



CENSUS 2020 COMMUNICATION & MOBILIZATION PLAN

Minnesota Census
Mobilization Partnership
December 2018

Introduction

Minnesota is a prosperous state with one of the highest education, income, and health status levels in the country. However, Minnesota is also consistently ranked as having the second worst racial disparities in the country. People of color and indigenous people in Minnesota face higher poverty rates, lower employment, higher morbidity and mortality, and higher incarceration rates than their white counterparts. Additionally, communities in greater Minnesota struggle to gain access to quality health care, transportation, and employment. It is commonly understood that these inequities are due to both historical and current disparities in representation of diverse communities in decision making bodies, as well as unequal resource allocation within the state and at the federal level. While the state is making strides to close the disparity gap, one important factor is the distribution of resources and representation that is determined at the federal level as a result of the decennial Census count. The Constitution requires the census every ten years to determine representation levels, and federal policies rely on census numbers to allocate funds among states and localities.

Historically, the census has missed large numbers of people of low wealth, indigenous people and racial and ethnic minorities. By the 2010 census, however, the national undercount had dropped to less than 2 percent, due to funding that allowed Census workers to knock on the doors of the millions U.S. residents who didn't mail back their forms. This budgetary support has been cut for the upcoming 2020 census. This means there is no money available for door knocking and facetime to gain the participation of historically undercounted communities. There is real concern that the Census Bureau's effort in 2020 won't be effective in reaching communities of color, rural communities, and low wealth communities. As a result, Minnesota and its residents, including those in greater Minnesota, African Americans, Hispanics, and low English speaking immigrant populations, are at risk of losing fair representation and their share of the billions of federal funds for health care, education, job training, and community development. This will further deepen Minnesota's inequities despite the state's efforts to close the equity gap.

The great news is that the Minnesota Council of Foundations has put together the Minnesota Census Mobilization Partnership (MCMP) to ensure that all Minnesotans are counted in the 2020 census. The partnership is made up of community groups, businesses, government and philanthropic agencies that are organized to advocate, promote, and provide funding to support efforts that ensure all Minnesotans are counted. One of the objectives of the partnership is to develop specific and targeted communications and outreach mobilization plan/s to reach each of Minnesota's unique undercounted communities. The Partnership hired Grassroots Solutions to develop a census 2020 communication and mobilization plan with outreach and messaging strategies specific to Minnesota's diverse historically undercounted communities.

Case Statement

Goals

There were two goals for the development of the plan, and for the plan itself:

1. Develop a plan that has adapted messaging and engagement strategies for implementation specific to each of Minnesota's diverse undercounted communities.
2. Identify and position key community partners for plan implementation.

Many plans have been developed that were about or on behalf of community residents, but far fewer plans that are developed with those most directly impacted. The reason this is important is because strategies for solving problems in a community are best generated by that community. Bringing direct lived experience to bear on a community problem makes the solutions relevant, powerful, and durable, and engaging community members is an investment in the agency and expertise of that community.

That's why we relied on relationship-building, engagement, and transparency, to convene a "Co-Creation Table" made up of community leaders, who are themselves members of undercounted communities, as co-strategists. These Co-Creation Partners have worked alongside us at every stage of plan development, including initial conception, information gathering, analysis, strategy development, and plan writing.

Gathering Information and Insight

In order to produce a plan that is grounded in rich perspective and deeper community input, we needed to expand the conversation beyond just who was at the Co-Creation Table and their immediate connections. We wanted to include additional public sector stakeholders who have relationships with undercounted communities, and most importantly, from lay people who live in these communities but are not engaged in the public sector as part of their vocation. The Co-Creation Table, with support from Grassroots Solutions, designed an information-gathering strategy that included listening sessions, one-on-ones, and surveys to learn about community members' thoughts, perceptions, and experiences about the census. Specifically, we focused on surfacing barriers, possible motivations for participation, and credible people who could influence participation. We spoke with a total of 200 people, from Owatonna to International Falls. This included:

- Immigrant groups including, Latino, Somali, Hmong, Laotian, Cambodian, Karen, Vietnamese, and West African
- African Americans
- Tribal members living on tribal lands
- Urban Native people
- Emergency shelter residents,
- White, low- wealth, rural residents
- Racial justice community organizers

Themes, "Message" and Message Content

At the beginning of the project, one working assumption that was being made was that there would be discreet, specific messages that would be effective with each undercounted community. (Message A should be delivered to Community A, Message B to Community B, and so on.)

