

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

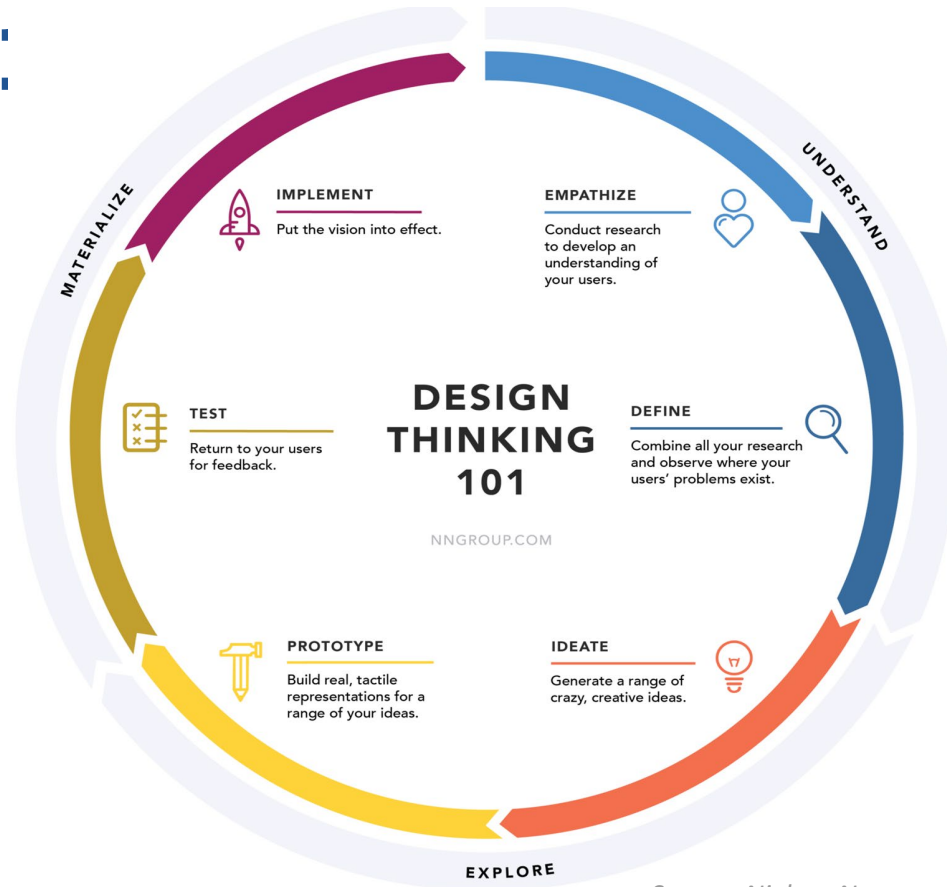
Build momentum towards making ideas come to life by generating contributions and developing them through 2020

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

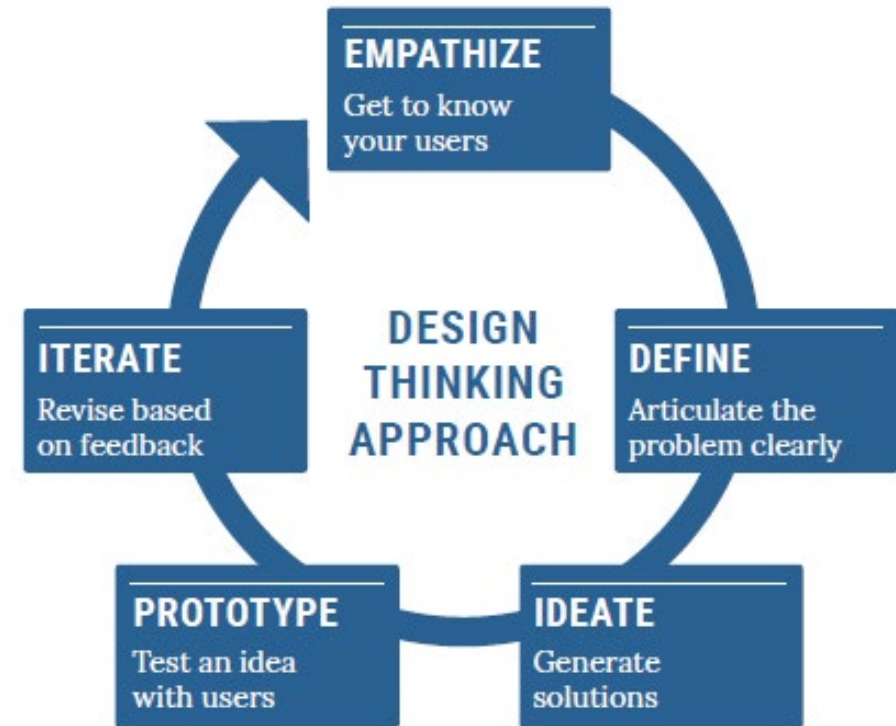
Goal of a Census Solutions Workshop

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 Feasibility
Diversity of Thought
Focus on the challenge statement

TIMING
IS EVERYTHING



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 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?

