

# Subcommittees

The following are *examples* of a typical subcommittee structure. (How your community does this is entirely up to you!) Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

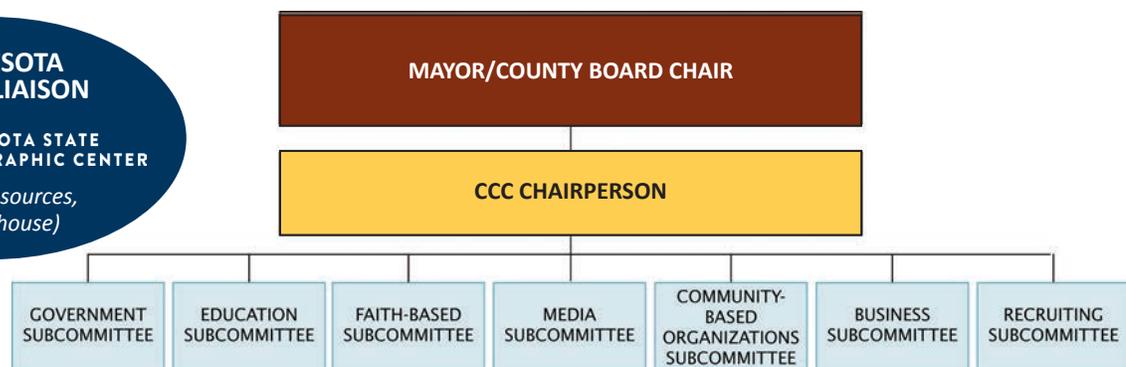
- **Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space for Questionnaire Assistance Centers, and identifying other resources for CCC activities.
- **Education / Youth subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.
- **Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.
- **Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.
- **Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.
- **Business subcommittee**—Creates and coordinates activities that involve businesses in census aware-

ness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

- **Recruiting subcommittee**—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.
- **Multi-unit housing** subcommittees working with building owners, managers and tenants, including college dormitories
- Various **cultural** subcommittees can be formed to engage specific immigrant communities, Native Americans and New Americans
- A subcommittee to explore **special circumstances in housing** – such as homeless persons, provisional and ad hoc housing situations
- **Services to parents & children**, such as Head Start, day care centers, and preschools
- **Or any others** to meet local needs.
- **“Hard to count” subcommittee** zeros in on areas of your community that experienced low-census form return rates, and develops a strategy to increase participation. *See page 18 for the Census’s “hard-to-find” online tool.*

Depending on local circumstances, you may want to combine, (or split) subcommittees. **The point is to get the best people working in areas they know.**

**Below** is a sample Complete Count Committee organizational chart, a guide to assist in forming a CCC and implementing the CCC plan. Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.



# Subcommittees define their own action steps

Once subcommittees are in place, it's their job to break down the steps needed to reach their slice of the population pie. It's a matter of setting goals, and thinking through the steps that need to be taken to accomplish them.

## Subcommittee Action Plan Steps

- Objective
- What is needed to meet objective
  - Who can help
  - What resources are required
  - Barriers?
- Form tactics
- Execute steps

### *Example - Multi-Unit Housing Subcommittee*

Many communities in Minnesota have several types of housing - condos, senior-citizen buildings, Section 8 housing for low income-persons, market-rate apartment buildings and, in communities with higher education facilities, student dormitories.

The strategies used will likely vary by type of building, because they operate differently. Condos, dormitories, senior-citizen housing, and Section 8 buildings often have resident councils and regular meetings. Getting on the agenda for one or more of these meetings will help get the word out and make contacts with potential volunteers.

Market-rate apartments generally don't have residents councils, and the subcommittee will need to rely more on personal acquaintances, apartment

managers and building owners to gain access.

The types of contacts they make may also need to vary. Where there is easy access to residents, either because buildings are unlocked or building managers allow easy access, canvassing can be a simple matter.

Where it is not, mailings may be needed to fill in the gaps. (Mail costs money, though, so the effort made to get direct access pays off.)

So, let's take a look at what their subcommittee plan might look like.

- **Objective**
  - Reach out to every resident about the census.
  - Follow-up as needed.
- **What is needed to meet objective**
  - Compile a list of all the group residential buildings in town.
  - Get contacts for as many buildings as possible.
  - Barriers?
    - Uncooperative building managers
    - Reluctance to comply with Census
- **Form Tactics**
  - Meetings
  - Canvassing
  - Letters
- **Execute Plan**
  - Set calendar dates/times for all events in concert with the local CCC
  - Train volunteers, provide them with resources
  - Deploy volunteers according to schedule.

