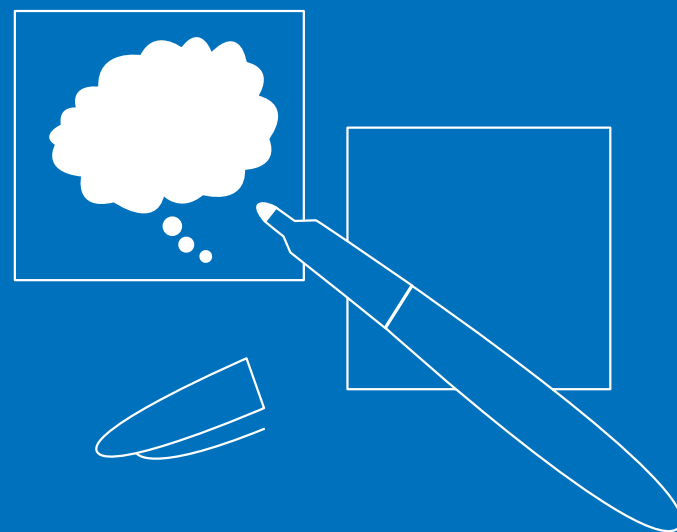

CENSUS OPPORTUNITY WORKSHOP

Learn — Create — Activate

A creative guide to fostering new collaborations and solving census challenges in your community



THE PURPOSE OF THIS TOOLKIT

The innovation team at the U.S. Census Bureau designed, tested, and refined a highly collaborative workshop model to activate diverse organizations to develop new relationships with each other and better reach their communities.

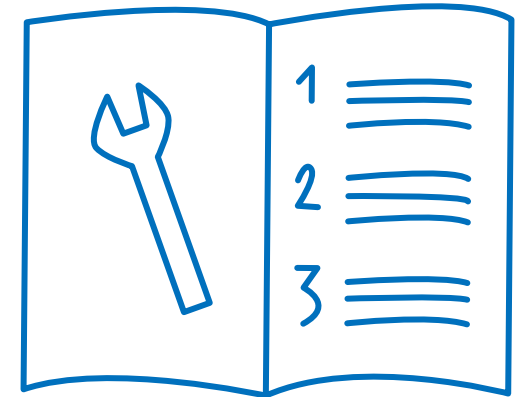
We developed this guide so that anyone can run a Census Solutions Workshop on their own. The goal is to get diverse thinkers in a room together and, using a set of creative problem-solving exercises, generate new ideas and commit to taking action.

For example, some ideas that have resulted from workshops include:

- a neighbor-to-neighbor toolkit for getting the Census word out
- a toolkit + campaign to engage local libraries in Census count, focusing on persons experiencing homelessness (PEH)
- a teen Census Ambassador program

These workshops can occur anywhere in a variety of formats, with any area of focus that serves the needs of your community. Anyone wanting to engage in census efforts can take part—whether they be a company, a community-based organization, a city official, and so on.

These are merely guidelines — there's no exact science to the workshops. Take what works for you and make it your own.



WHAT A WORKSHOP LOOKS LIKE



HOW TO RUN A WORKSHOP

STEP 1

BUILD A TEAM & GET FOCUSED

Get a team of around 2-4 people together to plan and host the workshop. Begin by articulating the challenges you want to solve and what you hope to achieve by the end.

STEP 2

HANDLE LOGISTICS

Decide on the length, format, and location of the workshop, secure funding, sponsorship if needed, and build your guest list.

STEP 3

INVITE & PREP

Send out invitations, finalize your agenda and prepare any workshop materials you'll need.

STEP 4

HOST THE WORKSHOP

Welcome your guests, lead them through warm-up, ideation, clustering, and prototyping. Have them share out their work and get feedback and comments.

STEP 5

KEEP GOING!

Thank your participants and ask them to make a concrete and realistic commitment to moving forward.

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RATIONALE

Benefits of a Census Solutions Workshop

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Methodology

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BENEFITS OF A CENSUS SOLUTIONS WORKSHOP

In response to feedback that partners wanted more out of their engagements with the Census Bureau, we designed the Census Solutions Workshop to benefit both partners and census takers.

GOALS OF THE WORKSHOP

- New types of partnerships
- New types of solutions
- Real commitments to doing the work
- Connect partners/participants to each other to grow partner network

HOW IT HELPS CENSUS TAKERS

- Better targeting means better participation rates, which benefits communities.
- It creates new opportunities for large-scale civic action.
- Creative solutions can help people understand the vital importance of census data.

HOW IT HELPS PARTNERS

- It results in groundbreaking ideas that would be more difficult to generate in a traditional event or meeting setting.
- It supports diversity of thought by bringing together organizations across sectors and industries, resulting in more creative, effective solutions.
- It's an opportunity for business development and new connections around a shared mission.
- It results in new consortia of public-private partners, a proven model that can achieve significantly more than any one partner could on its own.
- It helps each partner better understand its audience, focusing on empathy and insights into the mindset, behaviors, and motivations of the end participant.

METHODOLOGY

A common practice in the technology and business world, design thinking has been increasingly adopted across the public sector to create impactful solutions to social challenges.

