

Creative Development for the Census Planning Sheet

The purpose of this sheet is to help you and your organization think through creative development for Census 2020 campaigns.

1. What process does my organization currently use to develop creative solutions to our audience's problems?

- a. In what ways are we already engaged in Design Thinking processes?
- b. How can we implement better design, human-centered thinking for our next campaign(s)?

2. How can we apply the design thinking approach to our Census work?

- a. In what ways can we better humanize our approach toward our Census programs?

Ex. Design Thinking for Census step by step process outlined in the presentation slides

3. Are we asking the right questions about our Census audiences?

Ex. Why are we talking to people and giving them information, etc.?

4. Does my team currently have a collaborative ideation process? Ask yourself:

- i. Do we involve all the voices from the members of our team?
- ii. Is there a visually creative way for us to map out our ideas?
- iii. Do we use a voting system to identify the strongest ideas?

5. What are the gaps in our current iteration processes? Do we allow ourselves to test new ideas, fail, learn, improve and then succeed?

Ex. message, image, and call-to-action testing in Census focused content

If not, what next steps can we take to measure engagements, actions and feedback?

If we do, what are optimizations that can be implemented in one week? One month?

6. Which channels should we prioritize for Census creative development?

Ex. Consider where your audiences are and which of those are the fastest growing channels (i.e. Instagram, Youtube, etc.)

7. Which creative development tools listed here should we consider using going forward? How can we implement them quickly?

Ex. Canva for graphic design, iphone based video production, etc.