

Census Solutions Workshop: Preparing for the 2020 Census

Ideation Workshop

Facilitator:

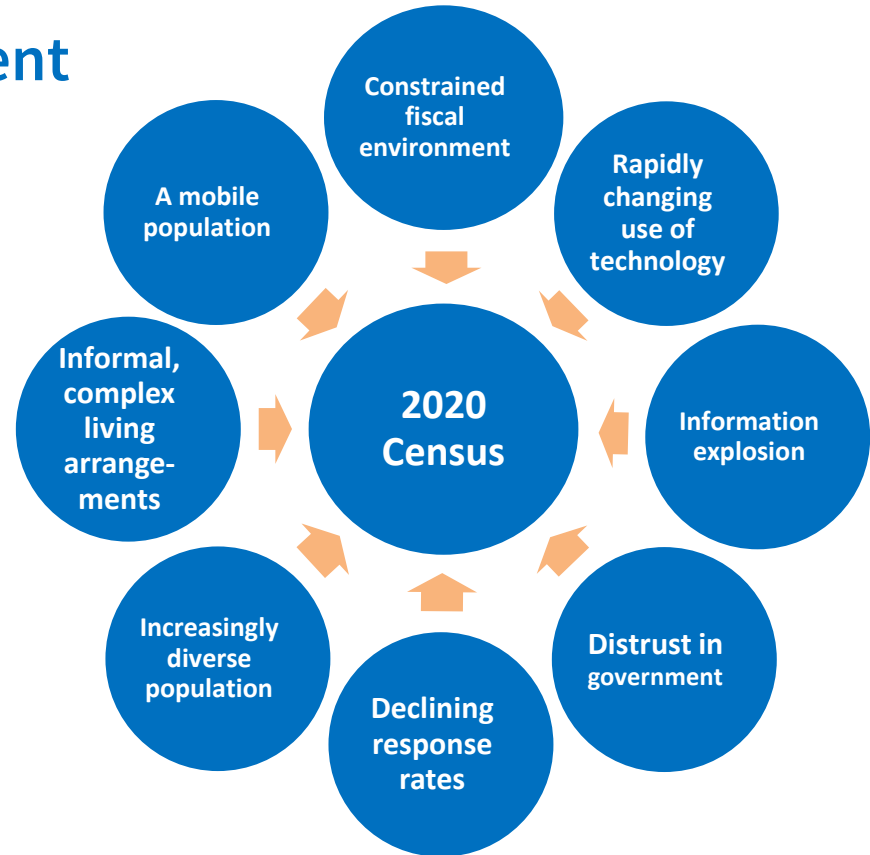
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The Decennial Census

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantage of new technologies and data sources while minimizing risk to ensure a high quality population count.



2020 Census

A Complete and Accurate Count of the Population and Housing



Workshop Objectives

Build connections and seed collaborations between organizations and individuals committed to a successful 2020 Census

Develop actionable concepts that can lead to a stronger awareness & outreach campaigns to reach the communities you serve

Build momentum towards making ideas come to life by generating commitments and developing them through 2020

Showcase a model that other cities and towns can use to generate collaborative relationships with stakeholders and ideas to reach their own hard to count populations

