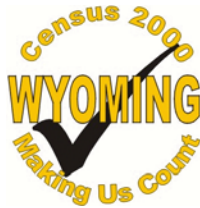




Census 2010 Wyoming Counts

Highlights from July 8, 2009 meeting:

1. Members decided that the Committee should be called Wyoming Counts.
2. Meeting participants want to re-use the previous Wyoming logo:



3. It was generally agreed that I would serve as the chairperson of Census 2010 Wyoming Counts. But, I think the newly created Executive Committee will provide a lot of the direction for the Committee.
4. There are several members on the Committee that also served on the Census 2000 Wyoming Task Force. They shared their experiences with the group.
5. The Committee talked about targeting hard-to-count populations in Wyoming: students, Hispanics, American Indians, mining workers, and rural/agriculture.
6. The U.S. Census Bureau has a Partnership Support Program for Census 2010. This program allows groups and organizations to apply for funds for items and services to promote Census 2010 to hard-to-count populations. The maximum amount of funds one group can apply for is \$2,999 for products and \$2,499 for services. Wyoming Counts has several chances to apply for this support. The entire committee can apply for funds, in addition to individual sub-committees, and also a member's organization. The main criteria for the application of these funds are that the products and services must be used to reach those groups that are considered hard-to-count. For more information, refer to the packet of information in your Census 2010 folder. The first deadline for applications is August 15, 2009. The next round of applications will begin October 1, 2009.
7. Members of Wyoming Counts talked about the subcommittee structure of the group. Members were concerned about the additional work created by the subcommittees. I have reconfigured the subcommittees only for the purpose of utilizing the Partner Support Program. Each subcommittee is eligible to apply for these funds.

8. Members suggested creating an Executive Committee to help determine when, where, and how often we meet.
9. Several members talked about events that Wyoming Counts could use to promote Census 2010. Examples included Ann Redman - Latina conference and Marirose Morris suggested Wyoming Arts Council activities. Other promotional items that were discussed include messages on websites and a Census 2010 message in e-mail signatures.
10. The meeting concluded with the following items listed as the next steps for Wyoming Counts:
 - Logo/Web
 - Executive Committees and/or Task Oriented Subcommittees/Set 2009 – 2010 Meetings/Timeline
 - Community Templates for smaller counties, etc.
 - State Agency Engagement/Promoting including local governments
 - Great opportunities under partnerships agreements

Current items:

1. Tina Lackey, the State Library Publications and Marketing Manager, will be joining the Wyoming Counts campaign. Tina and I met and she is working on resurrecting and updating the Wyoming Census 2000 logo. She has also offered to design bookmarks for Wyoming Census 2010. Bookmarks are one of the promotional items used by the Census 2000 Wyoming Task Force. I would like to get T-shirts made for all the Committee members with the Wyoming logo. Other promotional items that Tina and I discussed included magnets and temporary tattoos for children. On behalf of Wyoming Counts I want to apply for the Partnership Support Program to cover these items. Any thoughts about these ideas?
2. I would like members and subcommittees to start thinking about events Wyoming Counts can participate in. In addition, what types of Census 2010 promotional items do members want to provide at these events? I would like subcommittees and individual organizations to consider and work on putting in their own applications and proposals for the Partner Support Program. There is only one application per subcommittee and per organization. Therefore, if there are several different events and different promotional items you want to give away, all need to be asked for at the same time.
3. I have re-configured the sub-committees and provided a list and contact information for all members of Census 2010 Wyoming Counts. These groups are merely suggestions, if anyone has some better ideas, please share them with me.
4. A few events that I thought Wyoming Counts could participate:
 - a. The Grand Opening of the two Wyoming Local Census Offices (Casper and Cheyenne), October.
 - b. Wyoming Book Festival, September
 - c. Census Day – April 1, 2010

What other events and activities would members like to see Wyoming Counts participate in to promote Census 2010?