



*Partnering to Start the Celebration: Academic Librarians
Partner with Local Groups to Promote Census 2020
Participation*

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AGENDA



- **Background**
- **Stakeholders**
- **Partnerships**
- **Training(s)**
- **U.S. Census 2020**



Planning the celebration!

- Inclusive...
- Place...
- Theme...

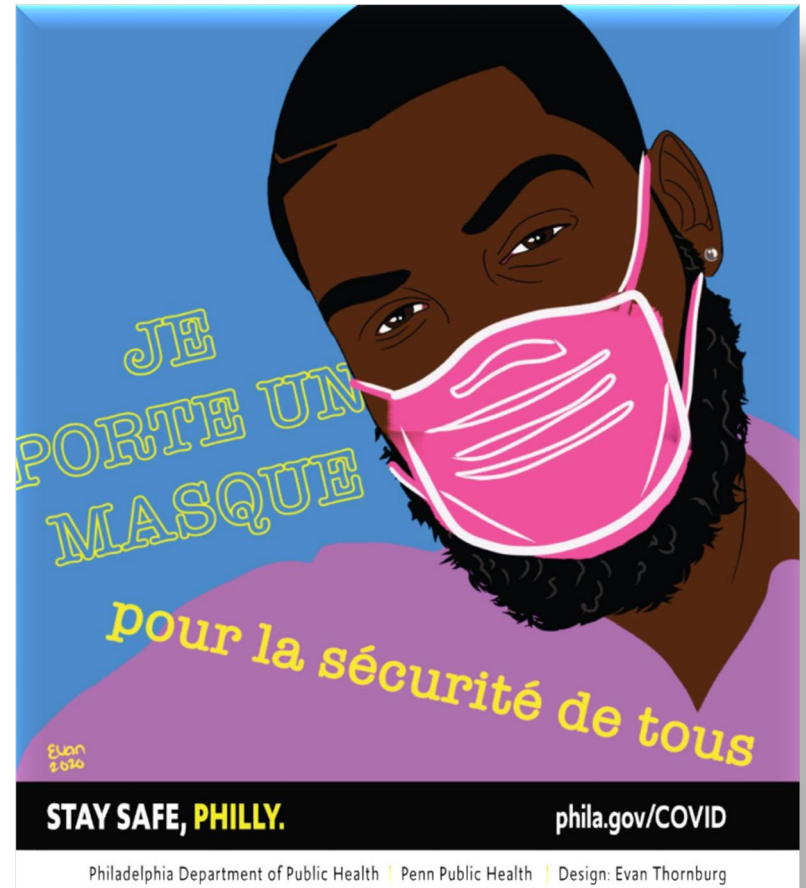


Who's In?



Hey there, partner!

- Mayor's Commission created Philly Counts
- PHENND & Librarian for Community Engagement
- Other community partners



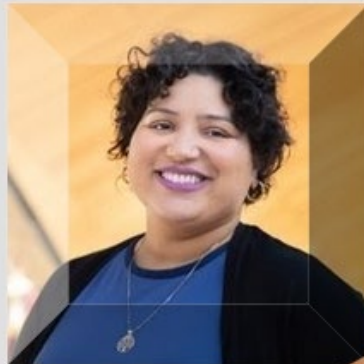


Census 2020: From face to face through online training

LET'S GET THE PARTY STARTED..



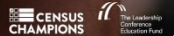
Training(s)



**I AM A
CENSUS
CHAMPION**

I've joined hundreds of state, local, appointed, or elected officials across the country to make sure our community counts in the 2020 Census.

#IAmACensusChampion
www.censuscounts.org



Yup.



What does a ~~Librarian~~ do?



Community Response Captain

Connect people with Information

- Chat on the phone
- Provide updates
- Give strategies for getting credible information!



From Champion! To *Community Captain*

- Train the trainer
- Sharing
 - COVID-19 resources
 - Masks
 - Hand washing
 - Social distancing
- Community outreach
 - More dynamic than getting people in the Library



Stay safe & Become a Captain/ Embajador

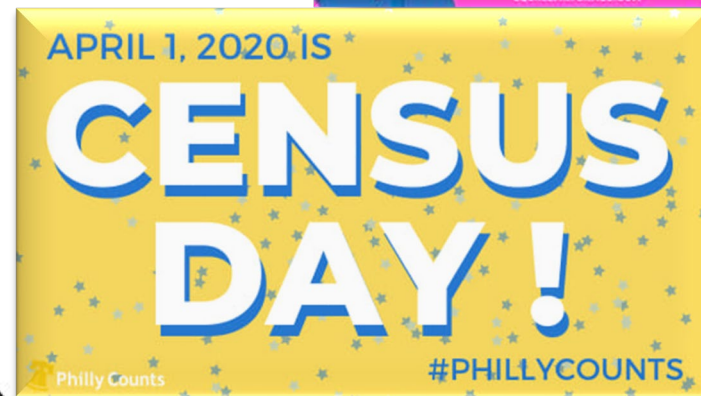


Captain, my Captain

Physical



Virtual



Join the Campaign...online





Census 2020 in Quarantine: Party together, Alone

LET'S GET THIS PARTY STARTED QUICKLY



U.S. Census 2020

- Connecting online
 - Zoom
 - Emails
 - Toolkit
 - Newsletters
 - Social media
- Other community chats
 - Cell phone
 - Texts



Challenges with the pandemic...

- Representation
- Census less funded
- Less time for enumeration: from 75 days of door to door counts to 45 days



You should join in too!

- AfAm participation - 14%
- Latin(x) - 20%
- Native American - 25%

Let there be no undercount!



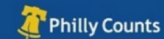


Let's get Loud!

WE'RE ON A
MISSION TO
GET **EVERYONE**
IN OUR CITY
COUNTED,
AND WE'RE
STARTING
WITH **YOU**.



NUESTRA MISIÓN
ES CONTAR A
TODAS LAS
PERSONAS EN
NUESTRA
CIUDAD. VAMOS
A COMENZAR
CONTIGO.





Thanks, Questions or Comments welcomed...

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REFERENCES

- Thornburg, E. (2020). Stay safe, Philly: Wear a Mask Campaign. Philadelphia Department of Public Health. [Phila.gov/COVID](https://www.phila.gov/covid)
- Warner, D. & Doman, C. (2019). Philly Counts 2020: How the KeySpot Network can support a complete and accurate count for Philadelphia in the 2020 Census. <https://storymaps.arcgis.com/stories/2144235f7b7841b5943b7f793c784b32>





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