Onondaga Community College collaborated in December to host a three-site major recruiting event in and around Syracuse. This special Census recruiting event was held at locations providing high-traffic and engagement with hard to count populations. One of those locations, the White Branch Library, was ideal because it is considered a community hub for the Northside and Syracuse's refugee community. In addition to holding various events (including arts and performances) the library is considered home to numerous refugee education and settlement programs.

The Census Bureau partnership and recruitment team helped attendees through the application process. Many of those applicants came from the Syracuse Myanmar community, bringing special language skills in Burmese and Karen languages. One advantage to the Census-only recruiting event was that applicants were aware the event was only for flexible part-time jobs. ■



# GET INVOLVED AND JOIN OUR PARTNERSHIP PROGRAM



PHONE: (212) 882-2130

EMAIL: [new.york.rcc.Partnership@2020census.gov](mailto:new.york.rcc.Partnership@2020census.gov)

WEBSITE: <https://www.census.gov/partners/2020.html>

