

MAKE YOUR COMMUNITY COUNT



DEPAUL UNIVERSITY • THE A TEAM

Members: Abby Barbeau, Annie Evans, Aleeza Mehtab, Audrey Nelson, Adriana Talavera
Faculty Adviser: Jim Motzer
Professional Adviser: Sarah Witcher

EXECUTIVE SUMMARY

Chicago is known as the city of neighborhoods. Residents are proud of where they come from and the communities they call home. That's why our DePaul University Bateman team, **The A Team**, invested our heart and soul in the Bateman campaign to make Chicago count.

The 2020 Census will have an enormous and lasting impact on our beloved city and state. For Illinois, 2010 Census data informed the allocation of more than \$34 billion dollars in federal funding every year for important community services (Reamer, 2020). However, researchers at the Urban Institute have sounded the alarm that in 2020, as many as 145,000 Illinois residents may not be counted, resulting in a potential loss of over \$200 million in federal funding every year for the next decade (Elliott et al., 2019). This loss will have a long-term, devastating effect on communities in Chicago and across Illinois.

To combat this potential undercount, The A Team created and implemented a public relations campaign targeting DePaul students and Black and Hispanic males who are considered hard-to-count by the U.S. Census Bureau.

Through our primary and secondary research, we learned that tying the census to funding for **community-based services** and personally beneficial programs was key to motivating our audiences to be counted. For Black and Hispanic males, community funding for public services like schools and hospitals was the most important reason to fill out the census (McGeeney et al., 2019). But our research also showed that more personal benefits like Medicaid, SNAP benefits and housing vouchers were strong incentives as was encouragement from trusted community leaders.

In interviews, we learned DePaul students were **emotionally connected** to the university's Vincentian and urban mission which calls students to serve others and contribute to making their communities better places to live. But students were also motivated by more self-serving programs informed by census data like Pell Grants and federal direct student loans.

We built our campaign for an accurate count on a foundation of messaging that linked census data to community-based services and empowered our audiences to **Make Your Community Count**. On this foundation, we custom-built a message house for each audience around the census-informed programs that spoke to their personal priorities.

Our campaign **EDUCATED** DePaul students by taking our messages to where they naturally gathered. We produced a **Make Your Community Count** video and showcased it in the high-traffic State Street window of DePaul's Loop campus, penned a census Op-Ed for the student newspaper and tabled at DePaul's Student Centers. We **MOTIVATED** students to believe the census is important by securing and promoting the endorsement of DePaul's President and partnering with organizations students trusted like the DePaul Panhellenic Council and Campus Housing Services. Finally, we built a network of student ambassadors to encourage their friends to pledge to **PARTICIPATE** in the 2020 Census.

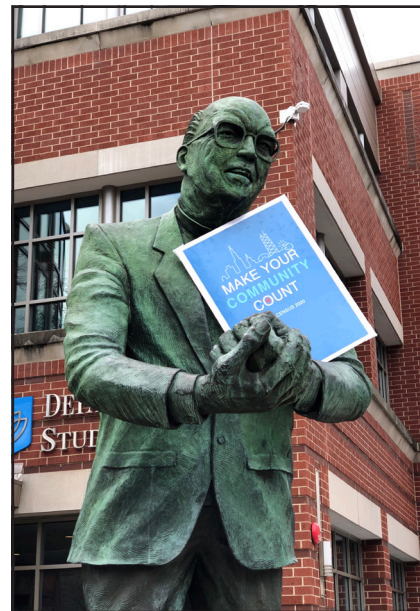
We adopted the same **educate-motivate-participate** framework with Black and Hispanic males, but added a twist to enhance trust. The 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) research told us these audiences distrusted the government and feared their census information would be shared (McGeeney et al., 2019). To overcome these barriers, we borrowed credibility by joining forces with the Chicago Complete Count Committee (CCC) and identifying educational opportunities like Community Census Forums sponsored by Hispanic Aldermen where our tabling efforts generated media coverage on the local Univision affiliate. The Chicago CCC also connected us with community organizations like the Chicago Urban League and The Resurrection Project to partner on outreach efforts and generate census endorsements from trusted community leaders. The messenger was as important as the message in motivating these audiences to pledge to participate.

