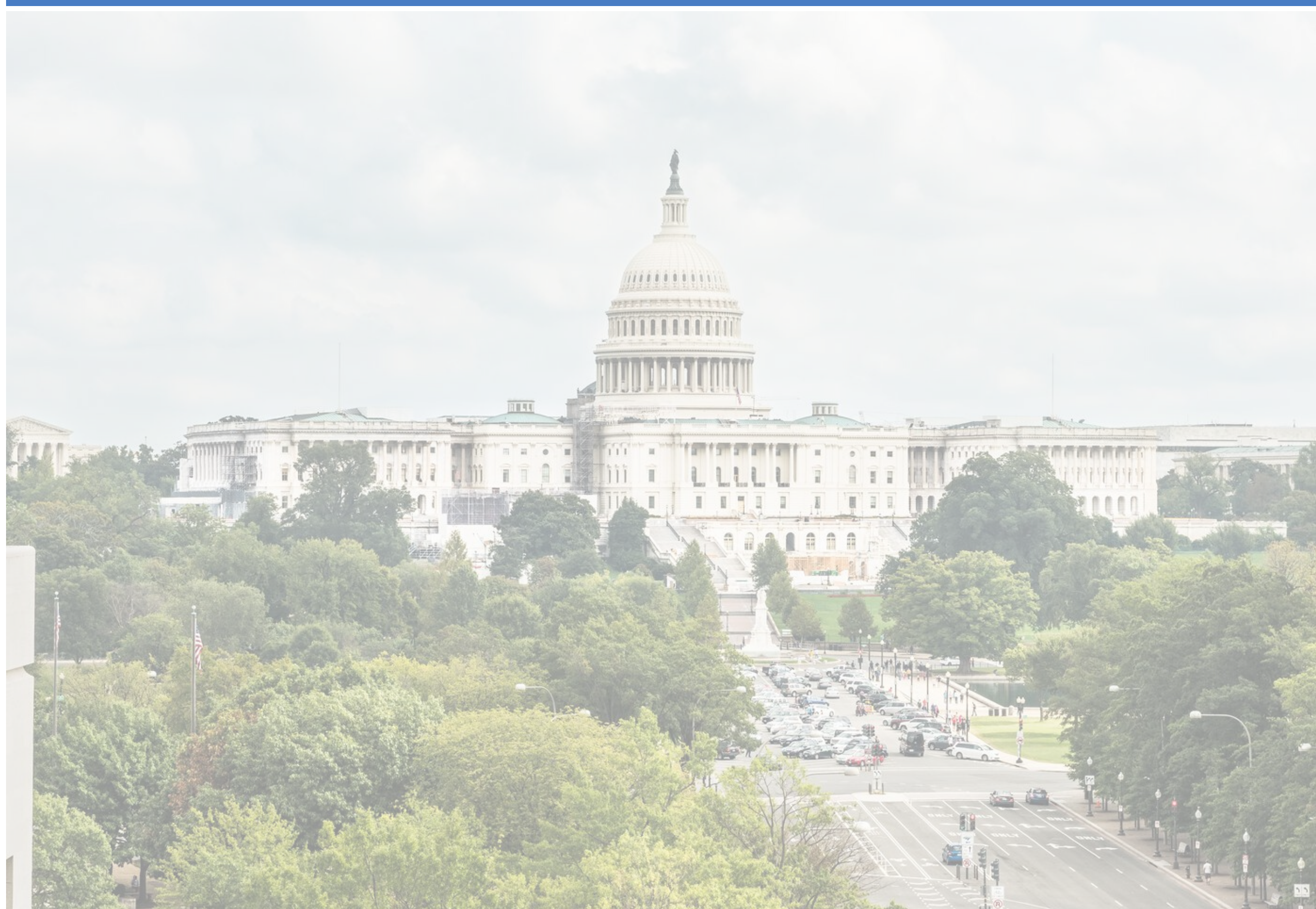


**CAPITAL
CENSUS 2020**

WE HELP YOU SHAPE YOUR FUTURE.