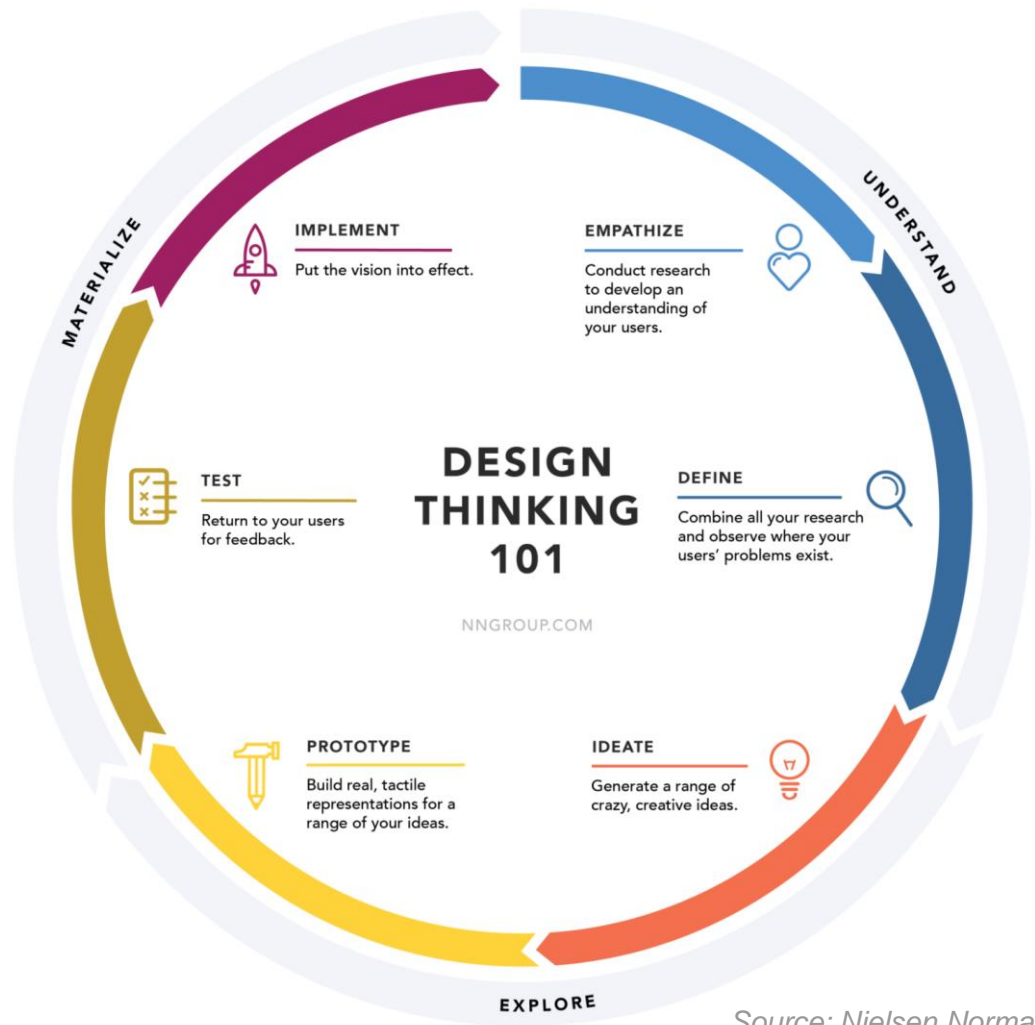
Think about your role as you plan for 2020 ...

Collaborate, Coordinate, and Convene

Advocate for Resources

Educate, Motivate and Mobilize

Design Thinking 101



Source: Nielsen Norman Group

Sprint Principles

GUIDING PRINCIPLES

Avoiding groupthink

Parallel is better than serial

The magic of time constraint

THINGS TO KEEP IN MIND

Leverage existing resources + “blue sky”- it

Diverge then converge

Have fun & trust the process!

**As we go through
the upcoming
activities, think
about...**

What are the top 3 challenges
you are facing in advance of the
2020 Census?

What is your vision of success?

Your Challenge Statement

Each table has a challenge statement in the middle of the table. Read it and start considering it's implications.

What is a persona...

A persona represents **characteristics, demographics, attitudes, behaviors, challenges and motivators** of a group(s) or community

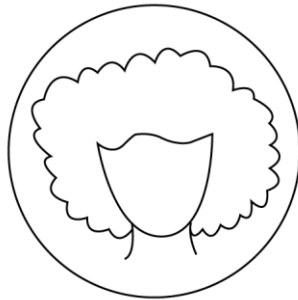


“I don’t trust the government with my information.”

Your audience is concerned about data privacy or having their information used by other federal agencies.

“I have trouble completing census forms.”

Your audience may not be native English speakers and find Census forms confusing.

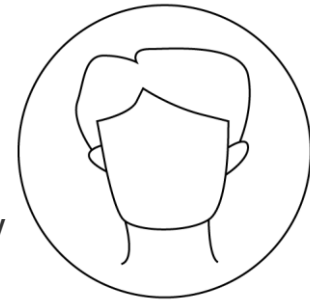


“I don’t have time to fill out the census forms.”

Your audience is very busy and assumes the Census will be time-consuming and cumbersome.

“I don’t think the census has any impact on my life.”

Your audience isn’t sure what Census does, how its data affects them, and why their participation matters.



Solo Ideation

Write **as many concrete ideas or concepts** as possible that addresses the challenge statement selected.

One (1) statement per sticky note

Post Up!

One person at a time, read your own sticky notes
out to the group as you post them on the wall.

Take your markers with you!

Clustering could look like...

Group ideas (cluster) together based on common **topics, themes or affinity**.

Now, lets Cluster!

Group ideas (cluster) together based on common **topics, themes or affinity**.

