



Census 2010 Wyoming Counts Meeting

November 12, 2009

Wyoming State Library

2800 Central Ave.

Cheyenne, WY

1:00 – 3:00 p.m.

1:00 p.m. – Welcome and Introductions

1:05 p.m. – Frank Drake, Cheyenne Local Census Office

1:10 p.m. - Updates about Census 2010

- Wyoming Counts website
- New Census 2010 website
- Partnership Support Program
- Radio PSA program
- Media buy
- Posters
- Census in the Schools
- Census 2010 Road Tour
- County fact sheets
- Toolkits for different groups

1:15 p.m. – Subcommittee Expectations and Outcomes (revisions?)

1:20 p.m. – Develop a work plan for Census 2010 education and promotion

Discussion items

- Presence of Census 2010 Wyoming Counts
- Local Census Offices
- Promotional events
- Facebook, Twitter
- Safety and confidentiality
- Individual efforts for Census 2010 promotion
- Newsletter articles
- Website content

- Proclamations
- Public Service Announcements

2:00 p.m. – Breakout Sessions for Subcommittees

- Identify the groups you want to target
- Ideas about how to reach these groups
- Partnership Support Program

2:30 p.m. – Subcommittee Reports and Discussion

2:45 p.m. – Proposed Meeting Calendar through April 2010

- January 6 or 14, 2010 – Laramie (Cheyenne if the weather is bad)
- March 11, 2010 or March 19 or 20 (Tribal Census Kick-Off)?
- April 1, 2010 - Census Day events

3:00 p.m. – Adjourn

Subcommittee Expectations and Outcomes: Your role in Census 2010 Wyoming Counts

- Spokespersons for Census 2010 - Communicate the importance of Census 2010 to the people and groups you represent.
- Members can lend local knowledge and expertise to Wyoming Counts to assist in Census 2010 awareness.
- As a subcommittee, identify your target audience. Determine the hard-to-count population that you want to reach.
- Devise strategies to aid in achieving an accurate population count for your respective community.
- Through the subcommittee, what things are you going to do to reach the hard-to-count population and educate them about Census 2010?
- Use the existing resources of your organization to raise awareness about Census 2010.
- Share with Census 2010 Wyoming Counts members what you have done to promote Census 2010, success stories.
- Provide input and feedback for the development of work plans for Census 2010 Wyoming Counts.