

**2020 PRSSA BATEMAN
CASE STUDY COMPETITION**

HIGH POINT UNIVERSITY TEAM

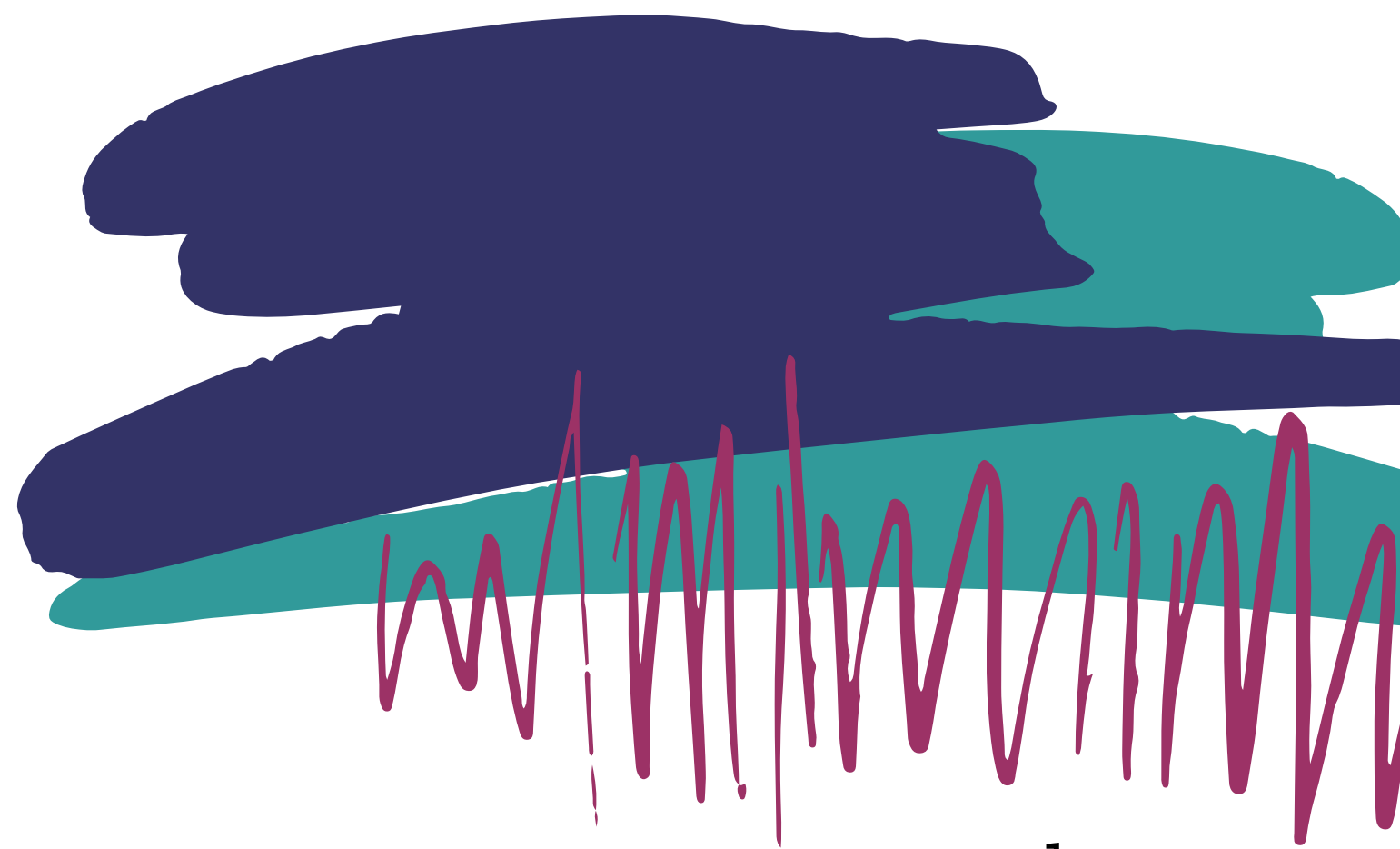
**COUNT
US IN!**

SHAPE HIGH POINT'S FUTURE. START HERE.

