Train the Trainer
Census Solutions Workshop

May 14, 2019
Maryland CCC
Objectives of a Census Solutions Workshop

**Build connections** and seed collaborations between organizations and individuals committed to a successful 2020 Census

**Develop actionable concepts** that can lead to a stronger awareness & outreach campaigns to reach the communities you serve

**Build momentum** towards making ideas come to life by generating contributions and developing them through 2020

**Showcase a model** that other cities and towns can use to generate collaborative relationships with stakeholders and ideas to reach their own hard to count populations
Goal of a Census Solutions Workshop

Develop creative and collaborative solutions to reach groups and communities that are hard to count in the 2020 Census.
Design Thinking 101

Source: Nielsen Norman Group
Guiding Principles

Avoid groupthink
The magic of time constraint
Creativity and Feasability
Diversity of Thought
Focus on the challenge statement
Developing a Challenge Statement
Or “How Might We Statements”?
Defining the Challenge

How might we create awareness campaigns to increase families’ understanding of the ways the census benefits them and their communities?

How might we ensure households with language or literacy barriers can complete the census in an accurate and timely manner?

How might churches and other faith-based communities serve as a resource to disseminate information on the availability of census jobs and encourage participation in the 2020 Census?

How might we work with advocates, nonprofit organizations, the community, and elected officials to achieve an accurate count of young African American men (between the ages of 18-34 that are often undercounted)?
Review Challenge Statement

Within your groups, read the challenge statement at your table.
How might we create awareness campaigns to increase families’ understanding of the ways the census benefits them and their communities?

How might we ensure households with language or literacy barriers can complete the census in an accurate and timely manner?

How might we work with advocates, nonprofit organizations, the community, and elected officials to achieve an accurate count of young African American men (between the ages of 18-34 that are often undercounted)?

How might churches and other faith-based communities serve as a resource to disseminate information on the availability of census jobs and encourage participation in the 2020 Census?
Solo Ideation

Write as many concrete ideas or concepts as possible that addresses the challenge statement selected.

One (1) statement per sticky note
+ use Markers (not pens)!
Post Up!

One person at a time, read your own sticky notes out to the group as you post them on the wall.

Take your markers with you!
Now, lets Cluster!

Group ideas (cluster) together based on common topics, themes or affinity.
Clustering could look like...

Group ideas (cluster) together based on common topics, themes or affinity.
Dot Voting + Selection

3 votes (dots) per person, then select the idea with the most votes or group of ideas (no more than 2-3 stickys).

You will work with this concept moving forward.
Fleshing Out Your Idea...
DEVELOP YOUR IDEA

WRITE THE NAMES OF YOUR GROUP MEMBERS

DESCRIBE THE PERSON YOU WANT TO REACH—YOUR "USER SCENARIO."

DESCRIBE YOUR IDEA

LIST SOME OF THE CHALLENGES IN MAKING THIS IDEA REAL

EXPLAIN HOW IT WOULD WORK
Who is involved in making it?
What do they need?
What happens first?
Where does your user find out about it?
What do they do next?

PLAN OUT HOW YOU WILL PRESENT YOUR IDEA TO THE GROUP. YOU CAN DO THIS BY DRAWING A CARTOON, ACTING IT OUT, ETC.
Who is our idea designed for? One of the scenarios, or someone else? (i.e. policymakers, etc.)

What is a tool, campaign, program, initiative or other concept that we can create?

Guiding questions:

- 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?
- What are some ways you can promote or socialize this concept or idea?
A storyboard could look like...
The Pitch: Teams Share Outs

Select one person in the group to present your idea/concept

+ One person to hold up the flip chart
Contribution Sheets

Fill out contribution sheets (one per person) and leave them facedown in the middle of the table.
### CONTRIBUTION

<table>
<thead>
<tr>
<th>NAME</th>
<th>WHO ARE THE OTHER ORGANIZATIONS WE SHOULD CONTACT ABOUT PARTICIPATING IN A FUTURE CENSUS SOLUTIONS WORKSHOP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-MAIL ADDRESS</td>
<td>HOW DO YOU WANT TO BE INVOLVED WITH THIS WORKING GROUP MOVING FORWARD?</td>
</tr>
<tr>
<td>ORGANIZATION</td>
<td>- I want to host or support a follow-up event.</td>
</tr>
<tr>
<td>WHAT IS THE MOST IMPORTANT INFORMATION YOU HEARD TODAY?</td>
<td>- I want to provide resources, tools, or funding to help organizations prepare for the count.</td>
</tr>
<tr>
<td>WHAT ARE THREE ACTIVITIES YOU CAN DO WITHIN YOUR ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR THE 2020 CENSUS?</td>
<td>- I want support and thought partnership for preparing for the census in my organization.</td>
</tr>
<tr>
<td>1.</td>
<td>- Not sure yet.</td>
</tr>
<tr>
<td>2.</td>
<td>- Other:</td>
</tr>
<tr>
<td>3.</td>
<td>DO YOU WANT TO BE INVOLVED IN ONGOING COMMUNICATION WITHIN THE GROUP?</td>
</tr>
<tr>
<td></td>
<td>- Yes, please keep me in the loop and share my contact information with other attendees.</td>
</tr>
<tr>
<td></td>
<td>- No, thanks.</td>
</tr>
</tbody>
</table>
THANK YOU
census.partners@census.gov

census.gov/partners