



Tab 6

## Complete Count Committee Update

Coordinating Board for Higher Education  
March 4, 2020

### BACKGROUND

Gov. Mike Parson created the Missouri 2020 Complete Count Committee with Executive Order 18-12 on December 18, 2018. Efforts began with a grassroots outreach campaign targeting hard-to-count populations and included a \$500,000 appropriation in FY 2020 for an outreach campaign. The vision of the committee is to perform all efforts possible to ensure an accurate and timely count of all persons living in Missouri in order to secure federal funding and fair representation for all Missourians over the next decade. College students have been identified as a hard-to-count population that will require a coordinated approach to reach.

The 2020 Census is the first time people can fill out the census online. Nearly every household in the U.S. will receive an invitation to complete the online census through the mail. People can also complete the census on paper forms or through the mail. Census Bureau officials anticipate there might be some confusion about the new process.

### CURRENT STATUS

The Department of Higher Education and Workforce Development is working to reach college students with information about the census by offering resources and coordinating outreach efforts across the state. The commissioner established a working group, including liaisons from 30 institutions both public and private, that comes together once a month to share questions and suggestions.

The University of Missouri volunteered to create a toolkit modeled on California's Higher Education Toolkit and a suite of unbranded images and messages that institutions can use to get the message out through social media and other channels. The toolkit was provided to institutions in February. Institutions can plug-and-play those items, modify them, or model their own communications pieces on them.

### NEXT STEPS

- Institutions will deploy communications plans in March and April.
- Starting March 12, the U.S. Census Bureau will mail households cards with a PIN number to be used in completing the census.
- The online census link is live March 12-May 12.
- Beginning May 13, the U.S. Census Bureau begins follow-up with individuals who haven't responded.
- The last day to complete the Census is July 31.

### RECOMMENDATION

This is an information item only.

### ATTACHMENT

- Missouri Census 2020 Toolkit

**Census  
Toolkit**



**MISSOURI**  
**CENSUS 2020**

**Tailoring Census Outreach Efforts  
for Higher Education**

# How to use this toolkit

• **Familiarize yourself with when things are happening** specifically related to colleges and universities.



**Step 1:** Timeline for Higher Ed Institutions

• **Understand why the Census is important** to your campus, your students, Missouri, and the nation.



**Step 2:** Why the Census Matters

• **Get quick tips & best practices** on how to design your student outreach campaign based on behavioral science research.



**Step 3:** Effective Outreach Strategies

• **Consider suggested resources and ideas** to identify which means are available and will work best at your campus.



**Step 4:** Connecting Campus Resources

• **Review key points and sample messages** to get started in developing plans and materials to reach your student populations.



**Step 5:** Consider Key Points and Messages

• **Create a Census Strategic Student Engagement Plan** that's unique and specific to your campus outreach efforts.



**Step 6:** Tailor Your Outreach



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# STEP 1

**TIMELINE FOR  
HIGHER EDUCATION INSTITUTIONS**

# U.S. Census Day is April 1, 2020

Most people will complete the Census Surveys online – a first in American history! Make sure students living in dorms and other group quarters are counted.

- The U.S. Census Bureau includes college residence halls as part of their Group Quarter (GQ) target groups.
  - Right now, the U.S. Census Bureau plans to send post cards with information on how to complete the Census online.
  - **Students should complete their e-responses between April 1, 2020, and May 1, 2020.**
- A question for many students may be, *“What is my usual residence? Is it my dorm or my parents’ home?”*
  - Students are to complete the Census where they are living on April 1, 2020. For Missouri colleges and universities, that will typically mean that students complete the Census survey on campus.
  - **Students who are living away from home on April 1, 2020 should count themselves separately from their families at the on-or off-campus residence where they live and sleep most of the time.**



# Dates to Remember

**Start planning early!** Develop strategic engagement plans for reaching out to students about the Census.

**Starting February 3, 2020**

U.S. Census Bureau launches “Group Quarter Advance Contact” with colleges and universities

