



# Governor's 2010 Census Outreach

The Success of the Census, **IT'S IN OUR HANDS MARYLAND!**

Maryland State Government Complete Count Committee (MSGCCC)

## Follow-Up for Next Meeting

1. Mark your calendar. Our next meeting is scheduled for Wednesday, April 22, 2009 same location, Banneker-Douglass Museum, Annapolis, 9:30 -11:30 a.m.
2. Review the following:
  - Handouts received at the March 25<sup>th</sup> meeting
  - Maryland 2010 Census Outreach website <http://www.mdp.state.md.us/msdc/Census2010.htm>
  - Interactive 2010 Census Outreach Map Site <http://sustain.mdp.state.md.us/census/censusinfo.aspx>

Direct follow up questions to the Maryland Department of Planning:

- Linda Janey, Assistant Secretary – Governor's 2010 Outreach Plan and Initiative – [ljaney@mdp.state.md.us](mailto:ljaney@mdp.state.md.us)
  - Mike Lettre, Director of Planning Data Services – Maryland Census 2010 Outreach Map Site - [mlettre@mdp.state.md.us](mailto:mlettre@mdp.state.md.us)
  - Marco Merrick and Jane Traynham – State Employee Awareness and Constituent Outreach Program – SECAP – [mmerrick@mdp.state.md.us](mailto:mmerrick@mdp.state.md.us) and [jtraynham@mdp.state.md.us](mailto:jtraynham@mdp.state.md.us)
  - John Coleman – Maryland Census Guide Program - [jcoleman@mdp.state.md.us](mailto:jcoleman@mdp.state.md.us)
3. Brief your immediate supervisor and Cabinet Secretary/Agency Director (See the attached sample document that can be the basis for a written communication).
  4. Confirm your Agency's commitment to the Governor's 2010 Census Outreach initiative by returning an approved "Census 2010 Can Do" check off list by April 14, 2009. This form will serve as the basis for your Agency's Census 2010 SECAP Action Plan. (See SECAP handout)
    - The "Census 2010 Can Do" check off list is posted on the MDP Census website go to <http://www.mdp.state.md.us/msdc/Census2010.htm>; go to [Maryland State Government Complete Count Committee \(MSGCC\)](#) where the documents from today's meeting are posted.
    - Return the completed "Census 2010 Can Do" form to Jane Traynham – [jtraynham@mdp.state.md.us](mailto:jtraynham@mdp.state.md.us), by editing the online document or by faxing to 410-333-5381.
  5. Brief your Agency and assess your Agency's level of participation in the Census Guide Program. Identify the individual to serve as your Census Guide Program Coordinator (CGPC). (see Census Guide Program handout)
    - Send the contact information to MDP by April 14, 2009. John Coleman – Maryland Census Guide Program [jcoleman@mdp.state.md.us](mailto:jcoleman@mdp.state.md.us)
    - In preparation for the April 22<sup>nd</sup> meeting prepare a list of the office site locations where you would anticipate implementing the Census Guide Program.



## State Agency Census Coordinator Agency Briefing on Expectations Based on March 25<sup>th</sup> MSGCCC Meeting

Sample Memo/E-Mail to be Sent to Supervisor and Agency Head:

As our Department's (Agency's) designated Coordinator for the Governor's 2010 Census Outreach initiative, I attended, on March 25, 2009, the first meeting of the **Maryland State Government Complete Count Committee (MSGCCC)**. The over 40 State agencies present received a 2010 Census overview and briefing and were asked to commit to outreach programs in support of the Governor's goal to achieve a complete count of all Marylanders in the 2010 Census.

First, we have been asked to confirm our commitment by completing and returning by April 14<sup>th</sup> the attached list of ways our organization can support Census 2010. Our commitment forms the basis for our agency's action plan for the 2010 Census **State Employee and Constituent Awareness Program (SECAP)**. Under SECAP we are being asked to marshal our organization's resources to achieve the following objectives:

1. Assure that each State employee completes and returns his or her 2010 Census questionnaire in a timely manner.
2. Communicate to our constituents, clients and service providers the benefits received by Maryland and its people as a result of a complete Census count.
3. Encourage State employees to speak accurately and positively about the 2010 Census to co-workers and constituents as well as family, friends and neighbors.

**where appropriate add:** Given the size of our organization the creation of a SECAP work group that includes representatives from (list various offices, modal units, etc) is recommended.

Secondly, we have been asked to participate in the **Census Guide Program**, which is designed to utilize the State employees in our organization that have direct public contact. As an organization that has **select one:** (only a few employees, some employees, a large number of employees) that provide direct service to the public, the extent of our participation in the Census Guides Program will be **where appropriate add:** (minimal, moderate, substantial). Employees identified and trained to serves as Census Guides from late March thru April of 2010 will:

1. Ask Agency clients whether they have received, completed and returned their Census Questionnaire
2. Answer a few basic questions that Agency clients may have about the Census, and
3. Refer clients to Census Bureau questionnaire assistance centers or toll-free telephone numbers for help with their census form.

**where appropriate add:** Since our organization has many employees that provide direct public service **where appropriate add:** and, in particular, employees that serve persons who are traditionally hard to count, it will be important to devote adequate resources to this program. The Census Guide Program guidelines suggest that we name an Agency Census Guide Program Coordinator and establish an agency work group to assist with this program. We have been asked to do this by April 14<sup>th</sup>.

On April 22<sup>nd</sup> the **Maryland State Government Complete Count Committee (MSGCCC)** will have its second meeting. At this meeting we will be asked to report on our organization's commitments and actions in support of the Governor's 2010 Census Outreach initiative and take the next steps to better formulate our action plans in support of the SECAP and Census Guide programs.



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Resources: Census 2010 Web Sites and Links



<http://2010.census.gov/2010census/>

U.S. Census Bureau's main website for the 2010 Census

<http://2010.census.gov/2010censusjobs/> - 2010 Census Jobs

<http://www.census.gov/dmd/www/teachers.html> - Census in Schools

<http://www.census.gov/rophi/www/> - Philadelphia Regional Office



<http://www.mdp.state.md.us/msdc/Census2010.htm> -

Maryland 2010 Census Outreach website, Maryland Department of Planning

<http://sustain.mdp.state.md.us/census/censusinfo.aspx> - Interactive 2010 Census Outreach Map Site

<http://www.goci.maryland.gov/> - Governor's Office of Community Initiatives

<http://www.sos.state.md.us/> - Secretary of State



<http://www.advancingequality.org/census>

Information on the 2010 Census, with a particular focus on Asian Americans



<http://www.naleo.org/>

[http://www.nationalimageinc.org/latino\\_census\\_network.htm](http://www.nationalimageinc.org/latino_census_network.htm)

Information on the 2010 Census, with a particular focus on Latinos



<http://www.thecensusproject.org/>

Information on the 2010 Census and key policy issues and operational developments



<http://www.brookings.edu/metro.aspx>

Information on the importance of the census and the use of census data to support program and policy decisions