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.

Note: Items in blue relate to the AISD Census Coordinator's capacity as Chair of the American Planning Association Texas Chapter's Census Committee.

	Action Step	Responsibility	Timeframe	Status
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 Texas Chapter of the American Planning Association (TXAPA), increasing the resources available to AISD and the CCC.	Census Coordinator, TXAPA	Beginning May 2019	Through June 2020
8.	Facilitate a USCB presence at the annual TXAPA conference.	Census Coordinator	May 2019	Complete
9.	Develop membership of the TXAPA Census Committee.	Census Coordinator, TXAPA	May-June 2019	Complete
10.	Develop TXAPA Census Committee webpage and populate with resource information.	Census Coordinator	Beginning May 2019	Through April 2020
11.	Communicate with TXAPA Census Committee members, and maintain log of their statewide activities.	Census Coordinator	Beginning June 2019	Through May 2020
12.	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
13.	Attend CCC Education Subcommittee meetings	Census Coordinator	Beginning June 2019	Through April 2020
14.	Attend Norman Y. Mineta Leadership Institute Training on the 2020 Census, and prepare talking points for Trustee Singh.	Census Coordinator	July 2019	Complete
15.	Identify others in AISD integral to Census effort: • Communications and Community Engagement (DCCE) • School Leadership • Library and Media Services • Intergovernmental Relations (IG)	Census Coordinator, DCCE Executive Director	August 2019	Complete
16.	Provide progress report to TXAPA Board of Directors on activities of Census Committee.	Census Coordinator	August 2019	Complete
17.	Based on a number of Census-related resources, develop an easy-to-understand Census one-pager for broad distribution.	Census Coordinator	September 2019	Complete

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18.	Apply for Hogg Foundation grant to translate Census one-pager into 17 different languages.	Census Coordinator, Innovation and Development (OID)	September 2019	Complete
19.	Hold initial meeting with Austin-Travis County Census Program Manager to discuss AISD's role	Census Coordinator	September 2019	Complete
20.	Send emails to heads of major statewide organizations (Texas Municipal League, Texas Association of Regional Councils, Texas Association of Counties) to inform of resources available on TXAPA website and request assistance in supporting Census efforts around the state.	Census Coordinator	September-October 2019	Complete
21.	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
22.	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
23.	Apply for United Way grant to support campus and community Census activities.	DCCE, IOD	October 2019	In Progress
24.	Explore feasibility of Census Committee meeting at annual TXAPA conference.	Census Coordinator	October 2019	In Progress
25.	Attend annual TXAPA conference, and provide progress report to TXAPA Board of Directors on activities of Census Committee.	Census Coordinator	November 2019	
26.	Approach Capital Area Council of Governments (CAPCOG) to consider regional Census meeting of local government representatives.	Census Coordinator	November-December 2019	
27.	Develop Census page on AISD website and populate with resource information.	Census Coordinator, Web Manager	November-December 2019	
28.	Provide Census update and Census in the Classroom overview to AISD principals and senior administrators with USCB representatives.	Census Coordinator	November-December 2019	
29.	Plan for and facilitate Census meeting of regional school district superintendents with Education Service Center (ESC) Region 13.	Census Coordinator, Kelly Crook (of CCC Education Subcommittee)	November 2019-February 2020	
30.	Provide Census update to DAC.	Census Coordinator	January 2020	
31.	Facilitate Census training of AISD Parent Support Specialists (PSSs) with USCB representatives (to assist parents in completing forms)	Census Coordinator, DCCE Engagement Supervisor	January-February 2020	
32.	Facilitate Census training of AISD librarians with USCB representatives (to assist parents in completing forms).	Census Coordinator, Library and Media Services Assistant Director	January-February, 2020	
33.	Develop and launch comprehensive district communications and engagement campaign: • Census information sent to parents (via students, campus newsletters, automated phone calls) • Major district events and various campus events • Campus Census completion assistance (PSSs, librarians) • Media (AISD-TV, social media, local media outlets)	Census Coordinator, DCCE, Campuses	January-April 2020	

Action Step	Responsibility	Timeframe	Status
• Community Schools and other district partnerships • Website expansion • PW items on various Census-related topics (to reach principals, teachers, CACs, PTAs) • Board of Trustees updates			