**AISD ACTION PLAN FOR THE 2020 CENSUS**

**Mission:** The Austin Independent School District will work with the U.S Census Bureau, local governments, and an array of other partners in a coordinated effort to provide accurate and timely information about the 2020 Census to everyone in our broad and diverse community, focusing on hard-to-count populations.

| | Action Step | Responsibility | Timeframe | Status |
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| 1. | Join Austin-Travis County Complete Count Committee (CCC). | Superintendent | March 2019 | Complete |
| 2. | Identify AISD Census Coordinator. | Superintendent | March 2019 | Complete |
| 3. | Attend CCC meetings. | Census Coordinator | Beginning April 2019 | Through June 2020 |
| 4. | Meet with U.S. Census Bureau (USCB) representatives to discuss AISD's role. | Census Coordinator | Beginning April 2019 | Through June 2020 |
| 5. | Provide U.S. Census Bureau with contact information for various agencies and organizations. | Census Coordinator | Beginning April 2019 | Through June 2020 |
| 6. | Principals Weekly (PW) item: USCB representatives available to speak to Campus Advisory Councils (CACs) and PTAs | Census Coordinator | May 2019 | Complete |
| 7. | Census Coordinator also assumes role of Census Committee Chair of the American Planning Association Texas Chapter (APATX), increasing the resources available to AISD and the CCC. https://texas.planning.org/community-outreach/2020-census/ | Census Coordinator, TXAPA | Beginning May 2019 | Through June 2020 |
| 8. | Attend annual conference of the Texas Demographic Center, along with interested members of the District Advisory Council (DAC). | Census Coordinator, DAC members | June 2019 | Complete |
| 9. | Attend CCC Education Subcommittee meetings | Census Coordinator | Beginning June 2019 | Through April 2020 |
| 10. | Attend Norman Y. Mineta Leadership Institute Training on the 2020 Census, and prepare talking points for Trustee Singh. | Census Coordinator | July 2019 | Complete |
| 11. | Identify others in AISD integral to Census effort:<br>• Communications and Community Engagement (DCCE)<br>• School Leadership<br>• Intergovernmental Relations (IG) | Census Coordinator, DCCE Executive Director | August 2019 | Complete |
| 12. | Based on a number of Census-related resources, develop an easy-to-understand Census one-pager for broad distribution. | Census Coordinator | September 2019 | Complete |
| 13. | Apply for Hogg Foundation grant to translate Census one-pager into 17 different languages. | Census Coordinator, Innovation and Development (OID) | September 2019 | Complete |
| 14. | Hold initial meeting with Austin-Travis County Census Program Manager to discuss AISD's role | Census Coordinator | September 2019 | Complete |
| 15. | Make arrangements for USCB presentation at meeting of Joint Subcommittees of AISD Board of Trustees, Austin City Council, and Travis County Commissioners Court. | IG Director | October 2019 | Complete |
| 16. | Hold follow-up meeting with Austin-Travis County Census Program Manager, IG Director, DCCE, and Austin Council of PTAs (ACPTA). | IG Director | October 2019 | Complete |
| 17. | Apply for United Way grant to support campus and community Census activities. | IOD, DCCE | October 2019 | Complete |

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| 18. | Develop Census page on AISD website and populate with resource information. https://www.austinisd.org/census2020 | Census Coordinator, Web Manager | November-December 2019 | Complete |
| 19. | Receive grant from United Way. | IOD, DCCE | December 2019 | Complete |
| 20. | Explore providing a Census presentation to a meeting of Education Service Center (ESC) Region 13. | Census Coordinator, Kelly Crook (of CCC Education Subcommittee) | December 2019-January 2020 | In Progress |
| 21. | Provide Census update to DAC. | Census Coordinator | January 2020 | |
| 22. | Provide Census training to AISD Parent Support Specialists (PSSs) and community partners, who will provide assistance to parents in navigating the Census process. | DCCE Engagement Supervisor, Census Coordinator, UCSB | January-February 2020 | |
| 23. | Develop and launch comprehensive district communications and engagement campaign, including implementation of grant funding:<br>• Census information sent to parents (via students, campus newsletters, automated phone calls)<br>• District events and various campus events<br>• Census completion assistance to parents<br>• Media (AISD-TV, social media, local media outlets)<br>• Community Schools and other district partnerships<br>• Website expansion<br>• PW items on various Census-related topics (to reach principals, teachers, CACs, PTAs)<br>• Board of Trustees updates | Census Coordinator, DCCE, Campuses | January-April 2020 | |