What we found was that, while undercounted communities do have unique features and considerations, there were overarching themes that were consistent across demographics. These themes provide the foundational messages for outreach to undercounted communities and a customized "story" can be built around these themes in a way that makes it relevant for different audiences. **Rather than distinct messages, it became clear that what mattered most was a combination of message as well as message context-- the messenger and relationship -- in which message is delivered.**

With the following overarching themes as anchoring points, and paying particular attention to messenger, customization of the message to specific communities will be co-developed within and with each community. When relevant, we've provided customized message samples under each theme as recommended by the Co-creation Table members and gathered during listening sessions.

Theme 1: We Don't Know: Most participants did not know what the Decennial Census was, why it is done, when it is done, how the data is used, and what impact it has on the well-being of the community.

Community	Message
	The Census impacts MY life and MY community. The Census count determines federal funding allocations for services that my family relies upon to help us meet our basic needs. There are many low wealth families in my community.
	Census numbers helps clinics figure out where to build new clinics.
	Census determines congressional districts
	The Census is about you; Every ten years the government counts your community to decide how much money to give your community for services and resources. Funding goes to school, transportation and community programs
	It's been 40 years that the Hmong community has been in Minnesota. It's time to be counted and help shape it. We are established here.
	It's been 25 years since the Somali community has been in Minnesota. It is now home. It's time to be counted and have a say in its and our future.

Theme 2: We are fearful: People expressed apprehension and fear about Census, both in terms of the process (strangers knocking at the door) and the potential for data to be used for harm (including concerns about disclosures to landlords, ICE, or employers).

Community	Sample Message
	<p>You have a right to ask Census workers to prove their identity. By law, information they collect cannot be shared with ANYONE including landlords, social workers, law enforcement, or employers.</p>
	<p>It is currently illegal for anyone but Census employees to see individual data.</p>
	<p>If you watch for the Census in the mail and fill it out and return it when you receive it, then you do not need to answer the door to a stranger.</p>
	<p>Census data now is the most secure that any data can be. You can't find any information that would identify you as an individual, including your individual home address or citizenship status. Private information is never published. Census workers are not allowed to share your information under the penalty of a \$250,000 fine and up to five years in prison.</p>
	<p>If you fear harm, or your fears come true, you can call: (insert safety hotline number)</p>

Theme 3: We are powerful and courageous: Members of undercounted communities were excited and energized when they understood what was at stake in the Census. Overwhelmingly, they said they wanted the Census to be done in service of advancing the best interests of their community instead of Census being done *to* them. Their passion and commitment to their communities and their own leadership outweighed the fear of harm, and they were eager to make the Census a tool for their own advancement.

Community	Sample Message
	<p>Our Asian American communities are part of the fabric of Minnesota; we count! We are here and we need fair distribution of resources to our community, for our children, for our future. Census data is critical to our children's future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our children need to get a good start and be successful.</p>

Theme 4: It's not your business: Many participants expressed resistance to what they perceived as a violation of privacy and an overreach of government into their personal lives. Many felt that this was information the government had already collected in a variety of ways and did not understand how Census data was different than information gathered during an immigration process or other government-driven endeavor.

Community	Sample Message
	<p>The Census proves our existence. If you are not counted, you are invisible. Invisibility means fewer resources are distributed in your area. Your participation in the Census helps your neighbors and community as well.</p>
	<p>It's everybody's business—your community needs everyone counted to get fully resourced.</p>
	<p>Our communities have been screened and examined thoroughly before entering the country as refugees or as immigrants. Many of us have made a home here and our communities continue to grow. In order to get an adequate amount of resources into the neighborhoods we live in, we must have an accurate count of our fast-growing communities.</p>

Theme 5: We've been historically traumatized: Many undercounted communities have experienced trauma, exploitation, and abuse at the hands of the government (both in the US and elsewhere) and have had their trust in government repeatedly broken. This historical trauma does not lend itself to openly embracing promises of privacy, protection, and positive outcomes for these communities.