American University 2020 Bateman Entry



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Executive Summary

The United States Constitution, Article I, Section 2 states "representatives and direct Taxes shall be apportioned among the several States... according to their respective Numbers." Section 2 of the Fourteenth Amendment states that the "respective Numbers" of the "several States" will be determined by "counting the whole number of persons in each State." Amendments to the federal laws enforcing a census count have been made, but since 1790, the U.S. Census Bureau has served the federal government by tracking statistical information about the nation's population and economy (A2). The statistical information gathered by the United States Census Bureau helps form decisions about the distribution of federal funding to communities over the next ten years.

However, information and a general understanding of the decennial Census is lacking among the American population (A1). The Bureau's mission to count everyone once, only once, and in the right place is also not widely known by Americans (A1). The lack of recognition about the importance of Census participation and the Bureau's mandated job can lead to a lack of Census participation and the ability to collect accurate information. This can further affect the allocation of federal funds to local communities and state representation in the federal government (A2). Considering this, imagine living and working in a city where something as essential as the U.S. Census is hindered by one underlying fact: Washington D.C.'s population significantly changes every 5 or 10 years, unlike most places in the country.

As such, the American University Bateman Team faced a number of hurdles right off the bat as a result of D.C.'s novel location and demographics. In order to accomplish our goals and those of the Census Bureau, our team narrowed its campaign focusing on two major aims: to **educate** and to **motivate**, particularly in regards to our students and renters living in the surrounding area. Students and renters are a part of what the Census calls "hard to count populations," or those that have a high risk of being undercounted (A2). Educating renters and American University students were the first steps in our campaign. Our second, to motivate was to empower students and the community to understand how vital the census is. Finally, we aimed at informing how these two populations could complete the census easily and correctly for their futures.

Situational Analysis

It was essential for our team to inform our audiences of the importance of their participation in this year's Census. For the 2010 Census, Washington D.C. had the second-highest share of residents missed among major U.S. cities; about 2.2 percent of D.C. residents were not counted (A3). Thus, we concentrated our campaign around **educating** our targeted audiences and the importance of participation and **motivating** them to participate correctly.

Based on the latest census estimates (for the 2014-2018 period), 644,878 people live in 281,322 households in Washington D.C., and 39,620 people live in group quarters. (Total population = 684,498) (A4). Consequently, the District poses a unique challenge for our team and the Census Bureau in that it contains a highly dense urban population filled with a number of sub-populations. Washington D.C.'s abundance of hard-to-count populations, such as a large minority and immigrant population along with a large renter population displays a unique landscape when it comes to the U.S. Census. The District is also home to several neighborhoods with high concentrations of poverty that have previously responded to the census at low rates (A3). This makes it difficult to effectively and efficiently communicate with the District's residents.

Washington D.C. is also home to a variety of students and commuters who might not necessarily call the District their home, but will still be affected by the allocation of funds that are determined. Additionally, the District of Columbia poses a challenge for the Census due to a lack of federal representation, a lack of permanent residents within district lines and little-to-no federal oversight in Congress on budgeting and financial allocation decisions (A3).

Participation in the Census by D.C. residents ensures support to their systems and funding for necessary programs without direct representation in government. It is important for D.C. residents to understand the importance of their participation and how to fill out the Census correctly and on time. We discovered throughout primary and secondary research that a number of students and renters did not have a full understanding of the importance of their participation, nor how to participate correctly. Additionally, the Urban Institute estimates that as many as 19,300 Washington, D.C. residents may be undercounted in the 2020 Census (A4).

Situational Analysis

Actively motivating renters and students within the D.C. region to fill out the 2020 Census and understand the impact it plays in their lives was the crux of our campaign. As of April 2, 2020, 39.9 percent of households within Washington D.C. have responded to the U.S. Census; these are households that mailed back their Census forms or filled out their forms online (A4).

Our team was also affected by the COVID-19 pandemic that caused a variety of universities and events throughout the District to close. American University was one of the first universities to declare that the rest of the semester would be conducted online. This was determined in the midst of our Spring Break, making it difficult for our team to communicate as many of us were traveling throughout the country. The pandemic severely affected the second half of our implementation plan and the Census Bureau's efforts to ensure households submit their Census forms.