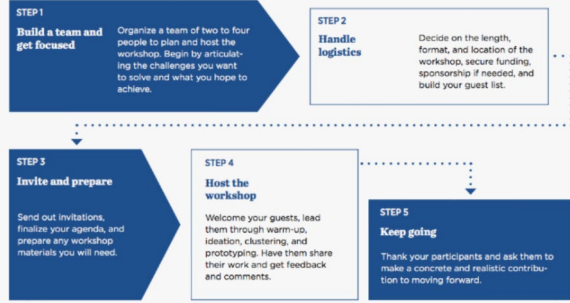
CENSUS SOLUTIONS WORKSHOP TOOLKIT



A guide to running creative and collaborative workshops to foster new partnerships and solve census challenges in your community.



HOW TO RUN A WORKSHOP



OVERVIEW — 12

BRAINSTORM

Brainstorming is the basis of the day's activities. There are a variety of formats this can take—from silent ideation to group brainstorm—but the key is to ensure a generative mindset, withholding for the moment any judgment or criticism.

Why
It is important to remember that ideation is about generating as many ideas as possible—quantity over quality. It is not about coming up with the perfect idea. It is about making new connections, being inspired by each other, and allowing the group to go beyond the obvious solutions.

How to do it

1. SILENT BRAINSTORM
Have all participants generate as many ideas as possible, in silence, for new ways to reach the persona they have selected. There are no bad ideas! Have each participant write down (or draw) one idea per sticky note. Have lots of sticky notes and markers at every table!

- "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?"
- "There are no bad ideas. Everything you come up with is valuable, as it can spark ideas for other people. Do not worry about feasibility."

2. SHARE
Share ideas by question (i.e., what did people write down for "Who do they trust?").



3. CLUSTERING
During share-out, begin to cluster ideas around themes—move the sticky notes around so that similar ideas are grouped together.

4. BUILD
Within each cluster, do one more group ideation. Combine elements of ideas or build on each others' ideas. It is important that this be a generative process. Use the phrases, "Yes, and..." to acknowledge others' ideas and maintain a framework of collaboration and accumulation of ideas.

5. CHOOSE
Decide which idea has the most potential and/or excitement among the group. This will be the idea you will start fleshing out in the subsequent exercises. If your group is having trouble reaching a consensus, you can use the dot-voting exercise described on next page.

• "We will start by brainstorming about the user you chose in silence—it is important that you not compare notes at this point."

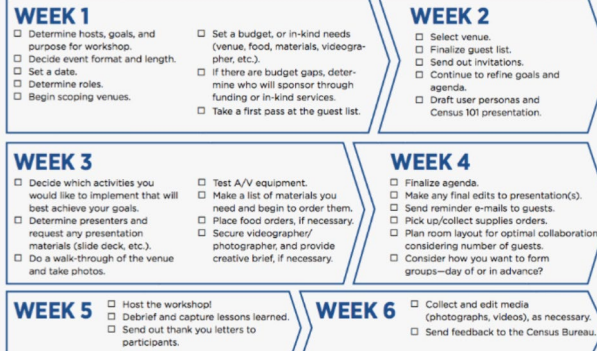
ACTIVITIES — 10

SAMPLE AGENDAS

Full-day workshop	Half-day workshop	One-hour workshop
8:30 a.m. Arrive and set up room	8:00 a.m. Arrive and set up room	8:30 a.m. Set up stations with different user scenarios around the room
9:30 a.m. Guests arrive	8:30 a.m. Guests arrive	9:00 a.m. Introductions, goals, user scenario
10:00 a.m. Introductions and icebreakers	9:00 a.m. Introductions and icebreakers	9:20 a.m. Solo ideation (5 minutes at each station)
10:30 a.m. Presentation: Census 101 & Goals	9:20 a.m. Present Goals, Census 101, It is Not 2010	9:40 a.m. Share ideas
10:45 a.m. Break	9:45 a.m. Introduce user scenarios and form groups	9:50 a.m. Make contributions and complete feedback form
11:00 a.m. It is Not 2010 activity	10:00 a.m. Solo ideation	
11:30 a.m. Cover Story	10:30 a.m. Cluster in groups	
11:45 a.m. Dot Voting	10:45 a.m. Groups pick idea and develop it with story boards	
12:00 p.m. Introduce user scenarios	11:30 a.m. Groups present ideas to each other	
12:00 p.m. Lunch	11:45 a.m. Contribution sheets and feedback form	
12:45 p.m. Cluster in groups	12:00 p.m. Recap accomplishments of the day	
1:00 p.m. Group brainstorm and pick idea	12:15 p.m. Lunch (optional)	
1:30 p.m. Groups develop ideas		
2:00 p.m. Break		
2:30 p.m. Groups share ideas with each other		
3:00 p.m. Contribution sheets and feedback forms		
3:15 p.m. Recap accomplishments of the day		
3:30 p.m. Coffee, snacks, networking (optional)		