Community	Sample Message
	<p>I hear you; our government has misused information in the past. BUT it is currently illegal for anyone's individual information to be shared.</p>
	<p>Census/being counted is one of the ways that we can hold the government accountable for erasing us by showing them that we exist and getting the resources we deserve.</p>

Theme 6: We've been erased: Undercounted communities describe their experience of feeling erased and invisible to the majority culture. Some examples include:

- Inaccurate identity options on the forms they (Native vs. American Indian for example)
- Blood quantum rules
- Basing census collection on physical addresses (which not everyone has)
- Having information withheld about systems like census that have such an impact on everyday life
- Ignoring repeated injustice, both historical and current

Community	Sample Message
	The Census is about everyone; it is a chance for you to take a stand and the way to make it better is to be involved.

Theme 7: We crave stories: Undercounted community members crave real examples of how an undercount impacts their community and have a desire to have the impact of Census visible and real. It is important to note that Tribes have unique needs in terms of understanding how money flows to sovereign nations—not just through state governments allocations, but also through treaty agreements made directly with the federal government.

Community	Sample Message
	North Minneapolis (55411 + 55412) "lost" 7,123 people between 2000 and 2010 which translates into \$109,124,360 in Federal funds lost to the State of Minnesota, Hennepin Co., and Minneapolis. There are several zip codes like that all over Minnesota. Given the characteristics of the zip codes, it is likely to be the result of an undercount versus an actual loss in population.
	According to the Census, there are 34,000 Somalis in the state, but many in the community estimate that number is closer to 100,000. If that is correct, the undercount means \$1,011,120,000 lost over the last decade to the State of Minnesota and the cities and counties in which people reside.

Theme 8: We need to know the mechanics: Communities want full information about how Census works.

Question	Answer
When does it start and end?	It starts April, 2020 and ends in July, 2020.
What happens first?	Most people will get receive a postcard directing to an online form response, some people will get the printed form if they live in an area where internet connectivity is low.
What happens next?	If you don't respond to the postcard, you will get a letter followed by the form. If you don't respond to the form, you will get a letter (or two) from the Census followed by up to 6 visits per address from the enumerator. After 3 attempts, an enumerator can ask a proxy (like a neighbor or postman) for information about a person living at a particular address.
What does it look like?	This is being created now. It was a bulky piece of mail in 2010 (odd-sized letter) as it includes an envelope to return your completed form. (Include picture of form when available)
Is it in the mail? What color?	The form is sent via USPS. The color and format is being created.
If its online, how will I know it's there and where online is it?	The form will be available on a url which is not known at this time but you will receive post card providing it.
What if I don't have a residence and sleep on the bus or camped outside?	There are census canvassers who are talking to people experiencing homelessness on Census Day. Those staying in a shelter are covered under an operation known as Group Quarters.
Can I put the address of the community center near me?	No, people experiencing homelessness are supposed to be listed at the physical address where they are i.e. "under Lake Street bridge". This will be done by the enumerators on the night of April 1, 2020.
Can someone from the community organization/family member I trust help me fill it out?	Absolutely! With the new internet option, you do not have to work for the Census Bureau to help someone fill out their form.!

Theme 9: We need to see and hear from people like us: Not surprisingly, community members want to hear about Census from their own people. They need outreach to be conducted by people with their background, from their community, whom they trust. They want to engage with people who care about them, understand them, know how to reach them, know what they need to hear, and are connected to organizations that they trust.

Theme 10: Let us help: As people gained deeper understanding of how census data was used and how it directly affected their lives, they were eager to help. They know their community best and were ready to get trained and mobilized right away. They cautioned against assuming that being a census worker was the only way for people to help to get a complete count--in fact, many pointed out that if they get a short-term census job, that income means they lose basic benefits and/or that money goes to the emergency shelter if that's where they were living. They urged creative ways to offer compensation for their time and connections (such as gift cards).

Theme 11: We can use being counted as a tool for liberation: Making the census their own would enable historically undercounted communities to be SEEN and acknowledged as part of the fabric of Minnesota and the United States. They saw census to build longer lasting power and garner resources for the long term betterment of their communities.