Secondary Research (A2)

To gain a better understanding of both our targeted audiences and the demographics that categorize D.C. as "hard-to-count," our team analyzed the information found on the Census Bureau's main webpage along with the various press briefs, infographics, and videos made to help educate the public. Our team also consulted previous data collected from the 2010 Census about Washington D.C. in order to effectively connect and communicate with our audiences. Our secondary research was conducted based on our location (Washington D.C.) and our targeted audiences: American University undergraduate students (living both on-campus and off-campus) and renters living in the residential buildings within Tenleytown, North West D. C.

Our secondary research showed how the 2020 Census data collected influences not just the Washington metropolitan area, but the surrounding Virginia and Maryland suburbs just outside District borders like Chevy Chase (MD) (A3). Essentially, the same population totals and decennial counts affect federal funding allocations and congressional apportionment outside of the District borders, despite the fact that D.C. has no voting Congressional representative. Washington D.C. is also unique in that it's considered a migrant city whose highly dense population changes significantly in short periods of time. This has raised concerns that the Census could miss a significant amount of residences in their count.

Continuing with our secondary research, American University is also unique in the way it operates and needs to be counted within the Census. We found that college students who live away from home should be counted at the on- or off-campus residence where they live even if they are at home on April 1, 2020 (A2). College students are also separated into two basic categories: Students living on-campus and students living off-campus. Students living on-campus fall into the category of those who live in what the Census Bureau calls "Group Quarters"--through this, these students and their essential information are provided to the Census Bureau by the university in question (A2). Students living off-campus; however, must fill out their Census forms independently from the university using their off-campus addresses (A2).

When reviewing all this information, our team knew it was vital to emphasize these distinctions in our outreach when communicating with our targeted audiences as we were focusing on not just motivating our audiences to participate in the Census but to also complete it correctly.

Primary Research

While the Bureau was able to provide information about how to fill out the Census, why it's important, and what effects it could have on the future, we wanted to understand how the local population within Washington, D.C. was personally affected by the upcoming count. We held a tabling event within our school community and distributed flyers and social media posts targeted at renters within the Northwest Quadrant. We also contacted Partnership Specialists, building managers, and professors about the specific impact the census might have within D.C.

A few key insights we learned while conducting this research is that many students did not have a firm understanding of how they would be counted during this year's census. Many were planning on having their parents or legal guardians fill out the form for them as if they were living at home. Another important observation was that while some building managers had a plan already in place in conjunction with the Census Bureau to get their residents counted, these buildings tended to be higher-end residences with single occupants. We also noticed that none of these managers had a plan for students living in their buildings who may have had one or two people listed on the lease, but in actuality had five or six people living in an apartment space. These renters were hard to contact and many did not respond or were unable to answer our questions.

EDUCATION

We began our primary research by conducting a tabling event in a student center building on campus. This location, which includes many eateries, allowed us to connect with students, explain the Census, answer any questions, and promote its importance to them and the community. We also wanted to focus our event on international students and transfer students who might not have had roots in the D.C. area but were vitally important to fulfilling the Census's campaign mission. According to the data and questions we gathered through our tabling event we found that:

- Students claimed that their parents would be filling out their Census forms for them as they did not count Washington D.C. as their "residence/ home."
- Students living off-campus did not consider themselves as "renters" but as "students" and did not expect to be counted in their current place of residence.
- Students did not show an understanding of the importance of participation, specifically towards Washington D.C., and did not believe their participation would have a significant effect on the D.C. area.

Before the official announcement that American University would be closing for the rest of the semester as a result of the COVID-19 pandemic, our group had scheduled a focus group. This was to be in conjunction with the School of Communication Student Ambassadors, faculty, and members of the public. Our hope was to meet, discuss, and learn more about what the census mission was and the importance of participating.

Primary Research

MOTIVATION

With our “tabling” event, we reached around 30 students as well as a few professors. These interested students filled out a Google Sheet with their contact information. Our event revealed that many students knew what the Census was, but knew little about how they would fill out the form. Analyzing our observations from our tabling event, we found that:

- There was some general confusion as to how students would fill out the Census based on their living situation.
- Students living on campus did not know that the University was working in conjunction with the Bureau to get them counted.
- Students living off-campus (student renters) did not know how they would be counted if at all based on their “student” status and their living situation.