This approach is being used to take on things like designing the classroom of the future, creating more user-friendly hospitals, or ensuring that critical resources get to people living in poverty. We can use this approach to help solve census challenges, too.

The Census Solutions Workshop uses design thinking to activate diverse people and organizations to solve challenges together in a hyper-interactive way.

This tends to be a lot more effective than traditional brainstorming.

- It focuses more on action than on thought, forcing you to walk through scenarios and create real prototypes of ideas.
- It helps you visualize many ideas and thought streams so you can start to recognize themes.
- It allows a safe space for participants to think outside the box .
- It helps participants turn off their “filter” so that an abundance of ideas are generated. (Even the crazy ones will help unleash creativity and lead to big breakthroughs)

DESIGN THINKING

Instead of just thinking or talking about challenges, *design thinking* forces action—what does the solution actually look like when played out?

Prototyping, drawing, or even acting out new scenarios helps to identify unanticipated pain points. And it always starts with the big picture, ensuring the right problems are being solved in order to create targeted solutions.

The principal hypothesis of design thinking is that everyone is a designer (even those who don’t think of themselves as “creative”) and everything is designed.

CASE STUDIES

What we've learned

PAGE 10

Full-day workshop Census Open Innovation Challenge

PAGE 11

One-hour workshop L.A. Mayor's Office

PAGE 12

Session at a conference Urban Institute, Baltimore

PAGE 13

WHAT WE'VE LEARNED

Census staff and partners have tested this workshop model in multiple formats.

In early pilots, ranging from a session at a conference to an all day, standalone event, Census Solutions Workshops have been highly effective for solving census challenges, such as:

- Reaching key hard-to-count populations
- Showing the value of census data in a tangible and impactful way
- Engaging hard-to-count businesses to participate in the Economic Census
- Activating the private sector to co-design new and better uses of the census data
- Creating new connections and networks all invested in a complete and accurate count

Participants have also found that getting a lot of diverse people and organizations in a room together leads to groundbreaking partnerships that might not have happened without this approach.

CASE STUDY

OPEN INNOVATION CHALLENGE: LOS ANGELES GEARS UP FOR 2020

How might we create new solutions for reaching hard-to-count communities in Los Angeles and beyond for the 2020 Census?

Who hosted

- University of Southern California Annenberg Innovation Lab
- The Goldhirsh Foundation
- The California Endowment

Who participated

Diverse partners in Los Angeles across the public and private sector—civil society, government, the private sector, creative industries and more.

Format

All day workshop with lunch provided—see the [sample agenda for the full-day workshop](#) to follow this format.

Methodologies

After defining what success in 2020 would like, groups decided which type of person they wanted to create solutions for, based on different personas that were presented. Then they used various activities (ideation, dot-voting, storyboarding) to come up with creative new ideas and share them out.

Outcomes

- Dozens of publicly-shared commitments
- New collaborations across sectors and industries
- Participants found the methodology very useful and wanted to run their own workshops!

CASE STUDY

LOS ANGELES MAYOR'S OFFICE: RAPID-FIRE VISION OF SUCCESS

Following the Los Angeles Open Innovation Challenge, a team from the Mayor of Los Angeles's office were inspired to create their own workshop internally across the organization.

What is our vision of success?

What are the barriers and motivations of hard-to-count communities in our city?

Who hosted

Key representatives from within City Hall

Who participated

Other members of Mayoral staff

Format

One-hour working session

See the [sample agenda for one-hour workshop](#) to follow this format.

Methodologies

The overall goal was to get the staff thinking and excited about the 2020 Census. The leaders of the session created their own infographic to show other team members why the Census matters. From there, they did the [Cover Story exercise](#), and dug into potential motivations for hard-to-count populations.

Outcomes

In only an hour, the workshop achieved the goals of getting staff to think big-picture, collaborate with others, and get excited for the upcoming Census.

CASE STUDY

URBAN INSTITUTE CONFERENCE SESSION

Generate new commitments to mobilizing around the 2020 Census

Who hosted

- Leaders in Innovation from the U.S. Census Bureau
- Urban Institute
- National Neighborhood Indicator Partnership

Who participated

Representatives from cities, universities, and advocacy groups

Format

One-hour session as part of a national conference

See the [sample agenda for one-hour workshop](#) to follow this format.

Methodologies

In this small sessions, participants used [ideation](#) to create new concepts and commitments to the 2020 Census.

Outcomes

Numerous new commitments were shared, including city-hosted workshops and executing ideas like a neighbor-to-neighbor toolkit so that community members can educate one another about why the Census is important.