Taken together, we're confident our comprehensive campaign will contribute to the ultimate goal of a complete count for Chicago and Illinois. By **educating** and **motivating** 3,315 DePaul students and 115 Black and 150 Hispanic males to pledge to **participate** in the 2020 Census, we've helped **make our community count**.

SITUATIONAL ANALYSIS

Many researchers believe Illinois will be undercounted in the 2020 Census. Illinois' projected undercount is likely a result of its high hard-to-count population with 16% of Illinois residents (over 2 million people) considered hard-to-count. The hard-to-count population is an even greater challenge for Chicago, as roughly half of the city's 2.7 million people are considered hard-to-count by the U.S. Census (Kane-Willis et al., 2019).

Census data informs the distribution of more than \$675 billion in federal funding each year. This funding supports various community services and it determines the number of seats each state gets in the U.S House of Representatives (U.S. Census Bureau, 2019b). In FY 2016, the state of Illinois received more than \$34 billion in federal funding based on the data collected during the 2010 Census (Reamer, 2020). This amounts to nearly \$1,400 per Illinois resident per year (Quig, 2019).



A revered DePaul landmark and a symbol of the university's Vincentian mission, the statue of Msgr. Egan, held a Make Your Community Count campaign sign in front of DePaul's Student Center for a social media post.



MAKE YOUR COMMUNITY COUNT

The upcoming 2020 Census is especially significant for Illinois residents. Based on the 2010 Census, Illinois lost a seat in the U.S. House of Representatives (National Conference of State Legislatures, 2020). Over the past 10 years, the state has lost nearly 160,000 people or more than 1 percent of its population which puts it on track to lose at least one more seat in the U.S. House of Representatives and one Electoral College vote (Reyes, 2019).

Nationally, the 2020 Census faces new and unique challenges. The current administration's unsuccessful push for a citizenship question on the census questionnaire has left many questioning whether to participate this year, and exacerbated the high level of government distrust across all populations (U.S. Census Bureau, 2019a). According to the 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS), roughly one quarter of people are concerned that their data will be used against them. The CBAMS study also found that "many people were unfamiliar with the census, with only 33 percent being 'extremely' or 'very familiar.'" This finding suggests that our campaign must include an information or educational aspect. Conversely, funding for community services was a top motivator for all respondents (McGeeney et al., 2019, pp. 1-2). These findings will play an important role in our strategic communications campaign.

AUDIENCES

DePaul University On- and Off-Campus Community

DePaul University has a deep Chicago-based identity and is home to more than 22,000 students across two campuses: one in Chicago's Lincoln Park neighborhood and another in Chicago's downtown Loop business district. About one-fifth (19%) of students live in college-owned housing, while the rest live off-campus. At the time of the 2010 Census, the majority of current DePaul students were between 8 and 12 years old and have no recollection of participating, presenting a challenge with this audience. DePaul's racial and ethnic make-up tracks with the diverse demographic trends in the United States with 51.1% identifying as white, 15.1% of students identify as Hispanic or Latinx, 9.1% Black or African American, 3.2% Asian (Data USA, 2020). This makes DePaul students' response rates to the census a bellwether for the nation's response.

The U.S. Census Bureau encourages people to complete the census where they live most of the time. According to this imperative, DePaul students who don't live with their families should list their Chicago addresses when participating in the census. However, the Pew Research Center stated "there is also an emotional component. Students may feel a sense of connectedness to their parents' homes and parents may think it is tantamount to a family breakup if their student-children are counted elsewhere," (Cohn, 2010). This finding suggests that our campaign needs to create an emotional connection between students and their college address. Additionally, the census will now be available for online completion, but only for students not living in DePaul-owned housing. Through our research with DePaul Housing Operations, we have learned the university will electronically share the data of students living on-campus with the Census Bureau so those students will not have to take any action. Our campaign will need to promote this message to our on-campus audience so students are counted only once and not with their parents' households.



A Team members Abby Barbeau and Adriana Talavera share Census Chats at a Black History Month event hosted by the Westside Health Authority on Feb. 28.