Dot Voting + Selection

3 votes (dots) per person,
then select the idea with the most votes or group of
ideas (no more than 2-3 stickys).

You will work with this concept moving forward.

Fleshing Out Your Idea...

DEVELOP YOUR IDEA

WRITE THE NAMES OF YOUR GROUP MEMBERS

DESCRIBE THE PERSON YOU WANT TO REACH—YOUR "USER SCENARIO."

DESCRIBE YOUR IDEA

LIST SOME OF THE CHALLENGES IN MAKING THIS IDEA REAL

EXPLAIN HOW IT WOULD WORK

*Who is involved in making it?
What do they need?
What happens first?
Where does your user find out about it?
What do they do next?*

PLAN OUT HOW YOU WILL PRESENT YOUR IDEA TO THE GROUP. YOU CAN DO THIS BY DRAWING A CARTOON, ACTING IT OUT, ETC.

- Who is our idea designed for? One of the scenarios, or someone else? (i.e. policymaker, grassroots, etc.)
- What is a tool, campaign, program, initiative or other concept that we can create?

Guiding questions:

- How are people going to find out about it?
- How does it make people feel?
- Who can we partner with?
- What are the existing resources around this table to pull this off?
- What are references for this kind of idea?
- What is the call to action?
- What are some ways you can promote or socialize this concept or idea?

Develop a Storyboard!

A storyboard could look like...

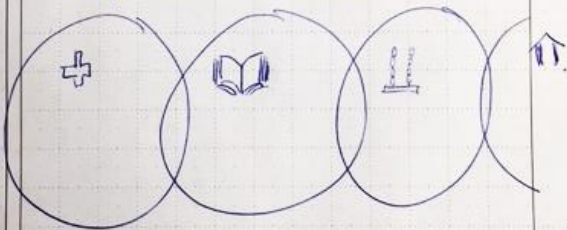
CENSUS
2020

Kids Playing
Duck, Duck, Goose

WHY IT MATTERS?

FUNDING & ALLOCATIONS IMPACTED
BY THE CENSUS INCLUDE:

- ◆ SNAP
- ◆ NACL SCHOOL Lunch Program
- ◆ WIC
- ◆ TEMP ASSISTANCE FOR NEEDY FAMILIES



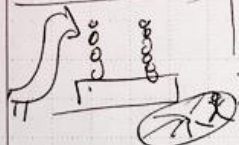
THE QUESTIONS I INCLUDE....

...SO THAT SCHOOLS CAN PLAN FOR NEW STUDENTS, CLASS SIZES

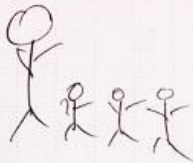
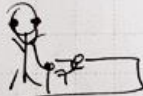
THE ASSISTANCE FILING OUT THE FORM:

- 1.800.GET.HELP
- www.census.gov/decennial

CENSUS
Bureau 2020

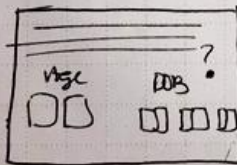


Doctor



Are there any children
or babies living
in your household?

Make them
COUNT!



~~Register~~

—
—
—
—



Bob is at the coffee machine when he receives an alert from his mobile.



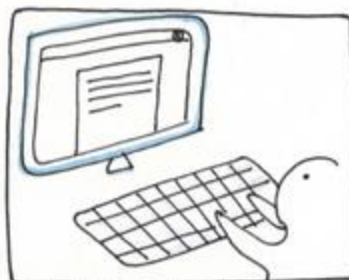
He goes back to his office to check the challenge online.



He checks his performance and finds out that he is not active lately.



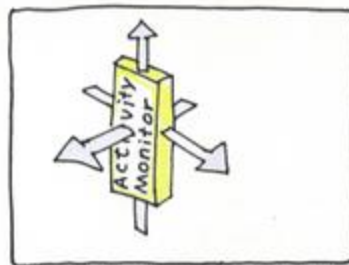
He decides to accept the received challenge.



After an hour, he receives a reminder for the challenge.



Bob leaves his office, and takes the stairs for lunch.



The activity monitor can recognize his movements in all directions.