**Starting March 12, 2020**

U.S. Census Bureau mails households cards with PIN numbers to be used for filling out the Census form, including students’ residences

**April 1, 2020**

**Census Day**

**April 2, 2020**

U.S. Census Bureau begins efforts to count students living in residence halls and other group quarters, referred to as Group Quarters enumeration

**March 12 to May 12, 2020**

U.S. Census Bureau launches internet link for individuals to complete the Census Survey online



# STEP 2

**WHY THE CENSUS MATTERS**

# How You, Your Community and Campus Benefit from Census Data



- **Once a decade, America comes together to participate in the Census, creating national awareness and statistics.**
- The U.S. Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.
- The Census Bureau conducts the decennial Census, the American Community Survey, the economic Census, and many other surveys.
- Federal funds, grants, and support to states, counties, academia, and communities are based on population totals and breakdowns by sex, age, race, and other factors.

**College students** benefit from federal student loans, legislation, campus funding, campus improvements, and health and social services.

**Local government officials** use the Census to ensure public safety, provide health care, and improve schools and hospital facilities.

**Businesses** use Census data to decide where to build factories, offices, and stores that create jobs and serve local communities.

**City planners and real estate developers** use the Census to improve transportation and infrastructure, including affordable housing.

## Individuals' data are confidential.

Federal law protects your Census responses. Answers can only be used to produce statistics.

## It's in the Constitution.

The U.S. Constitution requires a Census every 10 years. The Census covers the entire country and everyone living here. The first Census was conducted in 1790.



# Understand Student Impact

## Missouri Census 2020 needs your help because you care about:

- Federal student loans
- Federal research grants
- Campus funding
- Campus improvements, including labs, buildings, and classrooms
- Health and social services
- Federal legislation
- Students' future careers
  - many professionals are heavily dependent on federal funding (e.g., medicine, social work, nursing, science, research, or public health)

## The Census is also important for:

**Redistricting.** After each Census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

**Fair representation.** Every 10 years, the results of the Census are used to reapportion the U.S. House of Representatives, determining how many seats each state gets.

**Billions of dollars at stake.** Census data determine the allocation of billions of dollars to support your state, county, and community's vital programs.

## Quick facts about Missouri

- Missouri has nearly 6 million residents, and is the 18<sup>th</sup> most populated state in the U.S.
- 338,515 college students in Missouri were enrolled at universities, colleges, and community colleges in Fall 2019.
- In 2017-18, 104,364 Missourians were awarded \$431,411,598 in Pell Grants based in part on Census data.
- Census survey data are one factor to determine the funding for many programs in higher education.



# STEP 3

**EFFECTIVE OUTREACH STRATEGIES**

# Which College Students are Hardest to Count?

**The U.S. Census Bureau identifies all college students as Hard to Count.**

- Some college students are even harder to survey because of additional factors.
- Use the table to help:
  - Understand the challenges in reaching students.
  - Customize your approach in your Census strategic student engagement plan.

- Use this chart to determine which students are the hardest to count.

Hard-to-Count College Student Demographics	College Student Profile <i>(Number or Percent of Students)</i>
College students between the ages of 18 and 24	
College students from low-income backgrounds	
College students of recent immigrants	
First generation college students	
College students from homes who speak English with limited or no proficiency	
College students who are non-White	
College students who are homeless or lack stable housing	
College students living off campus and rent	
College students living off campus with their families	
College students living on campus	

# Identify How Best to Reach Students

- Missouri campuses are made up of diverse student populations.
- Use the table to help:
  - Plan how best to reach each, especially the hard-to-count.
- Consider resources available to reach each group.
  - For example, international students may need additional help, so you might:
    - Connect with your international student department.
    - Collaborate to offer a designated location or time to connect with language assistance resources.