Young Black and Hispanic Males in Chicago

The U.S. Census Bureau's 2018 population estimates reported that Chicago is home to nearly 406,000 Black males and 392,000 Hispanic males (U.S. Census Bureau, 2019c). According to the Chicago Urban League, two-thirds of African Americans and 60% of Latinx residents live in the city's "hard-to-count" tracts, as defined by the U.S. Census Bureau (Kane-Willis et al., 2019).

PRIMARY RESEARCH

Survey - College Students

We conducted an online survey with 116 college students providing insight on their awareness of and perceptions about the 2020 Census.

Key Findings:

The census faces **three major barriers** among the college student audience:

- **Awareness only about 50/50** - Only about half (55%) of college students were aware or somewhat aware of the 2020 Census.
- **Misinformation on where to be counted** - Almost three-quarters (70%) of college students (not living in dorms) reported they were likely to mistakenly complete the census at their parents' address.
- **Low participation likely** - Only half (50%) of college students were likely or somewhat likely to participate in the 2020 Census.

"...there is also an **emotional** component. Students may feel a sense of connectedness to their parents' homes and parents may think it is tantamount to a **family breakup** if their student-children are counted elsewhere." (Pew Research Center)



MAKE YOUR COMMUNITY COUNT

However, there are opportunities to **EDUCATE, MOTIVATE**, and increase the students' likelihood to **PARTICIPATE** in the 2020 Census:

EDUCATE: When asked about where they will be counted, only around 30% of students said “my college address.” When informed that the U.S. Census asks them to be counted at their college address, that number increased to 45%.

MOTIVATE: The most motivating message to drive census participation was, “The census determines the allocation of more than \$675 Billion in federal funds each year for critical community services,” which is consistent with CBAMS research.

PARTICIPATE: The 2020 Census' new online option dramatically increased the likelihood for students to participate. Over half (52%) of students were more likely to complete the census because of this new option.

In-Depth Interviews - DePaul Students

To complement our online survey, we interviewed ten DePaul students representing the university's diverse student mix along racial, religious, socioeconomic, and geographic lines. Our interviews validated many of the same sentiments as our survey, but uncovered an insight to help us overcome the Pew Research finding that students have an emotional attachment to their parents' households which might inhibit them from being counted where they live most of the year – in DePaul's urban community.

Key findings:

- DePaul students are deeply aligned with the university's Vincentian identity and urban mission which calls students to take action in service of others and contribute to making their communities better places to live.
 - This service-driven culture is evident everywhere from the course curricula to the philanthropic mindset of DePaul's fraternities and sororities to Vincentian Service Day, an annual tradition in which more than 1,000 students, staff, faculty and alumni participate in a day of service with more than 50 community partners in the Chicagoland area.
- Students love DePaul, but a big, if not the biggest, part of what they love about the university is its Chicago location.
- We were blown away by students' intense school spirit which is connected to the unparalleled pride students have for their city.

In-Depth Interviews - Black and Hispanic Males

We conducted in-depth interviews with Black and Hispanic males in Chicago to expand on our secondary research and to identify messages that would motivate them to participate in the 2020 Census.

Key Findings:

Key **barriers** for the Black and Hispanic male audiences included:

- **Lack of awareness** – Black and Hispanic males have a low awareness of the 2020 Census.
- **Government distrust** -- Our interviews reinforced the finding in the CBAMS study that Black and Hispanic males are skeptical of the government and fear their information will be shared with other government agencies.

To overcome these barriers, our research pointed to **three messages** which were most motivating:

- “The Census determines the allocation of \$675 billion in federal funds for critical community services” and “each person counted in Chicago is worth nearly \$1,400 in federal funds each year.”
- “Answering the census is fast, easy, and safe.”
- “This is the first year people can participate in the census online or by phone in addition to the traditional paper survey.”

Our interviews also revealed that Black and Hispanic males are **deeply connected to their neighborhoods** and like the CBAMS focus group findings, this connection was intertwined with the hope for a better future for their communities (Evans et al., 2019).