LOGISTICS

What you need to run a Census Solutions Workshop

PAGE 15

Roles and responsibilities

PAGE 16

Planning

Build a team

Define your goals

Decide whom you're solving for

Curate a guest list

Planning timeline

PAGES 17-21

WHAT YOU NEED TO RUN A CENSUS SOLUTIONS WORKSHOP

People

- Facilitators
- Translators if necessary
- At least one observer
- Photographer / videographer (if needed)
- Census Data Dissemination Specialist or other expert (optional)

Logistics

- Venue, including enough tables and chairs for group break-outs and plenty of wall space
- Refreshments
- Music / portable speaker / sound system (optional)—to keep up the energy
- Online invitation platform, e.g. Splashthat or Eventbrite
- Transportation if necessary
- Parking if necessary / available

Supplies

- Flipchart paper + markers (e.g. Sharpies — lots of them!)
- Sticky notes (approx. one pad per person)
- Dot stickers for [dot voting exercise](#)
- Tape
- Camera (and charger!)
- Name tags

Materials

- Sign-in sheet
- Media releases (if necessary)
- Commitment sheets
- Persona sheets
- Presentation: Census relevance to community
- Other relevant activity forms

ROLES & RESPONSIBILITIES

Before

- Who will be coordinating logistics such as securing the venue, providing food, ordering supplies, and printing out handouts?
- Who will own and manage the guest list, and send out the invitations?
- Who will set the theme, goals, and agenda for the day?
- Who will determine the workshop activities and facilitate them?

During

- Who will facilitate and host?
- Who will present?
- Who will check guests in?
- Who will manage day-of logistics, such as ensuring that food arrives on time?

After

- Who will create and send out a follow-up email to the group?
- Who will follow up with participants' commitments?
- Who will drive the strategy for what comes next?

BUILD A TEAM

Build a solid team and define the parameters of the workshop.

Some questions you should consider:

- Will it be your own event or part of a larger event or conference?
- Will it be a shorter session of 1-2 hours, a half-day session, or a full-day workshop? (See [Sample agendas](#))
- Is this something that your organization would like to take on individually, or would it help to have additional host partners or sponsors?
- Who are those who could add additional knowledge, financial or strategic support, technical assistance, physical space, brand recognition, or expand the guest list?

Start conversations early, and be sure to clearly lay out expectations and responsibilities of each host partner.

PRO-TIP

Partnering with others to host a workshop can be more efficient and increase the potential outcomes of the session. For example, at the Los Angeles Census Open Innovation Challenge:

- **USC Annenberg Innovation Lab** brought in academic & technical knowledge
- **California Endowment** brought in financial support for the event
- **Goldhirsh Foundation** brought in strategic thinking, community clout, and connections to new types of partners

DEFINE YOUR GOALS

Think about what you're trying to accomplish by the end of the event.

What will you ask participants to tackle?

Considerations:

- What is the problem you're trying to solve? (For example: better reach hard-to count communities in your area, promote the value of Census data, increase participation in Census community events, etc.)
- Are you working towards reaching a specific demographic or community? Multiple communities?
- Are you finding new ways to scale existing programs and outreach efforts?
- Is there a certain industry or sector you will convene, such as media or city government? Or is the problem better served by a more diverse or general audience?

SAMPLE “HOW MIGHT WE” STATEMENTS

- How might we educate case workers about the importance of counting people experiencing homelessness?
- How might we engage media companies to create new campaigns that increase participation?
- How might the library system of educational institutions act as community hubs for Census education?

For more about “how might we” statements—how and why they are used—check out [this guide](#) from the global design company IDEO.

DECIDE WHOM YOU'RE SOLVING FOR

There isn't a one-size-fits all solution to increasing participation in the Census.

It is key that those creating new solutions understand who those solutions are being built for.

User scenarios help participants root their discussions and solutions in deep empathy for the people you want to reach. You'll want to decide on user scenarios that are appropriate to your event and participants in advance.

There are four primary barriers that research has identified as particularly common reasons for not completing the Census:

- Trouble completing the forms, due to barriers in language or literacy
- Not understanding what the census does and why it's important for them
- Assuming the Census will be time-consuming and cumbersome
- Concerns about data privacy or having their information used by other federal agencies

You can use these examples of [sample user scenarios](#) created for a previous partner event, or generate your own user scenarios particular to your community or specific challenges you want to focus solutions on.

See [page 30](#) for a step-by-step guide for choosing a user scenario the day of the event.

GENERATING YOUR OWN USER SCENARIOS

- Take a large sheet of paper and divide it into 4 quadrants.
- In the upper left, sketch and name your persona.
- In the upper right, list your persona's characteristics, including age, access to technology, family, housing, education, and language.
- In the lower left, identify what your persona's relationship to the census is: do they know what it is? What are their assumptions about its use? Will they complete it?
- In the lower right, list some things that might motivate them to participate in the census, such as knowing how census data is used in their community.

CURATE YOUR GUEST LIST

Try to look beyond your own network to ensure a diversity of people and ideas.

Ask around who might know someone who is an expert in a particular issue area or industry sector, and be mindful of inclusion.

Considerations:

- Is there good representation of people who can tackle the problem(s) from multiple angles?
- Are those you are aiming to serve represented in the room?
- Does your guest list generally represent the population of your community, city, county or state?

TOOLS

- **Google sheets** is helpful for collaborating with colleagues on the guest list in real time.
- **Splashthat** allows you to create your own unique event site through which participants can RSVP. Can be public or password protected.
- **Eventbrite** is a simple invitation platform that can be public or password protected.

PLANNING TIMELINE

WEEK 1

Start your planning with the basics: Who is hosting? What's the date? Who should come? Choose a format for the event and begin defining the goals and roles for the event.

WEEK 2

Choose a venue, finalize the guest list, send out invitations, and continue to refine the goals and agenda. Decide on user scenarios to solve for.

