

State Complete Count Committee

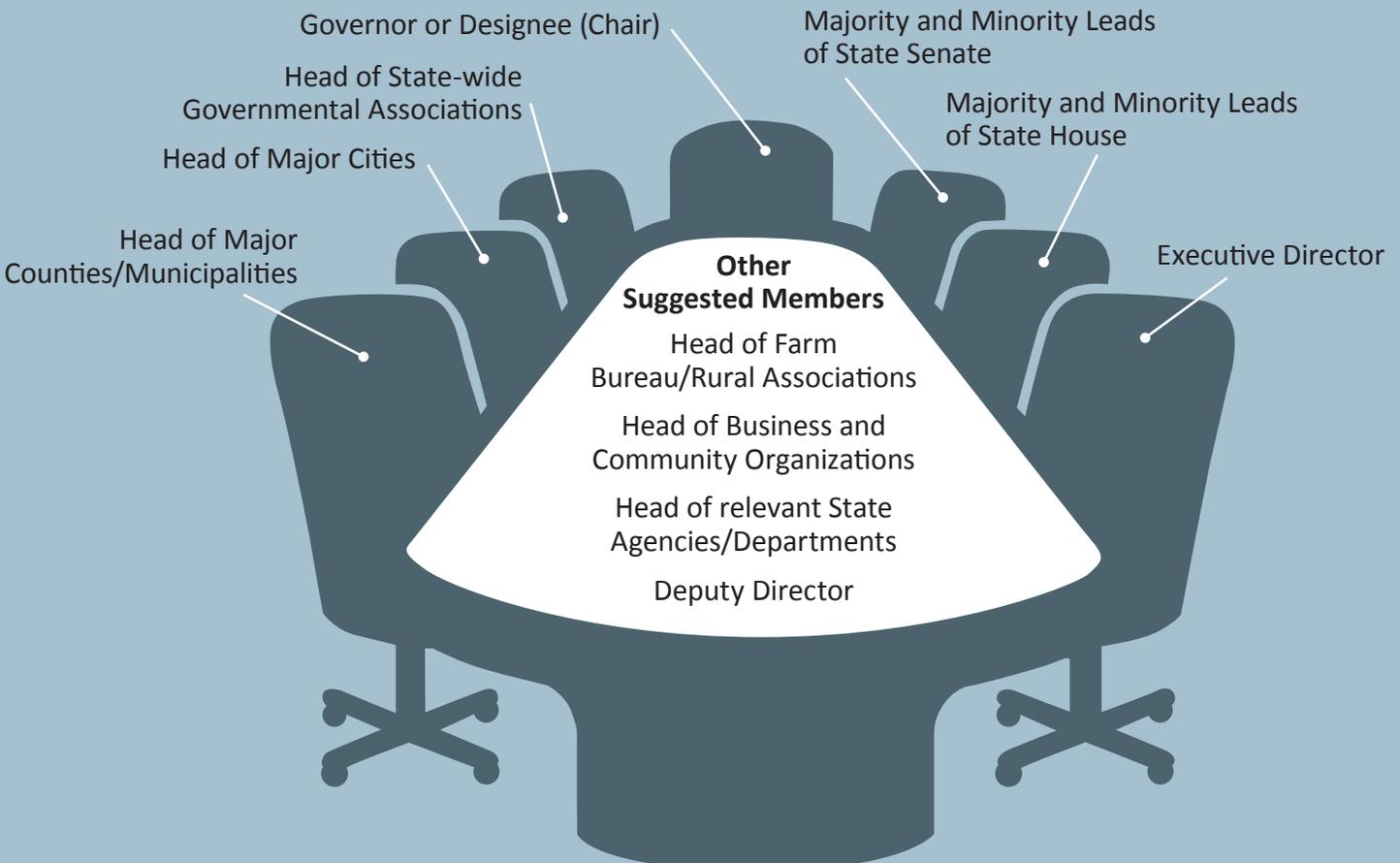
A State Complete Count Committee is a mutually beneficial partnership – at the highest level—within each state. The governor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Encourages county and municipal governments to form local CCCs.
- Raises awareness of the census throughout the state.
- Motivates every household in the state to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the state’s self-response rate.

The size of the State Complete Count Committee is determined by each governor. In addition, some governors may allocate funding to support the activities of the CCC. States view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.

Suggested State CCC Membership

Partnership Specialist is advisor and Census Liaison



Key Communications Phases



Education Phase (2018— 2019)

The education phase is often referred to as the “Raising Census Awareness” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

Promotion Phase (April 2019—January 2020)

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

Motivation/Action Phase (February 2020—June 2020)

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day—April 1st, 2020. The theme of this phase is “Be Counted for Your Community” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “Cooperate with Census Takers”.

CCC Subcommittee types

Business

Involving a community’s business sector creates a unifying element that touches every household within the community.

Communications, Media and Technology

Assists community organizations in utilizing census toolkit materials and enables them to innovate.

Community Organizations

Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.

Data and Maps

Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.

Education (Preschool – Grade 12)

Reaches U.S. households through schools and helps create a generation of future self-responders.

Education (Post Secondary)

Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately.

Ex-offender

The ex-offender population is sizable and is often disenfranchised from the community and hard to track.

Faith-based

Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.

Government

Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count.

Group Quarters

Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.

Homeless

In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.

Immigrant

One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.

Library

Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement.

Recruiting

Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.

Senior Citizen

Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.

Special Housing

The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.

Veterans

Over 22 million veterans living in the United States present a sizable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.