



Census 2010 Wyoming Counts Meeting

September 24, 2009

McMurry Training Center

2220 Bryan Stock Trail Road

Casper, WY

10:00 a.m. – 12:00 p.m.

Power Point Presentation

- Review and discussion of what has been done to this point.
- Two versions of Wyoming Counts logo available.
- Subcommittees and members' organizations should consider applying for the Census Bureau's Partnership Support Program. Items must incorporate a Census 2010 logo.
- Radio PSA (Public Service Announcements) program. Local officials such as a mayor can call and leave a voicemail with a Census 2010 message. The Census Bureau will place that message into a PSA and send it to respective radio stations. Scripts are available for messages. Radio messages can also be geared towards different groups such as American Indian tribes and can be recorded in Spanish.
- Meeting attendance was small, so instead of breaking into subcommittees, members discussed as a group Census 2010 ideas.

Next Steps

- Develop a calendar of Census dates and activities on the Wyoming Counts website.
 - Let the Committee know what you are doing so it can be put on the calendar and be used by other Committee members or attended by other members.
- Let the Executive Committee know Census 2010 activities members are doing.
 - Executive Committee can help ensure that the public is being provided with honest facts.

How do we let people know of our Committee? Ideas:

- Website
 - Names of Committee members on website
 - All available information should be present on the website.
 - Sample of Survey.
- Groups and Organizations use link to our website or the Census Bureau's.

- Put link on their website.
- Put logo somewhere on websites, email signatures, etc.
- UW Homecoming.
 - Wear Wyoming Counts T-shirts to the Cowboys game.
- Census 2010 Wyoming Counts on Facebook, My Space, and Twitter.

Focus

- Rural Areas might not relate. How can we help raise Census 2010 awareness in these areas?
- Develop a fact sheet to show why the Census is important and the potential impact of not filling out form.
 - Inform people of the impact of Census Data.
 - Undercount and impacts.
- Focus relative to Wyoming (counties and communities). Talk about impacts on a local level.
- Census 2000 response rate chart. A good tool to use for Census 2010 promotion.
- What projects were provided due to Census count, etc? Do a fact sheet to show information.
- Decennial Census data used for many grants/legislation because it is an actual count.
- Make people aware it is serious.
- Sometimes the focus is not about the people...it's all about the money, the effect of an undercounted population.
 - Take undercount and translate into dollars. People seem to understand impacts when it is related to money.
- Put something together for each county and provide that information to local papers to help educate people.
- Let people know it is private and confidential because people are concerned about privacy.
 - Federal intrusion problem.
 - People wary of the feds.
- Residence population and day population misconceptions.
 - Measuring two different things – do we need to educate people about these two measures of population?
 - Education process – educate on where students need to be counted? Or since it states it on the form do we need to worry?
- Continual awareness – we do not want to start awareness too early to where people might forget. A gradual build up of awareness so people are not surprised when Census Day rolls around.

Subcommittee Assignment

- Have each subcommittee submit three ideas by October 23rd of goals they would like to accomplish and how to tackle Census 2010 awareness.
- Email ideas to Amy and the Executive Committee will do background work to get things moving out for November meeting.
- Partnership Program – Subcommittee and individual organizations get applications completed.