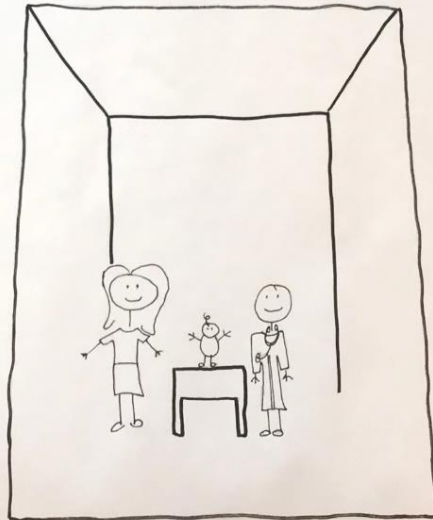
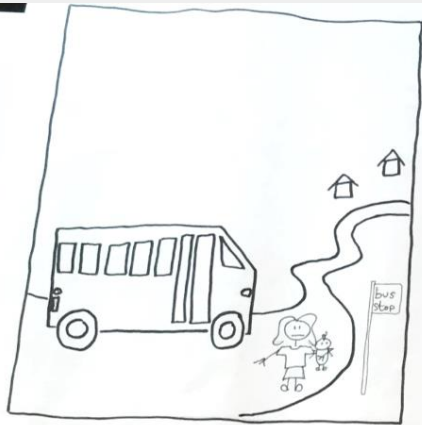
Bob goes back to his desk after lunch. He tags his activity.



His challenge is completed.



BECAUSE IT IS OPEN TO ALL, THOSE IN NEED DOESNT FEEL STIGMATISED



The Pitch: Teams Share Outs

Select one person in the group to present
your idea/concept

+

One person to hold up the flip chart

Contribution Sheets

Fill out commitments sheets (one per person) and leave them facedown in the middle of the table.

CONTRIBUTION

NAME

E-MAIL ADDRESS

ORGANIZATION

WHAT IS THE MOST IMPORTANT
INFORMATION YOU HEARD TODAY?

WHAT ARE THREE ACTIVITIES YOU CAN DO WITHIN YOUR
ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR
THE 2020 CENSUS?

1.

2.

3.

WHO ARE THE OTHER ORGANIZATIONS WE SHOULD
CONTACT ABOUT PARTICIPATING IN A FUTURE
CENSUS SOLUTIONS WORKSHOP?

HOW DO YOU WANT TO BE INVOLVED WITH THIS
WORKING GROUP MOVING FORWARD?

- I want to host or support a follow-up event.
- I want to provide resources, tools, or funding to help organizations prepare for the count.
- I want support and thought partnership for preparing for the census in my organization.
- Not sure yet.
- Other:

DO YOU WANT TO BE INVOLVED IN ONGOING
COMMUNICATION WITHIN THE GROUP?

- Yes, please keep me in the loop and share my contact information with other attendees.
- No, thanks.

**CENSUS
SOLUTIONS
WORKSHOP
TOOLKIT**

CENSUS SOLUTIONS WORKSHOP TOOLKIT

United States
Census



A guide to running creative and collaborative workshops to foster new partnerships and solve census challenges in your community

HOW TO RUN A WORKSHOP

BUILD A TEAM AND SET A GOAL

Get a team of around 2-4 people together to plan and host the workshop. Begin by articulating the challenges you want to solve and what you hope to achieve by the end.

HANDLE LOGISTICS

Decide on the length, format, and location of the workshop, secure funding, sponsorship if needed, and build your guest list.

INVITE & PREP

Send out invitations, finalize your agenda and prepare any workshop materials you'll need.

HOST THE WORKSHOP

Welcome your guests, lead them through warm-up, ideation, clustering, and prototyping. Have them share out their work and get feedback and comments.

KEEP GOING

Thank your participants and ask them to make a concrete and realistic commitment to moving forward.

1
RATIONALE



DESIGN THINKING

Instead of just thinking or talking about challenges, *design thinking* forces action—what does the solution actually look like when played out?

Prototyping, drawing, or even acting out new scenarios helps to identify unanticipated pain points. And it always starts with the big picture, ensuring the right problems are being solved in order to create targeted solutions.

PLANNING TIMELINE & CHECKLIST

WEEK 1

- Determine hosts, goals, and purpose for workshop
- Decide event format & length
- Set a date
- Determine roles
- Begin scoping venues

- Set a budget, or in-kind needs (venue, food, materials, videographer, etc.)
- If there are budget gaps, determine who will sponsor via funding or in-kind services
- Take a first pass at the guest list

WEEK 2

- Select venue
- Finalize guest list
- Send out invitations
- Continue to refine goals + agenda
- Draft user personas and Census 101 presentation

WEEK 3

- Decide which activities you would like to implement that will best achieve your goals
- Determine presenters and request any presentation materials (Powerpoint, etc)
- Do a walk-through of the venue and take photos

- Test A/V equipment
- Make a list of materials you need and begin to order them
- Place food orders if necessary
- Hire a videographer and photographer, and provide creative brief if necessary

WEEK 4

- Finalize agenda
- Make any final edits to presentation
- Send reminder emails to guests
- Pick up / collect supplies orders
- Plan room layout for optimal collaboration considering # of guests
- Consider how you want to form groups—day of or in advance?