ACTIVITIES — 3

PLANNING TIMELINE



LOGISTICS — 5



1 FORM A HOST TEAM

To prepare for a Census Solutions Workshop, find partners who can complement your organization's capabilities and reach different audiences. Together, work to build a guest list, find a space, and prepare the necessary materials.

PRE-WORKSHOP SURVEY

EMAIL

WHAT ARE YOUR BIGGEST CONCERNS ABOUT THE 2020

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

<input type="checkbox"/> Those who have trouble understanding the census (e.g. non-native English speakers, low literacy)	<input type="checkbox"/> Those who think the census takes too much time
<input type="checkbox"/> People experiencing homelessness	<input type="checkbox"/> Those who don't trust the government
<input type="checkbox"/> Children	<input type="checkbox"/> Those who are concerned about the privacy and security of their personal data
<input type="checkbox"/> Those who don't understand how the census benefits them	<input type="checkbox"/> Underrepresented minorities or other hard-to-count populations
<input type="checkbox"/> Immigrant communities	<input type="checkbox"/> Other

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

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DEVELOP YOUR IDEA

WRITE THE NAMES OF YOUR GROUP MEMBERS

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

DESCRIBE YOUR

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?

PLAN OUT HOW YOU WILL PRESENT YOUR IDEA TO THE GROUP. YOU CAN DO THIS BY DRAWING A CARTOON, ACTING IT OUT,

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CONTRIBUTION SHEET

EMAIL

WHAT'S THE MOST IMPORTANT INFORMATION YOU HEARD TODAY?

WHAT ARE 3 ACTIVITIES YOU CAN DO WITHIN YOUR ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR THE 2020 CENSUS?

- 1.
- 2.
- 3.

WHO ARE OTHER STAKEHOLDERS AND ORGANIZATIONS WE SHOULD CONTACT ABOUT PARTICIPATING IN A FUTURE CENSUS SOLUTIONS WORKSHOP?

HOW DO YOU WANT TO BE INVOLVED WITH THIS WORKING GROUP MOVING FORWARD?

I want to host or support a follow up event
 I want to provide resources, tools, or funding to help organizations prepare for the count
 I would like support for preparing for the census in my organization
 Not sure yet
 Other

DO YOU WANT TO BE INVOLVED IN ONGOING COMMUNICATION WITHIN THE GROUP?

Yes, please keep me in the loop and share my contact information with other attendees
 No, thanks

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Ideation Session

February 28, 2019

Review Challenge Statement

Within your groups, read the challenge statement at your table.

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 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!

Pg. Activities- 10

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.



Infrastructure/technology

CAUSES

- Unreliable water management
- Lack of mapping of pipes
- Chemical contamination of water
- Problems management of water
- Reliability of water
- Disposal of trash
- Unreliable water supply
- Water treatment plants
- Water quality
- Water conservation
- Water pricing
- Water infrastructure
- Water quality
- Water conservation
- Water pricing
- Water infrastructure

CONSEQUENCES

- Corrosion
- Leaks
- Water quality
- State Gov. Development

political issues

CAUSES

- Water quality
- Water conservation
- Water pricing
- Water infrastructure
- Water quality
- Water conservation
- Water pricing
- Water infrastructure

CONSEQUENCES

- Water quality
- Water conservation
- Water pricing
- Water infrastructure

enviro issues

CAUSES

- Global warming
- Water quality
- Water conservation
- Water pricing
- Water infrastructure

Economic Issues

CAUSES

- High inflation
- High interest rates
- High unemployment
- High government spending
- High taxes
- High debt
- High inequality
- High income tax
- High corporate tax
- High capital gains tax
- High estate tax
- High gift tax
- High excise tax
- High sales tax
- High property tax
- High state income tax
- High state corporate tax
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Social Issues

CAUSES

- High inflation
- High interest rates
- High unemployment
- High government spending
- High taxes
- High debt
- High inequality
- High income tax
- High corporate tax
- High capital gains tax
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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.