WEEK 3

Do a walk-through or get pictures of the venue and plan the event's activities to generate a list of final to-dos, like ordering materials, arranging for documentation, etc.

WEEK 4

Make sure all the details are ironed out: finalize the agenda, make any last edits to the presentation, pick up supplies, send reminder emails to participants, etc.

Week 5

HOST THE WORKSHOP!

WEEK 6

Follow up with guests!

ACTIVITIES

Set the stage

Kick off & Census 101

Starting strong

PAGES 23-25

Define success

Cover Story

Dot voting

PAGES 26-28

Generate ideas

Choose a user scenario

Ideation

PAGES 29-31

Refine & build

Storyboarding

PAGES 32-33

Share & commit

Wrapping up

PAGES 34-35

The Power of Census Data: Census Q&A

Ditas Katague

Chair, National Advisory Committee on Race, Ethnicities and Other
Populations | U.S. Census Bureau
CA Census 2020 Coordinator and Former Director of Governor's
Census 2000 and 2010 Outreach | State of California

CENSUS OPEN
INNOVATION
CHALLENGE
LOS ANGELES



1 SET THE STAGE

WHAT IT LOOKS LIKE

Welcome participants, articulate the goals of the workshop, and refresh participants' understanding of the value of census data and the importance of participation in the 2020 Census or other Census surveys and programs.

ACTIVITIES

KICK OFF & CENSUS 101

Arrival

Have someone or several people check in attendees at the door. Be sure to capture their contact information if you don't already have it. You'll want to follow up with them after the event.

Setting the tone

It will be important to set the tone of the day from the very beginning. The workshops are meant to be high-energy, creative, and interactive, so be sure your introductions reflect that. You may even want to have some music playing as people arrive.

Intros & acknowledgments

Be sure to give proper acknowledgements to all those involved in the planning and resourcing of the event. Walk through in the hosts' own words why you've decided to put on the event, and share your goals.

Census 101 refresher

After kicking off with introductions, we recommend making a brief presentation to refresh participants' understanding of the value of census data and the importance of participation in the 2020 Census or other Census surveys and programs.

Answer these questions:

- What will resonate with your audience?
- Can you make your presentation specific to your city, county, state, etc?
- Why does this matter? Why are the stakes so high?
- Why were these particular guests invited to participate in creating solutions?

CENSUS 101 RESOURCES

- Use our print-friendly Census 101 infographic for the basics
- Find more information at: www.censusoutreach.org/
- Contact a data expert by calling 1-800-ASK-DATA or writing to census.askdata@census.gov

STARTING STRONG

To get your workshop off to a strong start, try this exercise to prime participants to be focused, reflective, and engaged.

Participants

Solo activity & share out with group

Materials

Sticky notes and markers

Form groups

You can announce groups that you've pre-determined (some last-minute shuffling may need to happen if there are no-shows or last-minute attendees) or form groups once everyone has arrived.

Be sure that each group represents different organizations, departments, functions, or thinking. Try not to group people together who normally spend a lot of time together. The diversity of the group will help strengthen your ideas and lead to interesting new collaborations.

How to do it

1

Take 5 sticky-notes and write down the fears or the reasons why this is impossible (write one idea per sticky-note).

2

Take 5 sticky-notes, and write down why you showed up today and who you're doing this for.

3

Take the 5 sticky-notes with fears, and tear them up—not useful here today.

4

Take one of the five sticky-notes, and go around in a circle and introduce yourself to your group, and share why you decided to come and what you hope to accomplish today.



2 DEFINE SUCCESS

WHAT IT LOOKS LIKE

Workshops like this depend on a clearly articulated problem statement and shared understanding of the approach and purpose of the session. Start strong by getting everyone to envision what success will look like.

COVER STORY

Cover Story uncovers shared goals and can lead to realizing true possibilities that were once unimaginable.

Participants

Solo activity

Source

The Grove
innovationgames.com/wp-content/uploads/2011/06/HTMLCoverStory-IG.txt

Materials

[Cover Story template](#)
Markers

Why

One of the most effective techniques to recognizing common dreams people have is to ignore all limits and imagine what “could be.” During this creative activity, participants imagine a future accomplishment so spectacular that it gets published on the front page of a newspaper or magazine.

By freeing yourself from all restraints, you can release your imagination and think big in order to realize what direction your group should move toward. While some of the stories may seem extravagant, the collective thinking process may uncover real possibilities for the future.

How to do it

1

Start by drawing a large cover story poster for each 5–8 person group or use [our template](#). Make sure it has some of the following components: Cover, Headers, Sidebars, Quotes, Images, Brainstorms. You can display a real magazine cover to get people thinking.

2

Have the team members collaborate with their groups and fill in the components of their charts.

3

Have each group present their big-picture ideas. As a team, work to recognize any commonalities among the stories and reflect on how these similarities can actually be applied.

4

Use [dot-voting](#) so all the participants in the room can select their favorite cover story of all the groups. This will help focus the rest of the day’s conversation around a common goal.

DOT VOTING

A simple voting exercise to identify a group's collective priorities.

