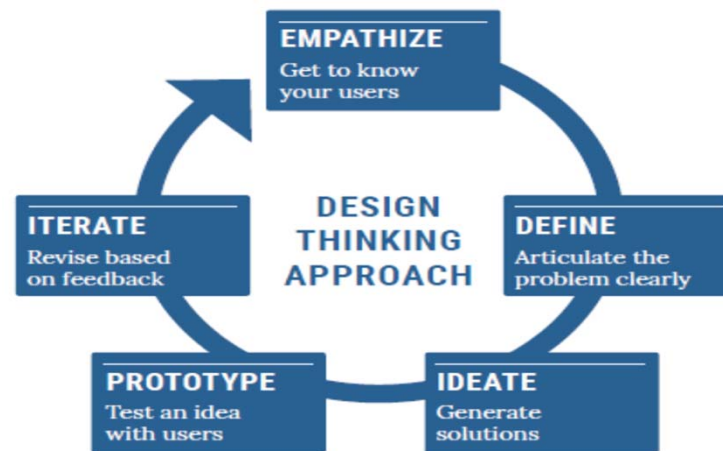


Census Solutions Workshop



Rebecca Briscoe, Partnership Coordinator
Dallas Regional Census Center/Field Division/Denver Region
Presenter

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.

Guiding Principles

Avoid groupthink
The magic of time constraint
Creativity and Feasibility
Diversity of Thought
Focus on the challenge statement

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

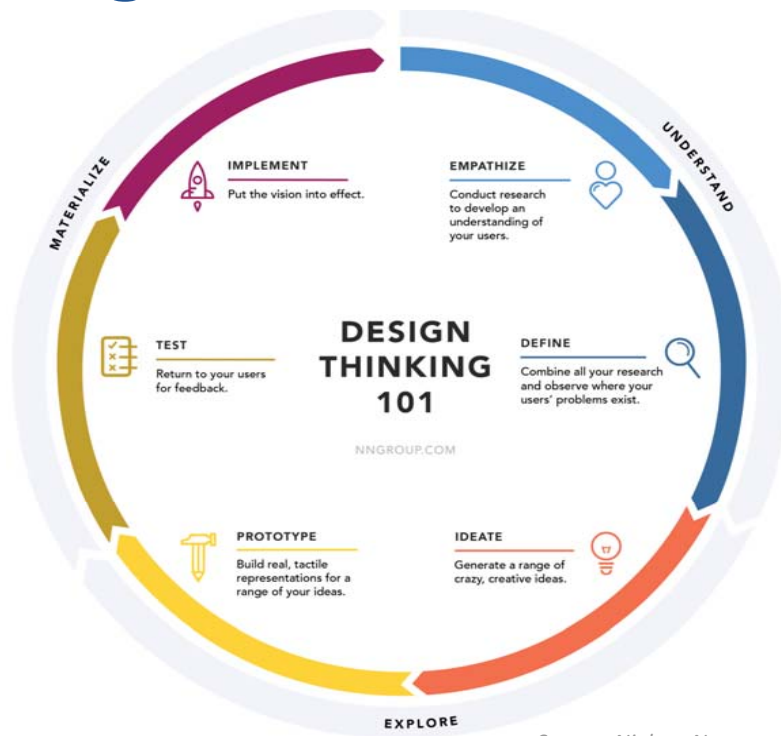
Build momentum towards making ideas come to life by generating contributions and developing them through 2020