RESOURCES — 3

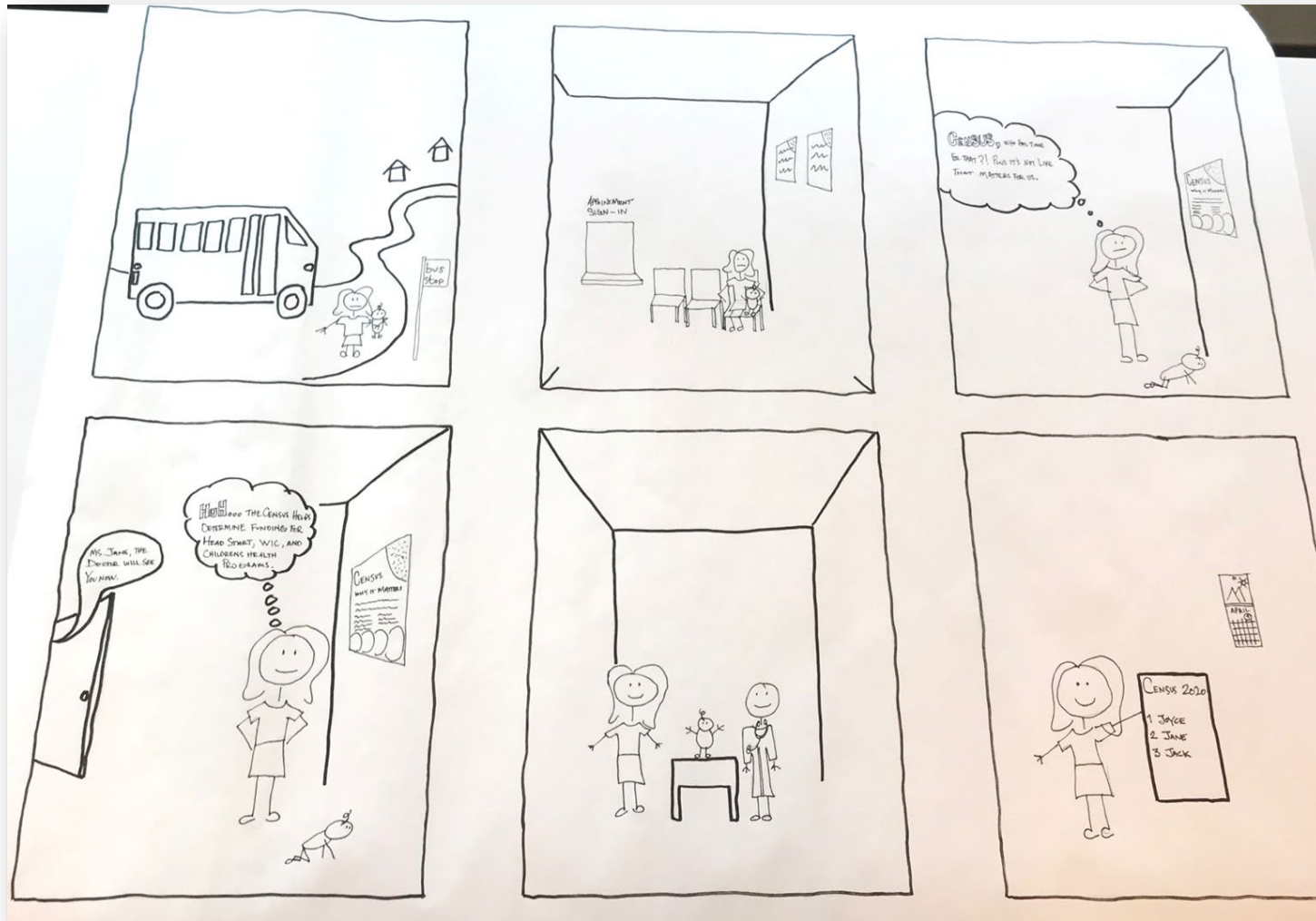
- Who is our idea designed for? One of the scenarios, or someone else? (i.e. policymakers, etc.)
- What is a tool, campaign, program, initiative or other concept that we can create?

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

NAME

E-MAIL ADDRESS

ORGANIZATION

WHAT IS THE MOST IMPORTANT INFORMATION YOU HEARD TODAY?

WHAT ARE THREE ACTIVITIES YOU CAN DO WITHIN YOUR ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR THE 2020 CENSUS?

1.

2.

3.

WHO ARE THE OTHER ORGANIZATIONS WE SHOULD CONTACT ABOUT PARTICIPATING IN A FUTURE CENSUS SOLUTIONS WORKSHOP?

HOW DO YOU WANT TO BE INVOLVED WITH THIS WORKING GROUP MOVING FORWARD?

- I want to host or support a follow-up event.
- I want to provide resources, tools, or funding to help organizations prepare for the count.
- I want support and thought partnership for preparing for the census in my organization.
- Not sure yet.
- Other:

DO YOU WANT TO BE INVOLVED IN ONGOING COMMUNICATION WITHIN THE GROUP?

- Yes, please keep me in the loop and share my contact information with other attendees.
- No, thanks.

THANK YOU

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National Partnership Program
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