Additionally, we had planned to place, with permission of the University, several promotional materials including flyers, fact sheets, and infographics around campus in the main schools of education. This would have included the School of Communications, the Kogod School of Business, the College of Arts and Sciences, the School of International Service, and the School of Public Affairs. We also scheduled to have an electronic flyer placed in Mary Graydon Center (a main student center) on campus along with more flyers and fact sheets but were also unable as the University moved to online classes for COVID-19. Outside of campus, our team also planned to place similar promotional materials listed above in local residential buildings within the neighborhoods surrounding Tenleytown but were only able to gain access to a couple of buildings on our list before we were sent home.

Campaign Goals

Based on our secondary and primary research and the situation we found ourselves in, our team decided on these goals for our campaign:

- Educate students at American University and renters in the surrounding Tenleytown neighborhood area about the importance of the 2020 U.S. Census.
- Encourage renters and students to fill out the 2020 U.S. Census through traditional and social media.
- Inform our targeted audiences of any changes concerning their participation as a result of the COVID-19 pandemic.

Target Audiences

Every 10 years, the Census aims to count every person living in the United States regardless of age, race, ethnicity and socioeconomic class. Considering the results of the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS), the District of Columbia's lack of permanent residents within district lines make them undercounted or less likely to be counted in the 2020 Census. According to data from the 2010 Census, the population in renter-occupied housing units was 315,456 and the total population of D.C. was 601,723. In addition, the counting of college students presents a unique aspect of how and where people are counted in the Census. American University's on-and-off campus community captures a diverse range of living arrangements and populations. Considering the CBAMS, more than 39 percent of 18-to-24-year-olds say they are not familiar with the 2020 Census and above 18 percent say they are unlikely to respond. As college students are highly mobile and may live off-campus, college students are an intersection between hard-to-reach populations.

Considering this, we decided on these hard-to-count populations for our campaigns target audiences:

- American University undergraduate students
 - Living on-campus
 - Living off-campus
- Renters living in the residential area surrounding Tenleytown (NW Quadrant of D.C.)
 - Short- term renters
 - Long- term renters

Key Messages

EDUCATE

- There is a lack of understanding of how and when to fill out the census form.
- D.C. residents in the Eastern Quadrants, seniors and immigrants were historically undercounted during the 2010 Census.
- College students who live away from home should be counted at the on- or off-campus residence where they live even if they are at home on April 1, 2020.

MOTIVE

- Washington D.C. contains many hard-to-count populations because there are many foreign-born residents residing in the District. There is a large contingent of renters in multi-unit buildings which makes it difficult to ensure that everyone is counted. There are also several neighborhoods with high concentrations of poverty that have historically responded at low rates.
 - Initiatives like Capital Census help to ensure that as many people as possible complete the Census.
- Frequent reminders and specific digital links to web pages concerning the Census will help people understand the importance of it and make them more inclined to fill out the form on time.

Key Messages

PARTICIPATE

- Together, we can show D.C. residents and students how to complete the Census and the benefits of doing so.
- Engage with Capital Census and Complete Count Committees to ask questions or share concerns.
- Follow our links and attend a tabling event to promote Census participation.
 - More events like an open Q&A forum with Complete Count Committee members and professors as well as open PRSSA chapter meeting with a Census Bureau Partnership specialist were planned but cancelled due to the COVID-19 pandemic.

Challenges & Opportunities

The U.S. Census is important in order for governments to make decisions on the distribution of federal funding, including the allocation of funds that support education, emergency services, and healthcare. Additionally, Census responses help determine the number of Congressional seats each state has in Congress, political representation, and creation of new congressional and legislative district boundaries. As a federal enclave, the District of Columbia poses a unique challenge for the Census due to a lack of federal representation, a lack of permanent residents within district lines, and little-to-no federal oversight in Congress on budgeting and financial allocation decisions.