Student Populations	Best means for reaching
<b>Where they live</b>	
Live on campus	
Live nearby, but off campus	
Commute a distance to campus	
Lack stable housing (couch surfers or homeless)	
<b>Demographics of Hard-to-Count Student Populations (and who they may identify with/as)</b>	
International students	
LGBTQ+	
Dreamers/Undocumented students	
Student veterans, ROTC	
Parenting students	
Hispanics	
Other ethnicities (African American, Asian, Native American, Southeast Asian, etc.)	
<b>Educational purposes</b>	
Undergraduate	
Graduate and professional school students	
Continuing education	
Adult education	
Vocational education	

# Plan the Campaign

Plan your campaign to reach the student audience you hope to engage. Think about what's important to them and what motivates them.

## 1. Make it clear why the Census is important for students and the institution. *Why should students care?*

- It's easy to forget that what you're advocating for, which you know a lot about, may not be as clear to students who are just becoming aware of the Census.
- Frame the "why" of taking an action as a value proposition that's important to students.

## 2. Prompt campus departments and student organizations to make a plan. *What kind of planning do campus organizations need to do?*

- There is a gap between what we intend to do and what we actually do. To help close this gap, this toolkit contains checklists and templates to help plan your campus Census campaign.
- Have departments and student organizations indicate when they'll do something, how they'll do it, and other critical details.

## 3. Create a checklist. *What are the steps departments, students, or student organizations should take?*

- It helps to outline a clear to-do list or action steps.
- Start each step with an action verb of what needs to be done.
- Help groups know what to expect or how they can help.
- Make sure the Census is accessible to all.

## 4. Consider the right incentives. *How can we make our incentives seem even better?*

- Both financial and non-financial incentives can be powerful motivators.
- Whenever using incentives, consider the timing and context for the incentives.
- For example, if offering a bookstore coupon, a \$1 coupon for a \$5 item is much more exciting than a \$1 coupon for \$100 item, even though in both instances an individual is saving the same amount.

# Communicate Effectively

Making it easy to complete the Census is critical. Sometimes the smallest tweaks can have significant impact. Meet students where they are.

## 1. **Keep it simple.** *Is all the information in our message immediately useful? Are we using simple language?*

- Use simple and conversational language that's to the point.
- Provide only the most essential information.
- Whenever possible, describe short-term costs or benefits.
- Avoid over-sharing in an attempt to be thorough; include reference links to resources for those interested in learning more.

## 2. **Consider the messenger.** *Who will students listen to?*

- People pay attention to who is asking them to do something. Is it someone they know? Trust? Respect?
- If sending a written communication (e.g., a letter or postcard), including a photo of the person sending the message has shown to increase responsiveness.

## 3. **Make it personal.** *Where can we add a personal touch?*

- Tailor content with information and examples that are relevant to the student/group.
- Adding personal touches can increase response rates. For example:
  - Addressing letters or emails with the student's name.
  - Handwritten notes or signature template letters.

## 4. **Consider the timing.** *What are students' schedules like? When will the message be most relevant?*

- People tend to discount things in the future, because they're more abstract.
- Pay attention to the academic calendar (e.g., mid-terms, finals, spring break, etc.)
- Consider when students engage most. For example, research shows:
  - Sending emails at lunchtime results in increased click rates.
  - Asking to sign a form at the start rather than the end reduces self-reporting errors.

## 5. **Consider the location.** *Where do students spend time? Where will the message reach the most students?*

- The selected campus setting affects students' interest in hearing your message.
  - Are you knocking on their dorm doors when're they're trying to sleep in on a Saturday morning? Or talking to them about how the Census can impact educational funding and financial aid when they are registering for classes?

# Be Creative

Package your messaging so it stands out.

## 1. Make the Census a social event. *Who do students identify with or admire?*

- We are strongly influenced by what those around us do, what we perceive to be “normal” or “acceptable,” and what others think of us.
  - For example, students purchase products that others they admire endorse, and consider how others rate restaurants.
- If students publicly commit to do something, they’re more likely to follow through.