CAMPAIGN THEME AND RATIONALE

Through our primary and secondary research, we found both audiences were motivated by the fact the 2020 Census data will inform the allocation of billions of dollars in federal funding for their community initiatives including schools, hospitals and clinics, Medicaid, housing vouchers, and emergency response services. This suggests that no matter who we are, we want to see our local community succeed which is a mindset that aligns perfectly with how Chicagoans think of themselves as a city of neighborhoods.

This insight served as the foundation for our campaign theme, **Make Your Community Count**. We invited our target audiences to have a positive impact on their communities or neighborhoods by participating in the 2020 Census. We also took cues from Chicago's 2020 Census advertising tagline, **Make Yourself Count**, as well as the Chicago Urban League's **Make Black Count** campaign to incorporate “count” in our campaign theme.

We applied these same research insights to design our campaign logo by incorporating iconic Chicago symbols like the red star from the city's flag and the skyline graphic with a classic Chicago bungalow as a nod to our neighborhoods. Our design also aligned with the 2020 U.S. Census campaign theme, **Shape Your Future, Start Here>**, by adding a cursor to our logo, reminding our audience that they can respond to the census online which our research showed was motivational.



CAMPAIGN GOAL

Our campaign goal is to **educate** our audiences about the upcoming census, **motivate** them to believe the census is important, and increase **participation** in the 2020 Census.

KEY MESSAGES

We customized our messaging to speak to our audiences' priorities as defined by our research. For students, we tried to build an emotional connection to Chicago by appealing to their DePaul school spirit.

	College Students	Black Males	Hispanic Males
EDUCATE	<ul style="list-style-type: none"> The census is a count of all people living in the U.S. that happens every ten years. Students should be counted where they live and sleep most of the year. <ul style="list-style-type: none"> That means that if you live at or near DePaul (not with family), you are to respond as part of the DePaul community. 	<ul style="list-style-type: none"> Census data cannot be shared with other government or law enforcement agencies. 	<ul style="list-style-type: none"> There is no citizenship question on the 2020 Census, and your information cannot be shared with other government agencies. The census can be completed in Spanish.
MOTIVATE	<ul style="list-style-type: none"> Census data informs the allocation of more than \$34 billion in federal funding each year in Illinois for important community programs like: <ul style="list-style-type: none"> Pell Grants, federal student loans, roads, and health services for the next 10 years. Census data also impacts how many representatives Illinois receives in Congress, which means political power. 	<ul style="list-style-type: none"> Medicaid, Head Start, housing vouchers, SNAP benefits, and roads for the next 10 years. 	
PARTICIPATE	<ul style="list-style-type: none"> As DePaul students, we have an awesome school spirit and feel just as passionately about our city and the community where we live. Make your community count by participating in the 2020 Census. <ul style="list-style-type: none"> Students living off-campus can participate in the census online, by phone, or by mail. It is fast, easy, and safe. On-campus students are already counted by university housing services. 	<ul style="list-style-type: none"> Trusted leaders from community organizations like the Chicago Urban League and The Resurrection Project urge everyone to stand up and be counted or risk being invisible for the next 10 years. Make your community count by participating in the 2020 Census. <ul style="list-style-type: none"> You can participate in the census online, by phone, or by mail. It's fast, easy, and safe. 	

OBJECTIVES, STRATEGIES, TACTICS

Audience #1: DePaul University Students

Objective 1: EDUCATE 5,000 DePaul students about the 2020 Census between February 10 and March 20*.

Strategy A: Build awareness for the 2020 Census and its importance by taking census messaging to the masses where people already are.

Rationale: Our primary research highlighted the need for census education since:

- Only about half (55%) of college students were aware or somewhat aware of the 2020 Census, but students were not seeking census information.
- Almost three-quarters (70%) of college students (not living in dorms) were likely to incorrectly participate in the census at their parents' address.

Tactic A: Take campaign messaging to the streets of Chicago.