Participants

Group activity

Source

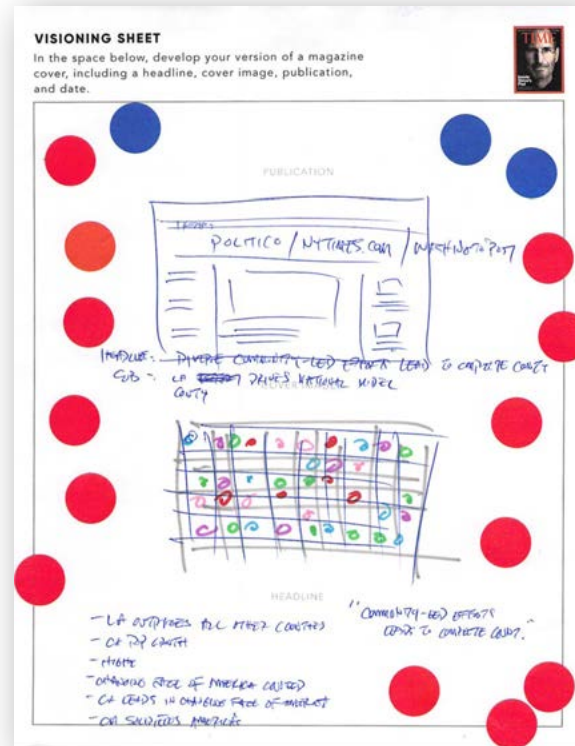
18F Method Cards
methods.18f.gov/discover/feature-dot-voting/

Materials

Dot stickers

Why

To reach a consensus on priorities of goals, ideas, or themes for the day with a group of people. This is especially helpful with larger groups of stakeholders and groups with high risk of disagreement.



How to do it

1

Have each group post their cover story on the wall. Then go around the room, with each group stating what their headline is. (This exercise can be adapted for reaching consensus on any idea, not just cover stories!)

2

Give participants three to five colored stickers and instruct them to place their stickers on the stories they feel are most important to meeting the goals and user needs. Participants can use all / multiple of their stickers on one story they really like, or spread them out to multiple ideas.

3

Identify the features with the largest number of stickers (votes). This will be the general goal your participants will work toward throughout the day.

Left:

Real example from Los Angeles workshop of dot-voting on cover stories

Partners / Collaborators

Communication + Education

Buy-In

Messages

Partners / Collaborators:

- business where people congregate - Tavern - bars - clinics
- DMV partner
- partner with DMH
- ticket clinic partner
- Veterans Affairs Office
- Dept. of Health + Human Services
- Food Banks
- Housing Resources +
- LAPD?
- community partners
- Reach through service orgs / social workers
- Homeless Team in Mayor's Office
- City of LA County of LA locations
- LA Pub. Library
- Dept. of Housing
- Media
- one-stop shopping
- Celebrity Collaboration
- LGBTQ + orgs / services

Communication + Education:

- Schools
- Simplify questions
- What is your name?
- Transitional Housing Staff Training
- education + awareness
- Names are anonymous
- Big event w/ homeless Resource Centers
- Local Partnerships
- National Partnerships

Buy-In:

- empowerment
- building trust
- decision fear
- DLA order campaign + 1 with a reward
- Food + Resources + Services
- Incentives / human services
- Social Services + support
- form filling = goal
- Provide Relief / services

Messages:

- Connect your neighbors
- Homelessness Counts
- Your neighborhood counts
- public transportation
- Activate millennials to aid in change
- ↑ volunteer network
- Community
- Support Services

3 GENERATE IDEAS

WHAT IT LOOKS LIKE

Participants choose a user scenario to tackle and generate as many ideas as possible—no idea is too crazy. After ideating individually, groups can begin to cluster ideas around themes or topics.

ACTIVITIES

CHOOSE A USER SCENARIO

Why

There isn't a one-size-fits all solution to increasing participation in Census programs and surveys. It is key that those creating new solutions understand who those solutions are being built for. User scenarios and personas help participants root their discussions and solutions in deep empathy for the people you want participating in the census.

How to do it

1

Choose the user you want to design for. Each group can choose their own, or the host of the workshop can assign them.

You can use the examples here, the hosts can develop their own user scenarios, or you can use the [sample user scenarios](#) provided.

2

Have each group keep their user scenario in mind when they move to the solo [ideation](#) and all subsequent exercises to develop solutions.

There are four barriers that Census and external research have identified as particularly common reasons for not completing the Census:



"I have trouble completing Census forms."

Your audience may not be native English speakers and find Census forms confusing.



"I don't trust the government with my information."

Your audience is concerned about data privacy or having their information used by other federal agencies.



"I don't have time to fill out the Census."

Your audience is very busy and assumes the Census will be time-consuming and cumbersome.



"I don't think the census has any impact on my life."

Your audience isn't sure what Census does, how its data affects them, and why their participation matters.

ACTIVITIES

IDEATION

Why

The most important thing to remember is that ideation is about generating as many ideas as possible—quantity over quality. It's not about coming up with the perfect idea, it's about making new connections, being inspired by each other, and allowing the group to go beyond the obvious solutions.



Above: Stanford d.school's "Saturate and Group" method in the [Bootcamp Bootleg](#). More great exercises and illustrations can be found there.