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

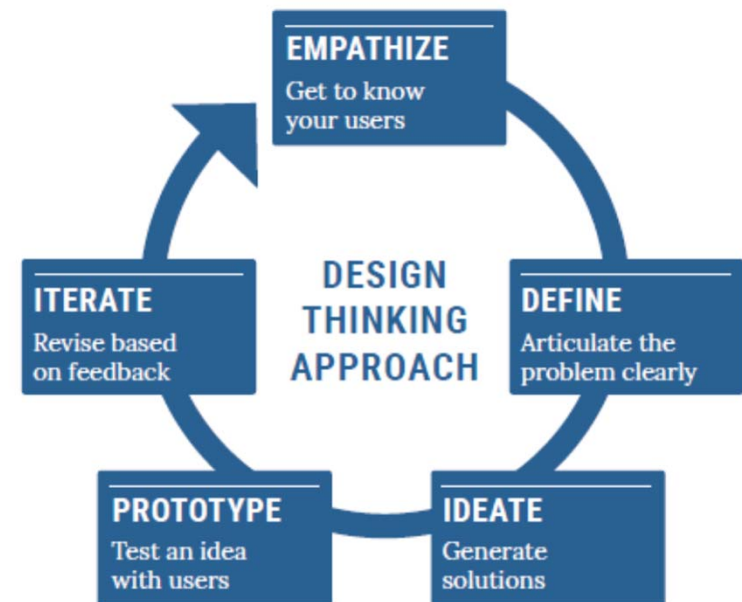
TIMING
IS EVERYTHING



Design Thinking 101



Source: Nielsen Norman Group



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.**



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...



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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 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:

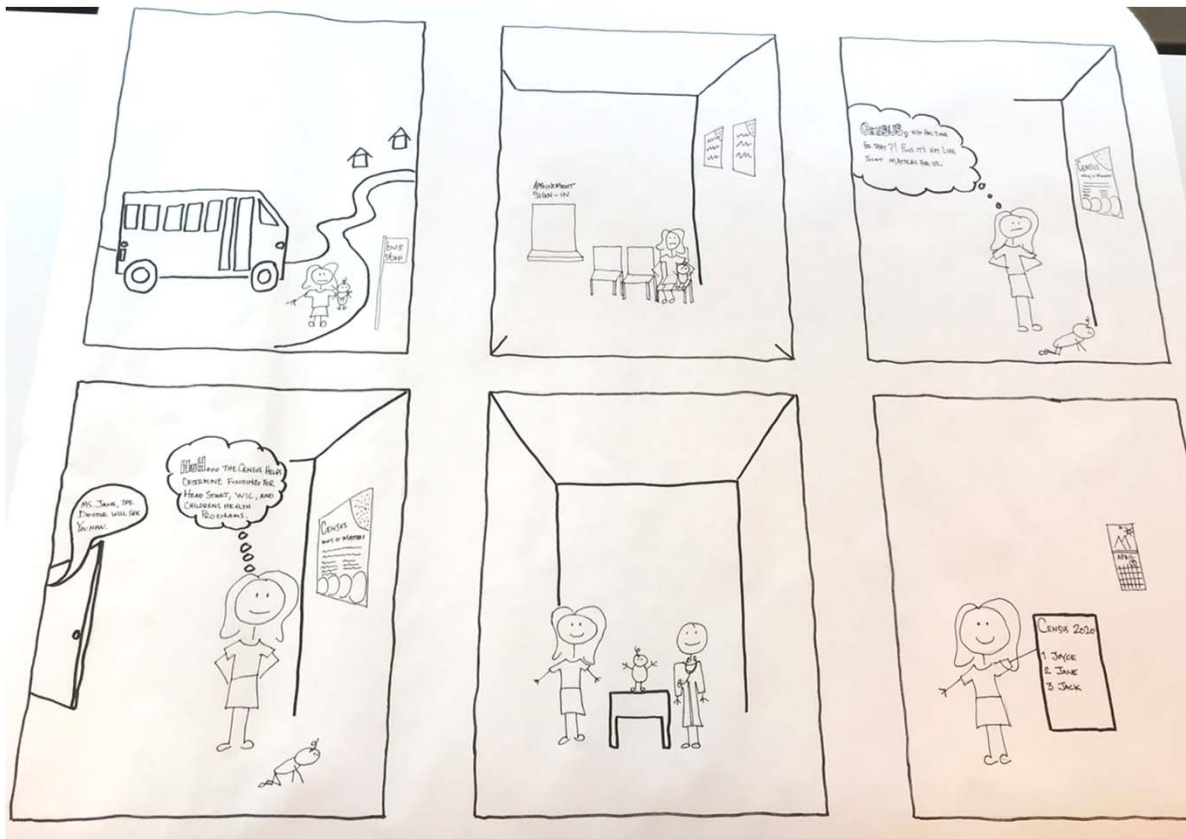
- How are people going to find out about it?
- How does it make people feel?
- Who can we partner with?
- What are the existing resources around this table to pull this off?
- What are references for this kind of idea?
- What is the call to action?
- What are some ways you can promote or socialize this concept or idea?