- Create a **high-impact census video** to be showcased in DePaul's Loop campus window on the city's famous State Street and seen by thousands of passersby each day.
 - Feature a variety of Chicago neighborhoods and a diverse group of students and residents highlighting why they think it's important to be counted.
 - Drive viewers to the campaign website for more information and to sign a digital pledge card.
- Produce an **electronic campaign billboard** on DePaul's Lincoln Park Campus, located at a high-traffic intersection by partnering with DePaul's Office of Public Relations and Communications (OPRC).
 - Promote the campaign logo and drive people to the campaign website to pledge to be counted.

*All subsequent objectives have the same implementation period.

"Only **about half** of college students were ... somewhat aware of the 2020 Census..."



Strategy B: Build awareness of the 2020 Census by generating campus and social media coverage.

Tactic A: Draft and pitch an Op-Ed to *The DePaulia*, the university newspaper.

- Titled “I’m not a citizen, but I want to be counted in the 2020 Census,” the Op-Ed was co-authored by A Team members.
- Highlight the importance of being counted regardless of citizenship status and encourage the hard-to-count immigrant students and communities to participate.

Tactic B: Conduct social media outreach.

- Partner with the university to share our census messaging on its Twitter and Instagram channels with a built-in reach of 47,153 followers.
- Create @DePaulCounts, an Instagram page as the official university census information hub.
- Post high-powered visuals from our on-campus campaign activities as well as the endorsements from trusted student organizations.
- Share census social content with student organizations to post on their channels.
- Campus accounts include DePaul University (@depaulu), IAmDePaul (@iamdepaul) and the DePaul Panhellenic Council (@depaulpanhel).
- Engage the massive audience (329,453) of Aleeza Mehtab, an A Team member and lifestyle influencer, with census content via her Twitter, Instagram and YouTube channels.

Tactic C: Create a Make Your Community Count website to serve as a portal for all campaign content.

- Website content includes: 2020 Census facts, census video, social media content, campaign photos, and virtual pledge cards.

Objective 2: MOTIVATE 2,500 DePaul students to believe in the importance of being counted in the 2020 Census.

Strategy: Secure trusted endorsements from university senior leaders, student organizations, and student ambassadors to overcome census barriers like apathy and government distrust.

Rationale: Per CBAMS, “encouragement from trusted voices in the community can successfully increase participation among people with the greatest trust-based fears and government disaffection” (Evans et al., 2019, p. xi).

Tactic A: Secure census endorsements from DePaul’s President and leadership.

- Draft a *Newsline* (DePaul’s daily campus-wide email) story with a photo of Dr. A Gabriel Esteban, president of DePaul University, engaging in our campaign outreach activities.
- Highlight why the census is important and encourage students, faculty and staff to participate in the 2020 Census.
- Work with DePaul’s OPRC team to secure this endorsement.
- Draft a mass email to DePaul students from DePaul’s Vice President of Student Affairs, Gene Zdziarski, about the importance of participating in the 2020 Census.
- Pitch and coordinate with DePaul’s Student Affairs team.

Tactic B: Present census messaging at student organization meetings and conduct ambassador trainings to secure “trusted friend” endorsements.

- Partner with two DePaul organizations - DALE (DePaul Alliance for Latino Empowerment) and the DePaul Panhellenic Council - to share census information and build a network of student census ambassadors to promote pledges.

Objective 3: PARTICIPATE - Encourage 1,000 DePaul students to pledge to participate in the 2020 Census.

Strategy: Leverage DePaul students’ school spirit and emotional ties to Chicago to secure census participation and recruit census ambassadors to promote census pledges.

Rationale: Research showed many students felt emotionally connected to their hometowns which needed to be addressed if they are to be counted where they live most of the year.

Tactic A: DePaul University campus tabling outreach through “Census Chats” sessions.

- Re-purpose the U.S. Census Bureau’s Census Chats digital media Q&As at face-to-face tabling sessions on both of DePaul’s campuses.
- Inform students about the significance of the 2020 Census for their communities, correct misinformation and secure census pledges.
- Drive booth traffic by engaging students with the classic “guess the count of the jellybeans in the jar” activity to underscore the importance of being counted.
- Photograph students with campaign theme-related props to generate social media content for students to share.



Attendees at Make Your Community Count #CensusChats session with the Panhellenic General Body at DePaul University hosted on March 4.

Tactic B: Conduct on-campus student outreach.