How to do it

1 Silent brainstorm

Have all participants generate as many ideas as possible, in silence, for new ways to reach the persona they've 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!

2 Share

Have each person go around in the group and share the ideas they had. No apologizing for wild ideas! Nothing is too crazy at this stage. Start to post these ideas up on the wall or an poster-size easel pad.

3 Clustering

After or during share out, begin to cluster ideas around themes—move the post-its around so that similar ideas are grouped together. There is no right or wrong way to cluster, just start to create some overarching themes and name those.

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 phrase, "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 earlier.



4 REFINE & BUILD

WHAT IT LOOKS LIKE

The group uses a storyboarding exercise to further flesh out an idea they've agreed on. Doing this helps them explore the idea from the perspective of a user and consider what it would take to execute.

STORYBOARDING

A visual sequence of a specific use case or scenario, coupled with a narrative.

Participants

Groups of 4-5 people

Source

18F Method Cards
methods.18f.gov/#storyboarding

Resources

[Storyboarding template](#)

Why

To visualize interactions and relationships that might exist between a user and a solution in the context of the user's full experience.

How to do it

1

Align on which idea you want to present and talk through these questions:

- Who is our idea designed for?
- What is a tool, campaign, program, or other activity that we can create?
- 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?

2

Gather any documents that describe the different use cases or scenarios in which users will interact with your service, campaign, or idea for getting out the count.

3

Sketch scenes that visually depict a user interacting with the service, including as much context as possible. For example: Are they on the move? What else is in their environment?

4

Annotate each scene with a description of what the user is attempting to do. Describe what general feeling or experience the team wants the user to have.

5

Create a polished version of the storyboard that you are comfortable sharing with the larger group. The point here is not the quality of the sketch, but a well-conveyed concept that can work in the real world.



5 SHARE & COMMIT

WHAT IT LOOKS LIKE

Each group presents its idea for feedback and further discussion. At the end of the session, participants make public commitments of what their next steps will be in further developing and implementing these ideas.

WRAPPING UP

Share out

At the end of the session, have each group share their work with the rest of the participants. Make sure each group has a structure to follow:

- Describe user
- Identify barrier to census completion
- Walk through storyboard of intervention
- Identify what would need to happen for this to be implemented: What materials/capabilities?
- Ask for feedback

Make commitments

The final step should be to ask workshop participants to make oral or written commitments (you can use our [commitment worksheet templates](#)). They can be related to the ideas generated from the day, or can be more broad. Doing this in a group setting will increase accountability and likelihood of follow-through.

- Distribute commitment worksheets.
- Give participants 10 minutes to write down their commitments (you can use the worksheet provided in the appendix). Remind them to make sure they are being ambitious but realistic.
- Share commitments & collect sheets. You can go around the room or ask people to volunteer to say their commitments out loud. This depends on the level of comfort of the participants and how you want to run the event.

FOLLOW UP

- Be sure to write a thank you/recap email to the participants. Share your enthusiasm to continue to work together towards census solutions, and any additional resources you want them to have that you didn't get a chance to share during the event. Ask them to share their feedback—and please share that feedback with us!
- You should determine who will be following up on the partners' commitments and how. Now's the time to get that process going. Remember the larger goals beyond any single workshop—it's the follow-through that matters most.

RESOURCES & PRINT-OUTS

Planning guides

Sample planning timeline & checklist
Sample agendas

PAGES 37-40

Workshop materials

Sample user scenarios
Census 101 infographics

PAGES 44-49

Activity worksheets

Cover Story template
Storyboard template
Commitment worksheet

PAGES 41-43

SAMPLE TIMELINE

PLANNING CHECKLIST

Week 1

- ☐ Agree on hosts and determine shared goals and purpose.
- ☐ Decide event format & length
- ☐ Set a date
- ☐ Set a budget, or in-kind needs (venue, food, materials, videographer, etc.)
- ☐ If there are budget gaps, determine who will sponsor via funding or in-kind services
- ☐ Take a first pass at the guest list
- ☐ Determine roles
- ☐ Begin to scope venues

Week 2

- ☐ Select venue
- ☐ Finalize guest list
- ☐ Send out invitations
- ☐ Continue to refine goals + agenda
- ☐ Begin to define user personas and assemble 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 (Powerpoint, etc)
- ☐ Do a walk-through of the venue and make sure you have everything you need, including audio-visual setup and someone who knows how to work it
- ☐ 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 emails to guests
- ☐ Pick up / collect supplies orders
- ☐ Consider how you want to form groups—you can do this day of, but sometimes it helps to plan ahead. The goal is to have groups be as diverse as possible.