Community	Sample Message
	I (we) live here too. (low wealth people) Many of us are employed in food service, hospitality, and care giving. Our children attend local schools. We pay taxes and shop in local businesses. I contribute to my community. I WANT to be counted.
	Filling out the Census can help you move forward by helping your community have resources for better schools, job assistance and improved public services.
	Our communities are here, and we're embedded. Our children are embedded. We want fair distribution of resources to our community; it is key to equality, and will help our communities, families, and future generations grow.
	One of the many reasons why our communities came to the United States is to ensure future for our culture and heritage. By making sure that our families, friends, and communities are counted through the Census 2020 we can ensure records of the continuation of our bloodlines, our culture and our identity.

Our Minnesota Census: A Community Led, Centered, and Driven Framework

These themes indicate that in order to effectively mobilize Minnesota's historically undercounted communities, activities need to center community and community must feel that this is owned by and benefits them. *Our Minnesota Census* is a framework for guiding what stories and messages are told, by whom, and in the context of what relationship. Much more than a traditional communications framework, this plan recognizes that community engagement and ownership are critical for a successful complete and safe count strategy.

Our Minnesota Census: The 2020 Census will reflect who Minnesota really is today, in all its diversity. It will be a vehicle for undercounted communities to step into their rightful place in the fabric of the community at large, participate in and be leaders for ensuring that every person in Minnesota is seen and valued as contributors to the social, economic, democratic, and civic well-being of our state. It will not be an exercise done by government to residents; instead, it will be an endeavor that enables communities to count and be counted.

We invite any and all organizations involved in Census 2020 to consider how this framework might guide or fit into their work.

Guiding Principles and Elements

To achieve "*Our Minnesota Census*", the Minnesota census mobilization work must be intentional about building trust among the different players while recognizing and strengthening the power of the different communities. Therefore, activities must be grounded in the following principles:

1. Be conducted WITH (not to or about) undercounted communities and Tribes.

They will be engaged in authentic partnership and in meaningful leadership roles that shape Census activities. This means taking care not to assume, over generalize, or talk "at" communities and Tribes, but instead enable them to have abundant information, resources, access, and tools for both counting and being counted;

2. Involve both supporting new activities that are community and Tribal driven & owned AND changing the way existing traditional Census activities are done;

3. Be about creating and/or transforming systems, infrastructure, relationships, and practices that support a complete safe count and are durable beyond Census 2020.

An authentically community centered and driven approach will enable Minnesota Census Mobilization Partnership (MCMP) and its stakeholders to lean into existing community structures and strengths.

This will build a sense of ownership within communities which will generate momentum and intensity for the communication and mobilization to progress to the “street” level towards the goal of peer to peer awareness building/education. This speaks to the repeated themes of needing to hear about census from trusted individuals who “look like us and are from our community”.

Engagement Best Practices

To achieve the critical community participation that is the backbone necessary for a complete Minnesota count, best practice strategies for authentically and effectively partnering with communities include:

- **Practicing cultural humility and acknowledging the historical context from which mistrust and tension stems.**
- **Using an asset approach, where community strengths are the base of and the tool for expanding capacity within communities, institutions/organizations.**
- **Openly discussing expectations, values, purpose, and roles of both the institution/organization and the community at the very beginning.**
- **Approaching collaboration as part of along-term relationship to which you are both committed.**
- **Maintaining focus on the principle of doing with, not for or to, communities.**
- **Expecting tension as a new and critical relationship is being established; creating an expectation of courageous conversations, mutual respect, and learning.**
- **Having an agreed upon process to balance power, address challenges and resolve conflict that will be useful not only for this, but also for a long term, sustainable community-organization partnership that is durable and applicable beyond Census 2020.**

Based on the themes and the guiding principles, the core elements of the work necessary for mobilizing towards a better Minnesota count are:

1. Putting Information in Community Hands

Training trusted community organizations in all things census so that they have full access to the information about how it works, what the risks are, what it looks like, and what the impact is for their community.

2. Supporting Robust Community-Led Action, Participation and Power Building

A key component of the plan is to focus on creating and/or supporting activities, resources, materials, and relationships for community organizations that make census participation an activity that builds their community's power. This includes technical assistance, tools, resources/training, materials, and other activities that make it possible for community organizations to plan and implement their own activities for promoting census participation

3. Bringing Census to Life

The plan includes activities designed to gather and share powerful stories that show what communities really look like and how they will benefit from an accurate count. This means telling stories WITH communities, not TO or ABOUT them.