WEEK 5

- Host the workshop
- Debrief & capture lessons learned
- Send out thank you letters to participants

WEEK 6

- Collect and edit media (photographs, videos) where necessary
- Send feedback to the Census Bureau

SAMPLE AGENDAS

FULL-DAY WORKSHOP

- 9:00 AM Arrive & set up room
- 9:30 AM Guests arrive
- 10:00 AM Introductions & Icebreaker
- 10:30 AM Presentation: Goals & Census 101
- 10:45 AM It's Not 2010 activity
- 11:00 AM Cover Story
- 11:20 AM Dot Voting
- 11:30 AM Present user scenarios
- 11:45 AM Solo ideation
- 12:00 PM Lunch
- 12:45 PM Clustering in groups
- 1:00 PM Group brainstorm & pick idea
- 1:30 PM Groups flesh out idea
- 2:30 PM Groups present ideas to each other
- 3:00 PM Commitment sheets & feedback form
- 3:15 PM Recap accomplishments of the day
- 3:30 PM Coffee, snacks, mingling (optional)

HALF-DAY WORKSHOP

- 8:00 AM Arrive & set up room
- 8:30 AM Guests arrive
- 9:00 AM Introductions & Icebreaker
- 9:20 AM Present Goals, Census 101, It's Not 2010
- 9:45 AM Present user scenarios & form groups
- 10:00 AM Solo ideation
- 10:10 AM Clustering in groups
- 10:30 AM Break
- 10:45 AM Groups pick idea & flesh it out
- 11:30 AM Groups present ideas to each other
- 11:45 AM Commitment sheets & feedback form
- 12:00 PM Recap accomplishments of the day
- 12:15 PM Lunch (optional)

ONE-HOUR WORKSHOP (One user scenario)

- 9:00 AM Introductions, goals, user scenario
- 9:15 AM Solo ideation
- 9:30 AM Clustering in groups
- 9:45 AM Groups flesh out idea
- 9:30 AM Groups share ideas
- 10:00 AM Distribute commitment and feedback forms

ONE-HOUR WORKSHOP (Multiple user scenarios)

- 8:30 AM Set up stations with different user scenarios around the room
- 9:00 AM Introductions, goals, user scenario
- 9:20 AM Solo ideation (5 mins at each station)
- 9:40 AM Share out ideas
- 9:50 AM Make commitments & complete feedback form

BRAINSTORM

Brainstorming is the basis of the day's activities. There are a variety of formats this can take—from silent ideation to group brainstorm, but the key is to ensure a generative mindset, withholding for the moment any judgment or criticism.

WHY

The most important thing to remember is that ideation is about generating as many ideas as possible—quantity over quality. It's not about coming up with the perfect idea, it's about making new connections, being inspired by each other, and allowing the group to go beyond the obvious solutions.



HOW TO DO IT

1 Silent brainstorm

Have all participants generate as many ideas as possible, in silence, for new ways to reach the persons they've selected. There are no bad ideas! Have each participant write down (or draw) one idea per sticky note. Have lots of sticky notes and markers at every table.

- ★ We'll start by brainstorming about the user you chose in silence—it's important that you not compare notes at this point.
- ★ Where does this person spend time? Who do they trust? What would make them participate? What do they care about? How might you reach them?
- ★ There are no bad ideas. Everything you come up with is valuable, as it can spark ideas for other people. Don't worry about feasibility.

2 Share

Go around and share ideas by question (i.e., "what did people write down for 'Who do they trust?'")

3 Clustering

During share out, begin to cluster ideas around themes—move the post-its around so that similar ideas are grouped together.

4 Build

Within each cluster, do one more group ideation. Combine elements of ideas or build on each others' ideas. It's important that this be a generative process. Use the phrase, "Yes, and..." to acknowledge others' ideas and maintain a framework of collaboration and accumulation of ideas.

5 Choose

Decide which idea has the most potential and/or excitement among the group. This will be the idea you will start fleshing out in the subsequent exercises. If your group is having trouble reaching a consensus, you can use the dot-voting exercise described earlier.

THANK YOU

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OFFICE OF CONGRESSIONAL AND
INTERGOVERNMENTAL AFFAIRS

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