Week 5

- ☐ Host the workshop!
- ☐ Debrief with fellow organizers
- ☐ Send out thank you letters to participants

Week 6

- ☐ Collect and edit media (photographs, videos) where necessary

SAMPLE AGENDA

FULL-DAY WORKSHOP

10:00–10:30 Briefing & group kick off

Welcome group, do introductions, and set out goals of the workshop

10:30–11:15 Cover Story exercise

11:15–11:30 Break

11:30–11:45 User scenarios

Walk through the different scenarios and have each group select one to work with

11:45–12:00 Solo ideation

Have each individual generate as many ideas as possible on sticky notes

12:00–12:45 Working lunch

Grab food, share ideas in groups, and generate more approaches

12:45–1:00

Ideation in groups

1:00–1:20

Insights

Step back and see where the insights / recurring themes are

1:20–1:45

Concept & prototype

Align on which idea you want to present and develop your storyboard

1:45–2:15

Pitch / Share out

Have each group present their storyboard or other prototype to the group and get feedback

2:15–2:45

Commitments & wrap up

Have participants articulate commitments they are willing to make to work towards implementing their ideas

SAMPLE AGENDA

HALF-DAY WORKSHOP

9:00–9:15

Briefing & group kick off

Welcome group, do introductions, and set out goals of the workshop

9:15–9:30

User scenarios

Walk through the different scenarios and have each group select one to work with

9:30–9:45

Solo ideation

Have each individual generate as many ideas as possible on sticky notes

9:45–10:15

Clustering & insights

In groups, step back and see where the insights / recurring themes are

10:15–10:30

Break

10:30–11:00

Concept & prototype

Align on which idea you want to present and develop your storyboard

11:00–11:30

Pitch / Share out

Have each group present their storyboard or other prototype to the group and get feedback

11:30–12:00

Commitments & wrap up

Have participants articulate commitments they are willing to make to work towards implementing their ideas

SAMPLE AGENDA

ONE-HOUR WORKSHOP

9:00–9:10

Problem statement

Welcome group and set out problem statement that the participants will be responding to

9:10–9:15

Solo ideation

Have each individual generate as many ideas as possible on sticky notes

9:15–9:25

Clustering & insights

In groups, start to organize the ideas based on recurring themes

9:25–9:40

Concept & prototype

Have participants align on an idea to present and create a quick storyboard

9:40–10:00

Share out & commit

Have each group present their idea and have the group come up with concrete actions they can take towards those solutions

STORYBOARDING

Group #

Idea

Insight

How it works

COVER STORY

In the space below, develop your version of a magazine cover, including headline, cover image, publication, and date.

PUBLICATION

COVER IMAGE

HEADLINE

COMMITMENT SHEET

Name

Email

Organization

Who are the other individuals or organizations we should be in touch with, or whose work we should know about?

What's the most important thing you heard today?

How do you want to be involved with this working group moving forward?

What are 3 things you can do within your organization to help prepare your community for the census?

1. _____

2. _____

3. _____

- ☐ 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

ROSA



Age

40

Technology access

Cell phone

Marital Status

Divorced

Household

3 children

Rent / Own

Public housing

Education

High school

Language

Spanish

How she feels about the census

- Has heard of census, but doesn't think it's important
- Sees census as time intensive and complicated to fill out
- Mistakenly believes census informs tax and immigration status
- Does not intend to respond to census

How she could be motivated to participate

Understanding that census can be used to build a better future for her kids' lives

SAMPLE USER SCENARIO

CHUN JA

**Age**

82

Technology access

Limited—has a flip phone
& no computer at home

Marital Status

Married

Household

Husband & adult daughter

Rent / Own

Rents

Education

High school

Language

Korean

How she feels about the census

- Lacks full understanding of what census does
- Skeptical of government polling for information
- Doesn't see how census is going to benefit her

How she could be motivated to participate

Reinforcing that by participating in census, her community will receive the amount of resources they deserve and need.

MARSHALL



Age

27

Technology access

Laptop & smart phone

Marital Status

Single

Household

Lives with roommates

Rent / Own

Sublets a room in
a group house

Education

College

Language

English

How he feels about the census

- Has moved multiple times in the last few years, and as a musician making most of his money in cash, tries to avoid official government mail
- Sees the census as a headache like doing taxes
- Doesn't think the government cares about people like him or his community, and thinks the government already has information on him

How he could be motivated to participate

Relatively politically engaged—and could be motivated by seeing census as activism

VIOLET

**Age**

24

Technology access

Limited

Marital Status

Single

Household

Experiencing
homelessness

Rent / Own

Transitional housing

Education

Completed 9th grade

Language

English

How she feels about the census

- As a Transgender woman who's experienced homelessness, Violet has had to learn how to stay low profile.
- As someone working to get very basic needs met, the idea of filling out additional paperwork is not a priority

How she could be motivated to participate

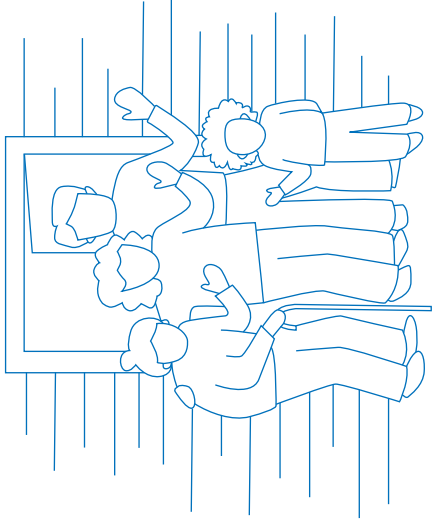
Recognizing that she has a right, and a voice, to be counted, could be motivating.

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

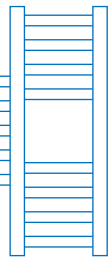
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's in the constitution.