4. Strengthen Anchor Institution Efforts Related to Census

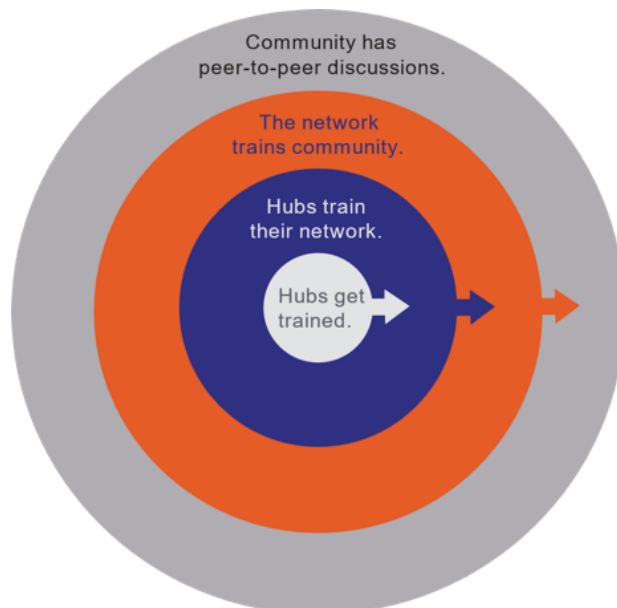
The plan outlines activities that help mainstream anchor institutions effectively work WITH communities and community-based organizations to support a safe and complete count. This is critical to long term and sustainable changes for a better MN count in 2020 and beyond.

5. Have Each Other's Back

The plan includes methods for sharing information about how to get legal support in the event of a data compromise. This includes what safety structures/nets are in place; a way to talk about it that enables communities to feel safe and have access to that support.

Infrastructure and Core Strategies

The fundamental premise of *Our Minnesota Census* is that if accurate, culturally relevant information and inspiration gets to community leaders and community members in the context of authentic, trusting relationships, there will be much higher participation by historically undercounted communities. The way *Our Minnesota Census* will do this is by leveraging existing networks to expand reach in concentric circles--first using organizational “anchor” institutions and community leaders, who in turn reach their regional and local networks across the state, which then reach laypeople and everyday residents in their home communities for peer to peer census discussion in the community. There are two things needed to bring this idea to life: reliable infrastructure and cohesive, focused strategy.



Infrastructure

The infrastructure for *Our Minnesota Census* will include:

Hubs



Leveraging anchor institutions and community leaders as centers of gravity or as “Hubs” for census work will work can help build cohesion and coherence across the state. This will also ensure that various sectors of community life are able to gain equitable access to resources from places, people, and organizations with whom they are most comfortable and connected. Although each hub will have self-determination in terms of decision making and operations, this model relies on mutual trust, an expectation of partnership and collaboration, and a commitment to sharing information and resources across organizations. There will be an explicit expectation that when hubs are working in networks that include historically undercounted populations, they will incorporate the learnings from this plan and consult the Co-Creation Table for insight into how to ensure that those populations are taking into account in the design of the outreach being done.

Allies



Other organizations and leadership structures can play a unique role but don't necessarily make sense as Hubs can be enlisted as Allies, and contribute specific supports to the work.



Online Portal

An online portal will make materials, story sharing, and updates available online across the state.



Coordinating Staff

Coordination across sectors will be critical for ensuring that information, resources, and real-time learning can be shared broadly. This will require dedicated staff whose entire job is to connect the dots between Hubs and troubleshoot, build momentum, and ensure synergy across efforts.

Utilizing Hubs

There are already core centers of gravity in place in Minnesota that should be formalized and leveraged as Hubs for census work. Based on the themes, the Hubs are made up of organizations that:

- Act as and/or are connected to anchor institutions for census;
- Have established trusting connections with undercounted communities;
- Networks of undercounted communities themselves;
- Or are a combination of the above.

They include *Community* and *Governmental* Hubs.

1. Community Hubs

a. Minnesota Council on Nonprofits

Audience: Nonprofits, especially anchor institutions and /mainstream organizations; undercounted rural communities

Role: train nonprofit leaders or their staff, provide ongoing information and technical assistance to their audience.

b. Census 2020 Co-creation Table

Audience: Organizations that have established trusting connections with undercounted communities, and are networks of undercounted communities themselves

ROLE: train undercounted community leaders and provide ongoing information and technical assistance to their audience.