A storyboard could look like...



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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.

CENSUS SOLUTIONS WORKSHOP TOOLKIT

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

United States
Census Bureau

HOW TO RUN A WORKSHOP



ACTIVITY 1 - 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 persons 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!

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

Why

• "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.



ACTIVITY 2 - 18

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 scenarios |
| 10:00 a.m. Introductions and icebreakers | 9:00 a.m. Introductions and icebreakers | 9:20 a.m. Solo ideation |
| 10:30 a.m. Presentation: Census 101 & Goals | 9:20 a.m. Present Census 101, it is not 2010 | 9:40 a.m. Share ideas |
| 10:45 a.m. Break | 9:45 a.m. Present 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 | |
| 12:00 a.m. Dot Voting | 10:45 a.m. Break | |
| 12:30 a.m. Lunch | 11:00 a.m. Groups pick idea and develop it with story boards | |
| 1:00 p.m. Cluster in groups | 11:30 a.m. Groups present ideas to each other | |
| 1:30 p.m. Groups develop ideas | 11:45 a.m. Contribution sheets and feedback form | |
| 2:00 p.m. Break | 12:00 p.m. Recap accomplishments of the day | |
| 2:30 p.m. Groups share ideas with each other | 12:15 p.m. Lunch (optional) | |
| 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) | | |

ACTIVITY 3 - 1

PLANNING TIMELINE

WEEK 1

- ☐ Determine hosts, goals, and purpose for workshop.
- ☐ Decide event format and length.
- ☐ Set a date.
- ☐ Determine roles.
- ☐ Begin scoping venues.

- ☐ Set a budget, or in-kind needs (venue, food, materials, videographer, etc.).
- ☐ If there are budget gaps, determine who will sponsor through funding or in-kind services.
- ☐ Take a first pass at the guest list.

WEEK 2

- ☐ Select venue.
- ☐ Finalize guest list.
- ☐ Send out invitations.
- ☐ Continue to refine goals and agenda.
- ☐ Draft user personas and Census 101 presentation.

WEEK 3

- ☐ Decide which activities you would like to implement that will best achieve your goals.
- ☐ Determine presenters and request any presentation materials (slide deck, etc.).
- ☐ Do a walk-through of the venue and take photos.

- ☐ Test A/V equipment.
- ☐ Make a list of materials you need and begin to order them.
- ☐ Place food orders, if necessary.
- ☐ Secure videographer/photographer and provide creative brief, if necessary.

WEEK 4

- ☐ Finalize agenda.
- ☐ Make any final edits to presentation(s).
- ☐ Send reminder e-mails to guests.
- ☐ Pick up/collect supplies orders.
- ☐ Plan room layout for optimal collaboration considering number of guests.
- ☐ Consider how you want to form groups—day of or in advance?

WEEK 5

- ☐ Host the workshop!
- ☐ Debrief and capture lessons learned.
- ☐ Send out thank you letters to participants.

WEEK 6

- ☐ Collect and edit media (photographs, video), as necessary.
- ☐ Send feedback to the Census Bureau.

LOGISTICS - 6



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.

THANK YOU



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