## 2. Use the right channels. *What kinds of communication channels do our students like and already use?*

- Consider what channels are available and which students already use.
- While sending letters or flyers can be effective, research shows that text messages, pop-up boxes, and in-app messages are also cost-effective ways to connect.

## 3. Make it visual. *What pictures could we use to convey our message?*

- Start the design with pictures, and then add words, rather than starting with extensive text.
- Humans are drawn to pictures. Some studies show we read as little as 20% of the text on a page.

## 4. Create tag lines and graphic elements. *What will appeal to students?*

- We encourage you to use the Missouri 2020 Census logo for branding purposes. You can use it alone or co-branded with your school's logo.
- Think of creative slogans for your campus.



**CENSUS 2020**



**Twitter:** @MoCensus



**Facebook:** @MoCensus2020



**Instagram:** @mocensus

**#Census2020**

**#MissouriCounts**



# STEP 4

**CONNECTING CAMPUS RESOURCES**



# Ideas for Maximizing Student Participation



- Contact your public affairs or campus communications office to help with outreach.
- Highlight in digital spaces:
  - University webpage(s)
  - Events calendars/schedules
  - Student portals
- Promote in physical locations:
  - Digital signage
  - Bulletin boards
  - Sidewalk displays
  - Dedicated computer locations
  - ADA accessible
  - Table tents
- Longer form messages (email blasts, letters, newsletters) from:
  - Leadership:
    - President or chancellor
    - College deans
  - Individuals with personal contact with students:
    - Advising or counseling faculty/staff
    - Faculty
- Shorter form messages (social media, login notices, flyers):
  - Use hashtags on social channels.
    - #MissouriCounts is the official hashtag.
  - Platforms that are most widely used.

# Using Campus Locations for Promoting the Census



- Think about where students frequent for setting up Census assistance kiosks or engaging students to complete the Census.
- Use the table below to help identify local places and points of contact.

Facility/Resource	Campus Location/ Contact Person	Facility/Resource	Campus Location/ Contact Person
Student union		Parking facilities	
Libraries		Recreation centers	
Bookstore		Kiosks	
Dining halls, cafes, cafeterias		Gymnasiums	
Departmental offices		Faith-based organizations	
Dormitories		Facilities management leadership	
Museums, galleries		Other	

# Engaging Student Organizations

- Engaging student organizations in the campus Census campaign can be one of your most effective strategies.
  - Encourage student groups to set up informational tables or booths on campus about the Census.
  - Create friendly competitions with incentives among student organizations.
  - Have students identify and reach out to neighboring campus locales that students frequent to post Census posters and information.
- Engage student activist organizations and student governments (e.g., student senate, associated student government) and encourage them to:
    - Adopt resolutions about the importance of the Census.
    - Develop their own outreach plans.
  - Tap into student groups to undertake peer-to-peer outreach.
  - Connect with Greek organizations, housing staff, and international student staff.



# STEP 5

**CONSIDER KEY POINTS  
AND MESSAGES**

# Ideas for Messaging



- Use the suggested communications plan in your toolkit to find sample messages that work for your students.
- Timeframes you should think about sending messaging are:
  - Ahead of household card mailing
  - When students start receiving mailed cards
  - On Census Day
  - Near the end of the completion window