- Partner with DePaul Housing Operations to count students living in dorms.
- Facilitate a connection between the Group Quarters Specialist at the Chicago Regional Census Center, Shamiram William Youkhanna, and Quiana Stone, Associate Director for Residential Housing at DePaul, to confirm how students living on campus would be counted.

Audience #2: Black and Hispanic Males in Chicago

Objective 1: EDUCATE 250 Black males and 250 Hispanic males about the 2020 Census.

Strategy: Deliver census messaging in settings and media with a significant audience of Black and Hispanic males.

Rationale: Our primary research highlighted the need for census education, but Black and Hispanic males were not seeking census information.

Tactic A: Canvass at Chicago Bulls games.

- Engage with a heavily African American male audience at two Chicago Bulls games.
- Share donuts, inform them about the importance of being counted and what it means to Chicago's neighborhoods.
- Distribute hundreds of "Make Your Community Count" stickers to Bulls fans waiting in line and encourage them to motivate family and friends to be counted in the 2020 Census.

Tactic B: Pitch Op-Ed to multicultural media outlets like the *Chicago Defender* and *La Voz Chicago*.

- Co-authored by A Team members and titled "I am not a citizen, but I will be counted in the 2020 Census."

Objective 2: MOTIVATE 150 Black males and 150 Hispanic males to believe in the importance of being counted in the 2020 Census.

Strategy: Partner with the Chicago Complete Count Committee to build relationships with trusted community organizations with a significant client base of Black and Hispanic males.

Rationale: Our research found that Black and Hispanic males need the endorsement of trusted community leaders and organizations to overcome apathy and government distrust and believe the census is important.

Tactic A: Attend multiple meetings of the Chicago Complete Count Committee to make introductions with community organizations trusted by Black and Hispanic males and establish credibility for our census outreach. Organizations include:

Black males

- Chicago Urban League.
- NAACP Westside.
- Westside Health Authority.

Hispanic males

- The Resurrection Project.
- Enlace Chicago.

Both Black and Hispanic males

- Howard Brown Health.
- Trilogy Behavioral Health Clinics.



A Team members Audrey Nelson and Adriana Talavera at an Alderman-hosted Census event in Humboldt Park, featured on the 10 o'clock Univision news.

Tactic B: Pitch community organization spokespeople to Black and Hispanic media outlets.

- Lead media outreach for community organizations including the Chicago Urban League and The Resurrection Project to multicultural media outlets including Univision.

Tactic C: Social media outreach.

- Secure social media content from trusted community organization partners and promote on organizational and university channels.

Objective 3: PARTICIPATE - Encourage 100 Black males and 100 Hispanic males to pledge to participate in the 2020 Census.

Strategy: Engage Black and Hispanic males face-to-face at community events to build trust and drive motivation to participate in the census.

Rationale: Face-to-face interactions will help build credibility and trust to secure pledges to participate in the 2020 Census.

Tactic A: Table at community events and Hispanic churches to secure pledges to participate in the 2020 Census.

- Table at two Community Forums sponsored by Hispanic Alderman Ariel Reboyras.
 - Chicago Tabernacle.
 - Humboldt Park Fieldhouse.
- Conduct census education outreach at several Hispanic churches set up through The Resurrection Project to secure pledges to participate.

Tactic B: Conduct media outreach at the Community Forums sponsored by Aldermen.

- Partner with Aldermen's offices to pitch Aldermen and A Team members as spokespeople to multicultural media outlets like Univision.

Tactic C: Conduct ambassador training with community partners.

- Train employees of Trilogy, a local non-profit that works with Chicagoans diagnosed with mental illness, to encourage their clients to participate in the 2020 Census.

MAKE YOUR COMMUNITY COUNT

EVALUATION

DePaul University Students

Objective 1: EDUCATE 5,000 DePaul students about the 2020 Census.

Result Exceeded: Educated 18,566 DePaul students with 2020 Census messaging.