2. Governmental Hubs

a. Tribal* Table

There are 11 sovereign tribes in MN. We conducted several key informant interviews, presentations, and information gathering sessions and it became quite clear that there would need to be some additional work that needs to be done in order to have an effective communication and mobilization strategy for engaging tribal members. This includes:

» Respecting Sovereignty by utilizing tribal structures- tribes have formal systems and structures in place that can be leveraged for a complete count. It will be important to work with and support those systems to respect tribal sovereignty. They are also receiving direct information from the federal government and it will be critical to compliment as much as possible to avoid confusion.

» Additional resources are needed for tribal specific research/information gathering on how census impacts tribes. There is not much transparent information on how resources flow into tribes based on census numbers. There will need to be additional information gathering conducted to surface that information for better motivational messaging.

A Tribal Table can serve as a mechanism for meeting these needs.

Audience: Central table for the 11 sovereign Minnesota Tribes and focuses on tribal members on and off tribal land

ROLE: Train tribal leaders or staff and provide ongoing information and technical assistance.

**A note about Tribes: Native Tribes are sovereign nations and as such require unique autonomy in the context of the Hub infrastructure and coordination.*

b. Complete Count Committees (state/local)

Audience: Anchor institutions, particularly city and county governments

Role: knit together efforts at the local level by acting as a local coordination body of census engagement activities.

Allies

Organizations that have unique assets to bring to Census work but may not be positioned to coordinate across entities or geographies can still participate as Allies. These organizations can define their level of engagement and contributions to the work based on how they related to the Hubs and/or historically undercounted communities. Some examples could include the Minnesota Initiative Funds, 501c4 organizations or tables, or other entities that can fill gaps.

Our Minnesota Census Staff Coordinator

- Drive materials and training develop and implementation
- Support local plans and development
- Coordinate story bank and dissemination
- Train people who can train mainstream anchor institutions
- Train people who can train HUC trust orgs/leaders, who in turn train lay people for Peer to peer outreach
- Help plan outreach
- Offer ongoing communication, troubleshooting, info briefings, TA warmlines, or contact

Online Portal

In order to optimize the materials, tools, and learning that is generated from the Hubs over time, an online portal will be needed so that tools and materials can be shared, including stories, message documents, training curricula, handouts, tip sheets, feedback forms, tracking spreadsheets, maps and visuals, and more. This portal can serve as a clearinghouse for the Hubs but can also be accessed by any local organization in Minnesota or beyond as a resource for ensuring a complete count in their area.

Core Strategies

The hubs will operate as initiating points for four core strategies:

1. Training and Technical Assistance: For undercounted communities and for anchor/mainstream institutions
 - *Train the trainer*
 - *Roadshows*
 - *Other to be determined mechanisms*
2. Storytelling and feedback loops from and about undercounted communities
3. Peer to Peer outreach to encourage census participation
4. Ongoing coordination through and across Hubs

Implementation

Implementation Phases

1. Setting Up Systems and Infrastructure
2. Activating Hub Infrastructure
3. Expanding Scale
4. Sustainability and Evaluation

Bridge Period (January-April 2019)

There will be a period in the first quarter of 2018 during which a limited amount of funding is available for this work. However, it will be important to continue to convene the Co-Creation Table and keep some of the discussions and momentum moving forward.

Phase One: Setting Up Systems and Infrastructure (April 2019-June 2019)

This phase is about setting up the Hubs and creating the mechanisms for mapping and division of labor for training, materials development, dissemination, and training and TA across the state. We will establish and formalize:

- Shared understanding and commitment to an agreed upon Principles of authentic community engagement across hubs
- Specific Hub mechanisms and roles
- Specific roles of Allies (this may be ongoing, as new Allies may join the work in later phases)
- Training needs of Hubs and Allies as appropriate
- Structure, decision making processes and relationships (amongst Hubs) --including negotiating MOU's as needed
- Clear workplans for implementation within each Hub's constituencies, including:
 - Who they'll train by establishing a training pool
 - Training contents
 - How they will compensate
 - How they will track work
 - How local groups will get support, troubleshooting, and planning assistance (including best practices for authentic partnership, esp. for anchor institutions)
 - How story collection will occur
- Basic Safety resources (example: call this hot line for x)
- High level evaluation framework with common metrics for evaluating process and outcomes

By the end of this phase we will have developed:

- Hub partnership structure
- Agreements with Allies
- Basic train the trainer curricula
- Trainer recruitment timeline and training schedule
- Basic outreach materials (to recruit organizations to get involved in census work AND to use in outreach to laypeople about being counted)
- Communications vehicles
- Basic Safety resources
- Online portal for sharing stories, materials and tools

Additionally, we will have tips and tools here on how to identify who is at risk for being undercounted in your community, best practices for partnering and co-creation, basic information templates, and key contacts to share with community.