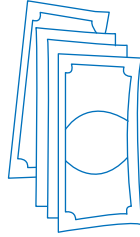
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.



It's about fair representation.

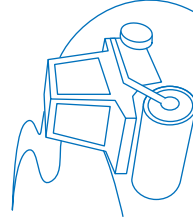
Every 10 years, the results of the decennial census are used to reapportion the House of Representatives, determining how many seats each state gets.

It's about \$400 billion.



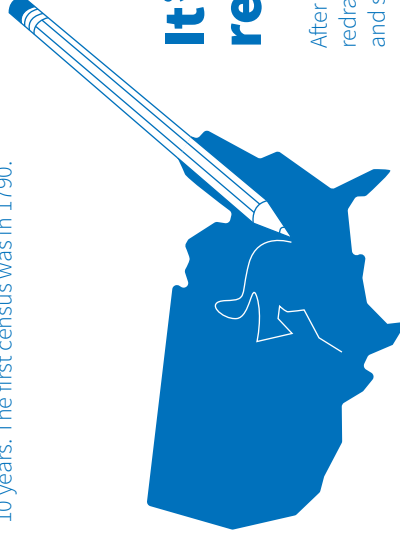
The distribution of more than \$400 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



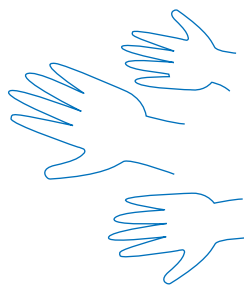
It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

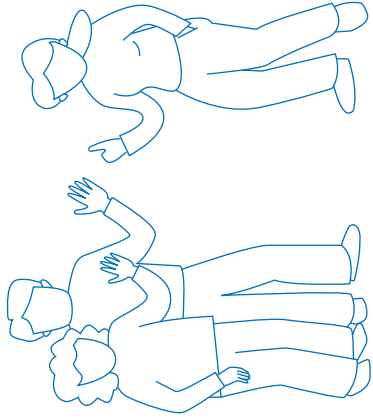


Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



Census data are being used all around you.

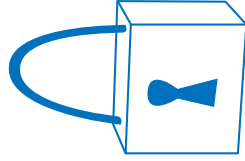
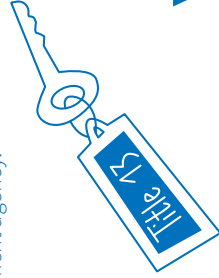


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

Your privacy is protected.

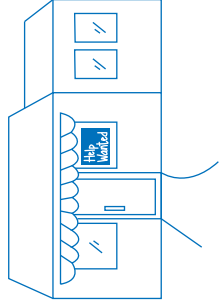
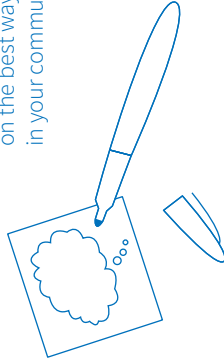
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, the Census Bureau cannot share your answers with any other government agency.

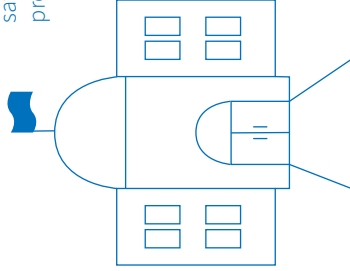


You can help.

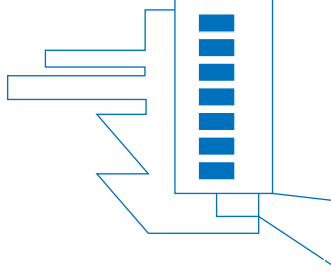
You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



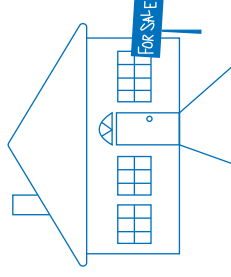
Local governments use the census for public safety and emergency preparedness.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.

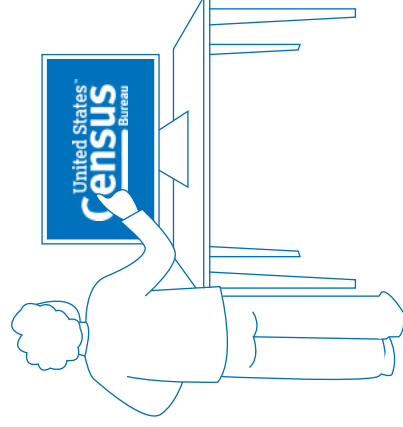


Real estate developers use the census to build new homes and revitalize old neighborhoods.



2020 will be easier than ever.

For the first time, you will be able to respond to the census online.



FIND OUT HOW TO HELP AT [CENSUS.GOV/PARTNERS](https://census.gov/partners)

United States[™]
Census
Bureau

THANK YOU

This is a beta toolkit and is designed to be a living, breathing resource for our partners.

We welcome feedback, suggestions, and any ideas to help improve the content. Success stories and potential case studies are welcome too!

Get in touch by writing to census.partners@census.gov.

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CENSUS OPEN INNOVATION LABS
U.S. CENSUS BUREAU