- Engaged with 300 students in census discussions at tabling sessions.
- 7,500 students viewed the [Make Your Community Count \(MYCC\)](#) video
 - 3,511 students received the College of Communication email promoting the video.
- Generated 4,500 impressions from *The DePaulia* Op-Ed.
- Engaged 10,196 students in social media outreach.
 - Secured 243 student followers on our campaign Instagram with 1,941 individual profile visits.
 - @IAmDePaul Instagram posts (8,000 followers) reached 1,900 students through story and post impressions about the census.
 - The [MYCC](#) video was also shared to generate 912 views.
- Lifestyle influencer and team member Aleeza reached 200 DePaul students among her 300,000 social followers with key census information.
 - The [MYCC](#) video was also shared on her Instagram and YouTube generating 1,086 views.
- 55 unique visits to the [Make Your Community Count](#) website.
- Electronic census billboard and other media coverage cancelled due to COVID-19.



DePaul University's president, Dr. Esteban (right), joined by two members of the A Team to discuss the importance of participating in the census during the team's informational #CensusChats tabling sessions.

Objective 2: MOTIVATE 2,500 DePaul students to believe in the importance of being counted in the 2020 Census.

Result Exceeded: Motivated 25,375 DePaul students to believe in the importance of being counted in the 2020 Census.

- Reached 23,500 students with the University President's motivational message encouraging students to be counted.
 - DePaul student post-survey cancelled due to COVID-19; President's endorsement elevated his census message from educational to motivational.
 - VP of Student Affairs email cancelled due to COVID-19.
- Trained 75 students at the DALE and Panhellenic presentations as census ambassadors who pledged to share "trusted friend" endorsements with at least 25 friends for a total number of pledges of 1,875.

Objective 3: Encourage 1,000 DePaul students to pledge to PARTICIPATE in the 2020 Census.

Result Exceeded: Secured 3,315 pledges from DePaul students to participate in the 2020 Census.

- Engaged with 300 students at tabling sessions on DePaul campuses.
 - Secured 140 student pledges to be counted.
- Facilitated the census count of 2,800 students living in on-campus housing.
 - Ensured DePaul Housing Operations electronically shared on-campus housing data with 2020 Census Group Quarters.

Black and Hispanic Males in Chicago

Objective 1: EDUCATE 250 Black males and 250 Hispanic males about the 2020 Census.

Result Exceeded: Educated 430 Black males and 16,683 Hispanic males with 2020 Census information.

- Distributed 150 census information packets to Trilogy Behavioral Healthcare counselors who informed 430 Black males and 172 Hispanic males on census information.
- Reached about 16,511 Hispanic males (out of a total audience of 49,533 people) with campaign messaging on Univision's 10 PM News story about the Census Community Forum at the Humboldt Park Fieldhouse.
 - Outreach at Bulls games and Hispanic churches through The Resurrection Project cancelled due to COVID-19.

Objective 2: MOTIVATE 150 Black males and 150 Hispanic males to believe in the importance of being counted in the 2020 Census.

Result Exceeded: Motivated 859 Black males and 250 Hispanic males to believe in the importance of being counted in the 2020 Census.

- Engaged 819 Black males through posting census content on Westside Health Authority social media channels.
 - Implied endorsement of census content on Westside Health Authority's social channels elevated an educational message to a motivational one.
- Convinced 40 Black males that the census is important through conversations at Westside Health Authority and NAACP Westside.
- Recruited 25 ambassadors at The Resurrection Project to each pass along census information to at least 10 Hispanic males for a total reach of 250.



MAKE YOUR COMMUNITY COUNT

Objective 3: Encourage 100 Black males and 100 Hispanic males to pledge to PARTICIPATE in the 2020 Census.

Result Exceeded: Secured commitments from 115 Black males and 150 Hispanic males to pledge to participate in the 2020 Census.

- Secured 23 census ambassadors at Westside Health Authority and NAACP Westside who committed to securing five pledges each for a total of 90 pledges from Black males to participate in the 2020 Census.
- Secured 30 pledges from ambassadors at Community Forums sponsored by Alderman Ariel Reboyras who committed to informing and motivating five Hispanic males to participate in the 2020 Census for a total of 150 pledges.

