Census Solutions Workshop

TENNESSEE STATE DATA CENTER

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AGENDA

- 3:30pm – Pre-workshop survey, introductions, goals (15 minutes)
  - Quick survey
  - Introduction to activity
  - Census 101
  - It's not 2020 anymore
- 3:50pm – Ideation (5 minutes each station) (25 total)
  - Solo-Create Persona
  - Solo-Brainstorm
  - Vote
  - Develop the ideas
  - Sketch
- 4:10pm – Share out ideas (10 minutes)
  - Pitch and Discuss
- 4:20pm – Make commitments and complete feedback form (10 minutes)
  - Commit and wrap
  - Next steps

INTRODUCTIONS AND GOALS

Census 101

It's not 2020 anymore

CENSUS 101 — WHY 2020 MATTERS

Once a decade, this nation comes together to participate in the decennial census, creating national awareness of the census and statistics. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community's vital programs.

You can find a printable version of "Census 101" fast facts to share with your community in Part 5: Resources of the Census Solutions Workshop Toolkit.
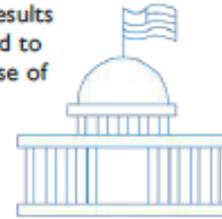
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It's in the Constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

Your data is confidential.

The law requires the Census Bureau to keep your information confidential and only use it for statistical research.

We will never share your information with immigration enforcement agencies like ICE, law enforcement agencies like the FBI or police, or allow it to be used to determine your eligibility for government benefits.

It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

It's about federal funding.

The distribution of more than $675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

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It's Not 2020 Anymore

2010	2020
Blockbuster	Netflix

PRE-WORKSHOP SURVEY

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NAME

EMAIL ADDRESS

WHAT ARE YOUR BIGGEST CONCERNS ABOUT THE 2020 CENSUS?

WHICH OF THE FOLLOWING HARD-TO-COUNT POPULATIONS ARE YOU MOST INTERESTED IN SERVING?

☐ Those who have trouble understanding the census (e.g. non-native English speakers, low literacy)

☐ People experiencing homelessness

☐ Children

☐ Those who don't understand how the census benefits them

☐ Immigrant communities

☐ Those who think the census takes too much time

☐ Those who don't trust the government

☐ Those who are concerned about the privacy and security of their personal data

☐ Other:

WHAT IS YOUR EXPERIENCE WORKING WITH THIS HARD-TO-COUNT POPULATION?
WHAT DO YOU SEE AS THE BIGGEST HURDLE TO GETTING THEM COUNTED?

IDEATION

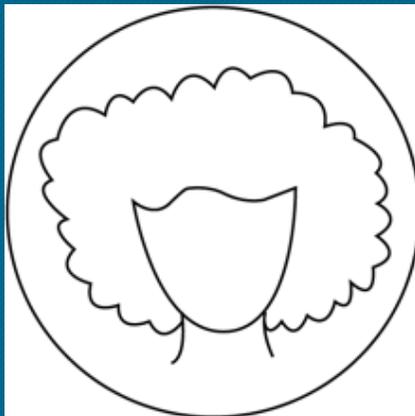Tennessee State Data Center

# Choose a User Scenario (5 minutes)

"I have trouble completing census forms."
Your audience may not be native English speakers and find Census forms con- fusing.
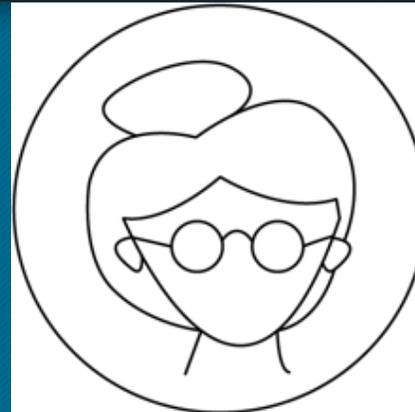
"I don't have time to fill out the census forms."
Your audience is very busy and assumes the Census will be time-consuming and cumbersome.

"I don't trust the government with my information."
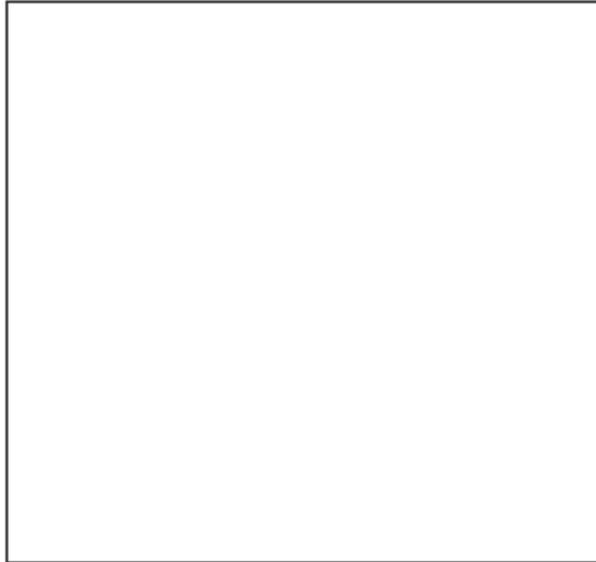Your audience is concerned about data privacy or having their information used by other federal agencies.
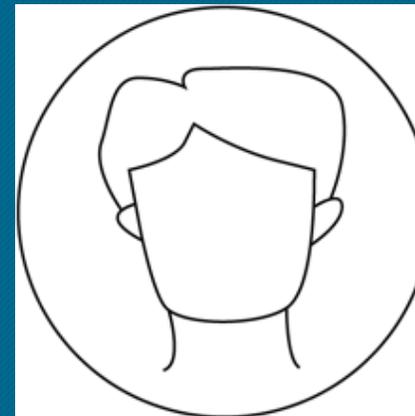
"I don't think the census has any impact on my life."
Your audience isn't sure what Census does, how its data affects them, and why their participation matters.