Phase Two: Activate Hub Infrastructure (July 2019-October 2019)

- Establish communication and feedback loop (to and from their audiences)
- Recruit and prepare trainers from training pool
- Deploy trainers into field to train organizational leaders/staff
- Track and assess progress
- Help organizations plan how, when, who to train for peer to peer engagement and how to compensate them.

There will be ongoing support from *Our Minnesota Census* staff with communication, tracking progress, active feeding of information between hubs, adjusting, and celebrating success

Phase Three: Expand Scale (November 2019-May 2020)

Hubs will support and track their audience efforts to:

- Expand training to lay people to function as census outreach “shadow workers” with creative compensation models

Centrally, Hubs will work with *Our Minnesota Census* staff to:

- Refine and conduct Mid-plan evaluation
- Create final evaluation templates
- Adjust and scale up as needed

Phase Four: Sustainability and Evaluation (June 2020-September 2020)

Before count is over--explore what needs to endure, and how it will be sustained

Put final evaluation mechanisms/methods in place

Evaluate and *report back to communities*

Budget

Overall, funding is needed for:

- Hubs to dedicate time for planning, training (being trained and to train), and training development
- Organizational trainees to compensate for their time in being trained and for conducting training of lay community
- Lay community compensation to be trained and conduct outreach
- Systems- online portal
- *Our Minnesota* Census staff
- Materials
- Interpretation and Translation
- * Research on how census impacts Tribes

Conclusion

This plan is built on information gathered from over 200 Minnesotans from historically undercounted communities, most of whom had never been spoken to or asked about the Census. These conversations surfaced two central themes: A hunger for partnership, and a passionate desire to be seen and counted.

In order to effectively mobilize historically undercounted communities in Minnesota to participate and be accurately counted in the 2020 Census, the outreach needs to come from people they trust and are from their communities. This imperative makes it critical for organizations that care about complete Minnesota count to authentically engage and partner with undercounted communities in a way that recognizes that they are key to the work, includes them in every step of activities (from planning to implementation), and supports their own community-initiated activities.

When community members have information about how the Census affects their lives and the lives of their families and neighbors, they are eager to be sure that their communities are included. Census 2020 can be a way for historically undercounted communities to step into their rightful place in the fabric of the state, participate in and be leaders for ensuring that every person in Minnesota is seen and valued as contributors to the social, economic, democratic, and civic well-being of our state.

Appendix I: Glossary of Terms

Census Anchor Institution: Organizations to which census is part of their defined work or have historically carried out census work due to their unique, established, positions. Examples: Minnesota State Demographer's Office and Minnesota Council on Non profits.

Hub: Centers of gravity for specific networks they can influence and mobilize by training and supporting.

Appendix II: List of Co-Creation Partners

Anika Robbins	The Anika Foundation/Black Votes Matter
Monica Hurtado	Voices for Racial Justice
Fartun Weli	Isuroon
Imam Abdirahman Sharif and Wali Dirie	Islamic Civic Society of America
Kristina Doan and Cecelia Calametti	CAPI, USA
Alice Moren	KOOTASCA Community Action
Linda Her, Vang Xor Xiong, Isabela Alesna	Asian American Organizing Project
Rick Smith	UMD- American Indian Learning Resource Center
Ernesto Velez	Centro Campesino
Emilia Gonzalez-Avalos.	Navigate MN
Jennifer Swick, Ali'Cia Anderson, Mariyam Lease	People Serving People
Jennifer Bertram	Children's Defense Fund
Denise Butler	African Career, Education, and Resource Inc
Xiongpaoo (Xp) Lee	Hmong Census Network
Al Olson	Mille Lacs Lake Band of Ojibwe
Mike Jones	Leech Lake Band of Ojibwe