

# Complete Count Committee Minutes

Tuesday, September 22, 2009

## GOVERNMENT – COUNTY DEPTS

- Available locations for Question Assistant Centers or Kiosks
  - Health Dept
  - Courthouse and/or Tax Office
  - One Stop Polling Places
  - DSS
  - Senior Center
  - Libraries
- Distribution of literature areas:
  - All locations noted above
  - Gun permits / weapon permitting applications
  - Meals on Wheels
  - Send information on Property Listing Forms
  - Use signage on County Transit vehicles
- Ways to Communicate Message:
  - Handouts / Flyers
  - Create bookmarks to hand out at libraries
  - Throw a Census Party
  - Website Links
  - Newsletters
  - Create info on business cards to hand out
  - Emphasize confidentiality

## GOVERNMENT – MUNICIPALITIES

- Available locations for Question Assistant Centers or Kiosks
  - Town Halls
  - Libraries
  - Schools
- Distribution of literature areas:
  - All locations noted above
  - Food Stores / Community Based
  - Salvation Army
  - Thrift Stores
  - Yokefellow
  - Chase Ministries
  - Senior Center
  - Harris Speedway
  - Think about Hard to Count Population:
    - Second Home residents (education, Post Office)
    - Latino Population
    - African-American population
    - Elderly
- Ways to Communicate Message:
  - Door Knocker (should know staff)
  - Utility Bills (Broad River Water, Forest City, Ellenboro, Lake Lure)
  - Flyers @ Festivals, Town Hall, Library, Hospital

- Newsletter
- Postcards at Lake Lure
- Website
- Newspaper Ad (Town/Business Partnership)
- Kiosks (portable)
- Pamphlets
- Emphasize confidentiality
- Use Logo plus “Rutherford County Counts”

## **EDUCATION**

- Available locations for Question Assistant Centers (emphasize confidentiality) or Kiosks
  - Schools
    - Public
    - TJCA
    - Trinity
    - ICC
- Distribution of literature areas:
  - All locations noted above
  - Parent Meetings (PTO, PTA, etc.)
  - Announcements at Sporting Events
  - Utilize GED Classes at ICC
  - Presence at special events (school festivals, etc.)
- Ways to Communicate Message:
  - Emphasize confidentiality
  - Newsletters
  - School Messenger / Alert Now, etc.
  - Art Contests
  - Essay Contests
  - Mock committees within classrooms
  - Email databases in schools
  - History classes
  - Student Government Associations
  - Message on school signs
  - Post on websites
  - Distribute flyers
  - Utilize ESL teachers

## **FAITH-BASED**

- Available locations for Question Assistant Centers or Kiosks
  - Churches
  - Community Based Centers
  - Libraries
- Distribution of literature areas:
  - All locations noted above
  - Green River Baptist Association (286-9278)
  - Yokefellow has a copy of Methodist church, Philip Cole (Methodist district information in Marion)
  - Sandy Run Baptist Association
  - Leroy Staley @ New Bethel AME
  - Grace of God Missionaries (Mr. Terry Hegeman)

- Local non-denominations ministerial association?
- Gold Hill Association (African-American association)
- Hispanic Churches (Immaculate Conception and Adaville Baptist)
- Soup Kitchens
  - Grace of God, Men Quarter, Gail's House, Family Shelter
  - Green River Soup Kitchen (Thursday evenings)
  - First Baptist Spindale (Tuesday noon)
- Ways to Communicate Message:
  - Emphasize confidentiality
  - Prepare ½ Sheet flyers (for bulletin inserts and distribution at soup kitchens, resale stores, etc.)
  - 1/3 sheet flyer / rack card can be mailed with applications
  - Collect Church addresses for full distribution
  - Add blubs to bulletins and newsletters

## **MEDIA**

- Need to contact:
  - Daily Courier
  - Rutherford Weekly
  - Victory Signs
  - WWOL
  - WGMA
  - Mountain Breeze
  - Creative Sign Company (Shelby)
- Cable TV
  - Zap2it Ads
  - Weather Crawl
  - Community Channel
  - PSA's
  - Job Placement
  - Paid Advertising
  - Push Website
  - Emphasize confidentiality
- WCAB
  - PSA's
  - Interviews
  - News Stories
  - Job Placement Ads
  - Push Website
  - Paid Advertising
  - Emphasize confidentiality

## **COMMUNITY-BASED**

- Available locations for Question Assistant Centers or Kiosks
  - Community Based Centers
  - Hospice
  - Union Mills Life Long Learning Center
- Distribution of literature areas:
  - All locations noted above
  - Yokefellow

- Civic Club meetings (Lions, Kiwanis, Rotary, etc.)
- United Way
- Habitat for Humanity
- Rutherford Housing Partnership
- Family Resources
- Grahamtown
- Ways to Communicate Message:
  - Emphasize confidentiality
  - 1/3 sheet flyer / rack card can be mailed with applications
  - Add blubs to newsletters
  - Flyers or business cards at resale shops
  - Special events

## **BUSINESS**

- Available locations for Question Assistant Centers (emphasize confidentiality) or Kiosks
  - Businesses – high visibility (Wal-Mart, Lowes, etc.)
  - Chamber
  - Hospital
  - KidSenses
- Distribution of literature areas:
  - All locations noted above
  - Presence at special events (festivals, job fairs, etc.)
  - Utilize HR Associations (James Smith, chair)
  - Employment Security Commission
  - Starter kits (Chamber, etc.)
- Ways to Communicate Message:
  - Chamber FYI/FAX
  - Emphasize confidentiality
  - Internal - email, flyers, messages, newsletters
  - Employee Forums
  - Leadership Groups / Leadership Rutherford
  - Posters / Handouts
  - High Credibility Visibility
  - Partner with civic and youth groups
  - Advertise at Movie Theater
  - Yard Signs around the county
  - Web links
  - Social media outreach
  - Give real life examples / impact
    - Positions / Dollar Value
    - Identifiable / Relationships
    - Practical examples
  - Accuracy for upcoming generation
  - Unemployment benefit data
  - Counteract government mistrust / emphasis confidentiality
  - Message of more: schools, police, fire, 911, etc.
  - Survey Return rate
  - Emphasis “Every 10 Years”
  - Civic Duty
  - Ongoing Effort – this is not a “checklist” item but need to repeat consistent message