

## **Tempe's 2020 Complete Count Committee – Subcommittee Definitions**

### **Education Subcommittee**

Facilitates Census awareness for local schools from prekindergarten through 12<sup>th</sup> grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers and students to use Statistics in Schools materials.

### **Community Outreach and Special Populations Subcommittee**

Facilitates ways to get the Census message to all community households, using all available sources such as local media, newsletters, fliers, local festivals and events, billboards, neighborhood associations, community groups, veterans groups and more. Collaborates with community organizations to inform individuals of importance of participating in the 2020 Census and the benefits derived from Census data. Determines outreach methods for Tempe's diverse array of community members, including residents who primarily speak languages other than English, as well as other special populations as defined by the subcommittee.

### **Business Subcommittee**

Creates and coordinates activities that involve businesses in Census awareness, such as distribution of Census information and Census messages on packaging (grocery bags) and the inclusion of the Census log and message on sales promotion materials.

### **Faith and Nonprofit Subcommittee**

Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.