SAMPLE USERSCENARIO

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NAME:

Draw a picture of your imagined user here.

AGE	40
TECHNOLOGY ACCESS	Cell phone
MARITAL STATUS	Divorced
HOUSEHOLD	3 children
RENT / OWN	Public housing
EDUCATION	High school
LANGUAGE	Spanish

ATTITUDE TOWARDS CENSUS

- Has heard of census, but doesn't think it's important
- Sees census as time intensive and complicated to fill out
- Mistakenly believes census informs tax and immigration status
- Does not intend to respond to census

POSSIBLE MOTIVATION TO PARTICIPATE

Understanding that census can be used to build a better future for his/her kids' lives

SAMPLE USERSCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	82
TECHNOLOGY ACCESS	Limited—has a flip phone & no computer at home
MARITAL STATUS	Married
HOUSEHOLD	Spouse & adult daughter
RENT / OWN	Rents
EDUCATION	High school
LANGUAGE	Korean

ATTITUDE TOWARDS CENSUS
- Lacks full understanding of what census does
- Skeptical of government polling for information
- Doesn't see how census is going to benefit him/her

POSSIBLE MOTIVATION TO PARTICIPATE

Reinforcing that by participating in census, his/her community will receive the amount of resources they deserve andneed

SAMPLE USERSCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	24
TECHNOLOGY ACCESS	Limited
MARITAL STATUS	Single
HOUSEHOLD	Experiencing homelessness
RENT / OWN	Transitional housing
EDUCATION	Completed 9th grade
LANGUAGE	English

ATTITUDE TOWARDS CENSUS

- As a Transgender person who's experienced homelessness, has had to learn how to stay low profile
- As someone working to get very basic needs met, the idea of filling out additional paperwork is not a priority

POSSIBLE MOTIVATION TO PARTICIPATE

Recognizing that he/she has a voice and a right to be counted

SOLO IDEATION: BRAINSTORM (5 minutes)

- Generate as many ideas as possible, in silence, for new ways to reach the persona you created.
  - Where does this person spend time?
  - Who do they trust?
  - What would make them participate?
  - What do they care about?
  - How might you reach them?

- One idea per sticky note.

SOLO IDEATION: SHARE (5 minutes)

- Share –ideas out loud
- Cluster –ideas around themes
- Build – on each others' ideas. Yes and…
- Choose – an idea with the most excitement or potential (dot voting)

DEVELOP YOUR IDEA (5 minutes)

Decide on a Direction:

- Who is our idea designed for?
- What is a tool, campaign, program, or other activity that we can create?
- How are people going to find out about it?
- How does it make people feel?
- Who can we partner with?
- What are the existing resources around this table to pull this off?
- What are references for this kind of idea?
- What is the call to action?

SKETCH (5 minutes)

- Sketch – include as much context as possible
- Annotate - Describe what general feeling or experience the team wants the user to have
- Refine - create storyboard to share with group

SHARE OUT

PITCH AND DISCUSS (10 minutes)

- Pitch (2-3 minutes per group)
  - Describe the user
  - Identify barrier to census completion
  - Walk through storyboard
  - Identify what would need to happen for this to be implemented: what materials/capabilities are needed?
  - Ask for feedback
- Discuss
  - Questions for any of the groups?

COMMIT & WRAP

COMMIT & WRAP (10 minutes)

- Fill out commitment sheet and return to Boyd Center staff
- Also please fill out your Conference Survey if you have not already

Thank you!

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SAMPLE USERSCENARIO

NAME:

[Draw a picture of your imagined user here.]

Draw a picture of your imagined user here.

AGE	27
TECHNOLOGY ACCESS	Laptop & smartphone
MARITAL STATUS	Single
HOUSEHOLD	Lives with roommates
RENT / OWN	Sublets a room
EDUCATION	College
LANGUAGE	English

ATTITUDE TOWARDS CENSUS

- Has moved multiple times in the last few years; as a musician mostly earning in cash, tries to avoid official government mail
- Sees the census as a headache like doing taxes
- Doesn't think the government cares about his/her community; thinks they already have enough information

POSSIBLE MOTIVATION TO PARTICIPATE

Relatively politically engaged—and could be motivated by seeing census as activism

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