Suggested Missouri Census 2020 Communications Plan for Higher Education			
Time Frame	Things to think about	Sample Long Messaging	Sample Short Messaging
March 1-12	Students will begin receiving postcards with the PIN# to fill out the Census on March 12. Think about sending an informational mass email to students in the beginning of March. Throughout your messaging efforts, be sure to note that students living away from home on April 1, 2020 should count themselves separately from their families if living or sleeping in on- or off-campus residences most of the time.	The next decennial Census is just around the corner in 2020. Make sure you're counted! An accurate snapshot means that communities across the nation receive the funding, services and business support they deserve and need. And your responses are completely confidential. To learn how the @uscensusbureau protects your information, visit <a href="https://census.gov">census.mo.gov</a> #MissouriCounts	The next decennial Census is just around the corner in 2020. Make sure you're counted! Your responses are confidential. To learn more about the #2020Census, visit <a href="https://census.gov">census.mo.gov</a> #MissouriCounts
	Start reaching out to campus organizations to coordinate efforts in reaching out to hard-to-count student demographics (refer to toolkit on which students are the hardest to count). Reach out to facilities management- kiosks may need to be set up for those without internet access. Connect with the international student department on what may be needed to conquer language barriers. Make sure facilities are accessible	This year, the U.S. Census Bureau will accept responses online for the first time. The process will be quick and secure. You can respond to the Census in less time than it takes to finish your morning coffee. You'll also still be able to respond by mail. To learn more about what to expect, visit <a href="https://census.gov">census.mo.gov</a> #2020Census #MissouriCounts	For the first time, you can respond to the Census online. Responding by mail will still be an option. Get more information: <a href="https://census.gov">census.mo.gov</a> #2020Census #MissouriCounts
		The 2020 Census is coming up soon! Students who are living away from home on April 1, 2020 should count themselves separately from their family at the residence where they live and sleep most of the time. Accurate Census data provides proportional representation and helps us receive funding for federal student loans, campus improvements and research grants. <a href="https://census.gov">census.mo.gov</a> #MissouriCounts	The #2020Census is coming up soon! Students who are living away from home should count themselves at the residence where they live and sleep most of the time. Accurate Census data helps us receive funding for student loans, campus improvements and research grants. #MissouriCounts
	The Census survey link is live online beginning March 12. Continue with informational messaging, but now start reminding students to watch for the card from the U.S. Census Bureau that says fill out the Census	The Census Survey is now live online! If you have received your PIN# in the mail from the U.S. Census Bureau, you can now fill out the survey either by mail or online. Students who are currently living	The Census Survey is now live online! If you have received your PIN# in the mail from the @uscensusbureau, you can fill out the survey online or by mail. Students who are currently living away



# STEP 6

**TAILOR YOUR OUTREACH**

# Action Plan Checklist

Now that you've reviewed some best practices for developing a Strategic Student Engagement Plan for the 2020 Census, you can use the toolkit checklist to make your Census support efforts as effective as possible.



## Action Plan Checklist

### Know your audience

What students do I want to reach? Why might they not participate in the Census?  
What is the action I want students to take?  
What student organizations are most apt to participate?  
How can our academic and student services departments help reach and engage students?

### Have an objective

What do we want our academic and student services departments to do? What do we want them to achieve?  
What do we want our students and student organizations to do?  
Do our departments and student campus organizations have an incentive to take that action?

### Make it relevant

Why should faculty, administrators, and staff care?  
Why should students care?  
Where can we add a personal touch?  
Who do students and organizations identify with or admire?  
What incentives will students respond to?

### Make it action-oriented

Is all the information in our message immediately useful? Are we using simple language?  
What pictures could we use to convey our message?  
Have we communicated the steps our departments, student organizations, and students should take?  
What kind of planning do our departments and student organizations need to do to take?  
How do we make it simple to take action?

### Plan the outreach campaign

Who will our students listen to?  
Why will our students care? Why will they want to participate?  
What are our students' schedules like?  
When will our message be most relevant?  
Where do our students spend time?  
Where will our message be most relevant?  
What kinds of communication channels do our students like and already use?





**Examples and printable materials to support your campus Census outreach efforts is available at:**

<https://www.census.gov/partners/2020-materials.html>

**Graphics and Extra Materials:**

<https://census.mo.gov/get-involved/highered/>

**Promotional Videos:**

[Shape Your Future: The 2020 Census](#)

[2020 Census PSA: What is the 2020 Census? \(:30\)](#)

[2020 Census PSA: How Do I Take The 2020 Census? \(:20\)](#)