CONCLUSION

The **Make Your Community Count** campaign targeted college students and two of Chicago's hard-to-count populations, Black and Hispanic males. Our research identified the challenges of getting an accurate census count as well as key insights on the most compelling strategies to **educate** our audiences on the census, **motivate** them to believe the census is important to their communities, and encourage them to **participate** in the count.

Our campaign exceeded our objectives. We **educated** 18,556 students, 430 Black males and 16,683 Hispanic males by taking our highly targeted census messaging to the streets with a census video in DePaul's State Street window, an Op-Ed in the student newspaper and to Census Community Forums sponsored by the city's Aldermen.

We **motivated** 25,375 students to believe the census was important by securing a census endorsement from DePaul's President, and joining forces with student organizations to build a network of student ambassadors committed to encouraging their friends to be counted. Partnering with multicultural community organizations was key to overcoming the apathy and government distrust Black and Hispanic males have, and to believably connecting the census to federal funding that spoke to their hopes for a better community.

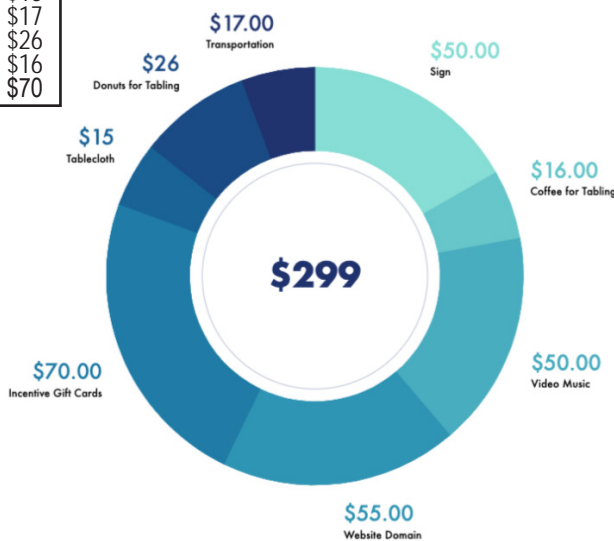
The key to securing 3,315 student pledges to **participate** in the census was to leverage students' emotional ties to DePaul and Chicago and overcome the emotional connection they might have to their parents' household. To secure commitments to be counted from 115 Black males and 150 Hispanic males, we counted on the power of face-to-face communication at events sponsored by community organizations like the Chicago Urban League, NAACP Westside and The Resurrection Project, which is based in the heavily-Latinx Pilsen neighborhood.

While the challenges of obtaining an accurate census count are significant and compounded by the concerns surrounding the COVID-19 outbreak, we are encouraged by the positive response and feedback we received from our partners and target audiences. Census professionals we met at the Chicago Complete Count Committee, who have worked previously on two or three decennial censuses, have said they have never witnessed as coordinated, diligent and urgent effort across the city, county and state to ensure everyone is counted. Once our audiences understood that an accurate count had a significant and longstanding impact on community services, they were convinced to put their apathy and fears aside and **make their communities count** in the 2020 Census.

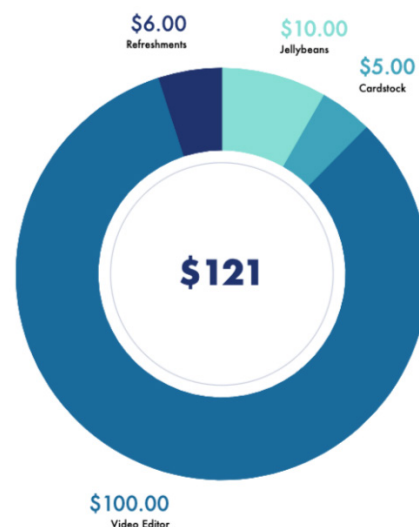
BUDGET

PURCHASE NAME	PRICE
Sign	\$50
Video Music	\$50
Website domain	\$55
Tablecloth	\$15
Transportation	\$17
Donuts	\$26
Coffee	\$16
Gift Cards	\$70

A Team Budget



A Team Budget: InKind Donations



DONATION NAME	PRICE
Video Editor	\$100
Refreshments	\$6
Jellybeans	\$10
Cardstock	\$5