As a migrant city, the members of D.C.'s population can change significantly over the course of 10 years, making it difficult to guarantee consistent participation in the Census. The introduction of new members into the D.C. community as well as new renters means that the D.C. community must be reintroduced to the Census and how taking the Census is unique for the District of Columbia. However, as our student population provides an intersection of these two communities, it gave us the opportunity to target both of our audiences through similar tactics. Student off-campus living is primarily apartment buildings, such as The Berkshires, Frequency and the Avalon. Through contacting apartment buildings off-campus, we had the opportunity to reach both students and renters.

Furthermore, amidst the rise of the COVID-19 pandemic, on March 12, 2020, American University announced that courses would be moved online for the remainder of the spring semester and students living on campus were required to move out of the residence halls by March 23. Due to this disruption, we were unable to host an on-campus panel event focused on the importance of the Census and the participation of the D.C. community. We were no longer able to directly contact the American University student community and the residential communities that we had hoped to connect with. However, we were still able to reach our target audiences through online platforms. With knowledge of our audiences and research about their online behaviors, we utilized Facebook to inform and engage members of our community through videos, graphics and detailed posts.

Objectives, Strategies & Tactics

EDUCATE

- **Objective:** Increase student and renter awareness about the importance of participating in the 2020 census by providing the information needed to do so.
 - **Strategy:** Offer content to the target audience that will engage and educate them on why the census is important.
 - **Tactic A:** Using social media, with a focus on Facebook, to post at least once a week with content to inform our followers.
 - **Tactic B:** Posting flyers in the residence halls on campus and in apartment buildings in the surrounding area to encourage our audience to follow the QR code to learn more.

MOTIVATE

- **Objective:** Encourage the target audiences to fill out the 2020 census by the end of implementation (March 20, 2020).
 - **Strategy:** Provide the targeted audiences with the information needed to fill out the census properly.
 - **Tactic A:** Implement tabling events, hand out flyers, infographics, and fact sheets, and act as educators in order to inform our target audiences about the process of filling out the census.
 - **Tactic B:** Put QR codes of various flyers, infographics, and fact sheets posted in the residence halls and apartment buildings that lead to the census website page explaining how to fill out the census.

Evaluation

Objective One: Exceeded

Educate: We increased student and renter awareness through multiple channels of social media and by placing posted flyers in residence halls on campus and in apartment buildings in the surrounding area. With combined 7,943 impressions (1,058 social media, 3,915 students, 2,800 renters), we exceeded our goal of reaching 1,000 impressions.

Objective Two: Exceeded

Motivate: Through a tabling event on campus, where we passed out flyers and educated students about the upcoming Census. We included QR codes on various flyers hung in off-campus residential buildings and on-campus residence halls that viewers would scan with their mobile devices. These QR codes would then take them to an informative webpage about the Census and how to participate located on the main 2020 Census website. By doing this, we were able to exceed our goal. We had high levels of engagement during our tabling event on campus and were able to track how many people stopped to ask questions and pick up information.

Conclusion

The Capital Census campaign was centered on accomplishing our client's goals and was rooted in our research findings and implementation plans. We successfully educated the American University on-campus and off-campus communities about the special circumstances concerning their participation in the 2020 census by accumulating more than 7,943 impressions through owned and shared media and our other implementation tactics during our campaign. We motivated our audience to be active census participants by utilizing our skills and resources to host and plan an event on campus. This was combined with our efforts to put posters and other links to information about the census in residential buildings that had large renter populations. We gathered both hard-to-count populations and actively increased their understanding and desire to participate in the 2020 Census by hosting a tabling event. We actively promoted our plan on social media when our planned events were canceled as a result of COVID-19. Despite the end of our implementation not coming into fruition, our campaign was more than just working with a client to accomplish a goal or specific task. We saw this opportunity as a way to educate and motivate residents living in D.C. to actively take part not only in their futures but that of their neighbors and colleagues. We aimed to create an impact that would last not just for the duration of this campaign, but for the next ten years and beyond.

Budget

Considering the COVID-19 pandemic and the natural barriers blocking our communication outreach, our team used our budget effectively. We spent a total of \$23.87 on donuts and posters to use at our tabling event, and we had no in-kind donations. In order to keep costs low, we utilized free online platforms and printing services at American University.

Donuts	\$12.98
Printing - UPS	\$10.89

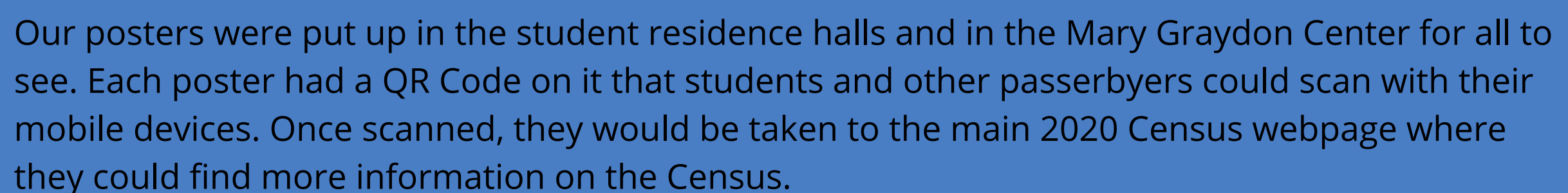
Appendix A



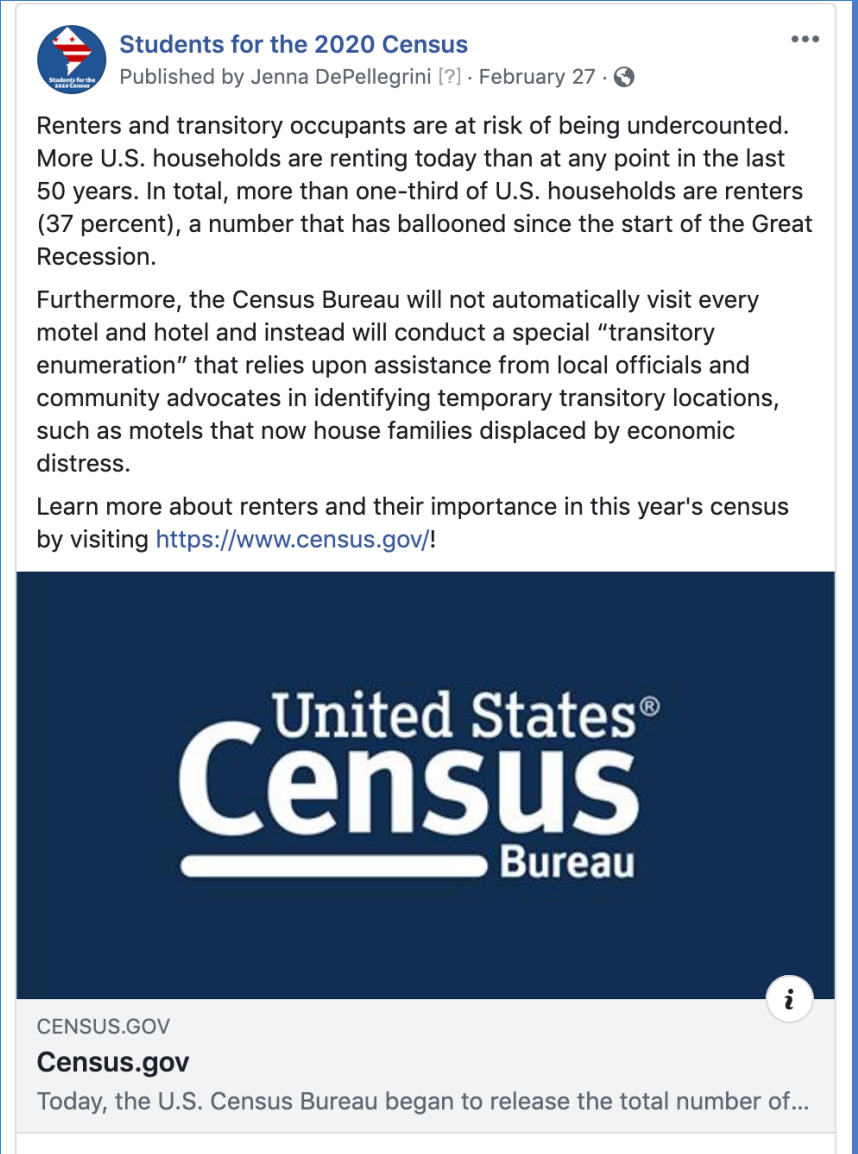
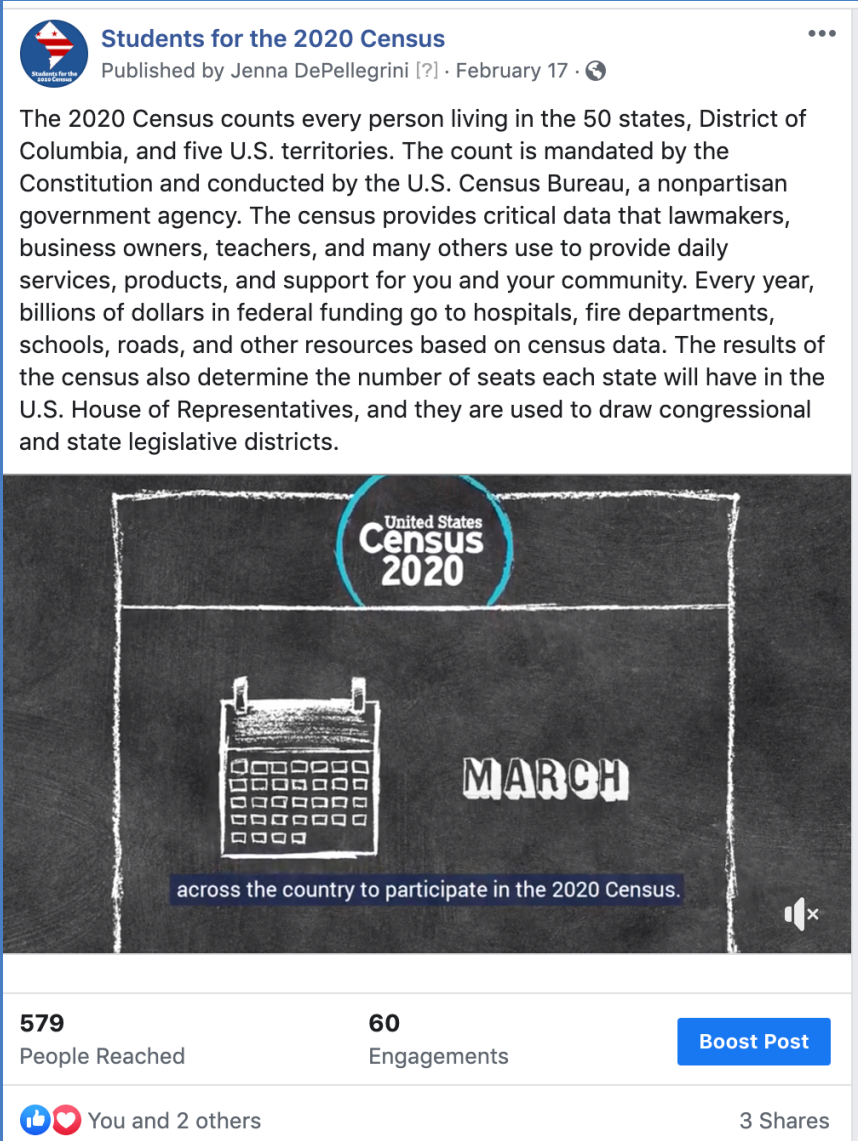
Our PRSSA Chapter was proud to host a tabling event in the main student center, Mary Graydon Center (MGC). The tabling event allowed students to come and learn more about the 2020 Census and how they can participate. In return for stopping by, free munchkins and candy were offered.



For students with a particular interest in the Census, their individual participation, and how the Census operations, a Google Sheet was offered for them to fill out to receive more information. Our event took place on February 25, 2020 and lasted for 3 hours during lunch time.



Appendix C



In light of the COVID-19 pandemic, our team took to social media in order to update our targeted audiences on any changes or updates pertaining to the 2020 Census. Our Facebook page was linked to the 2020 Census' main webpage and included videos and graphics to help educate and motivate those that viewed our pages.

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