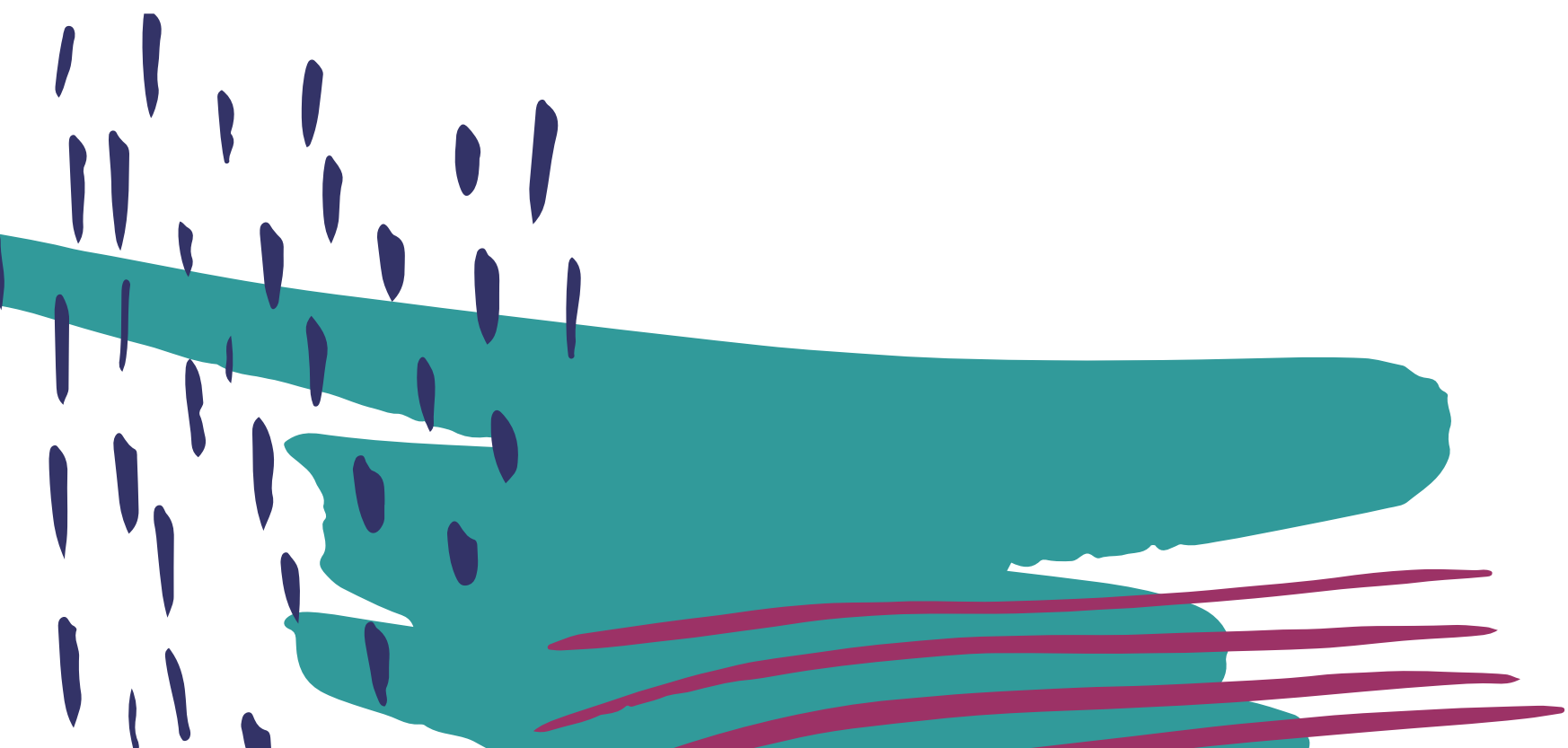
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TABLE OF CONTENTS



Executive Summary.....	1
Research.....	2
Target Audiences.....	4
Challenges & Opportunities.....	4
Key Messaging.....	4
Goals, Objectives, Strategies, & Tactics.....	5
Social Amplification.....	6
Media Coverage.....	6
Evaluation.....	7
Financial Expenditures.....	8
Conclusion.....	8
Itemized List of Expenses.....	9
Appendix.....	A1



EXECUTIVE SUMMARY



LEARNING TO COUNT HIGH POINT IN

We became U.S. Census "experts", bringing our school and outside communities together through our call to action, **COUNT US IN!** Through in-depth research, thoughtful activations and a presence that lived in real life (IRL) and on social platforms, we educated our publics on the U.S. Census and how they could do their part to make a meaningful and lasting impact on the High Point community.

High Point University has 4,545 undergraduate students from 48 states and 37 countries and requires all undergraduates to live on campus until they have completed 96 course hours. The only exception is students who are commuting from their parent's permanent address. For the 2019-2020 school year, over 90% of undergraduate students lived in university-owned housing. Because of our unique housing situation, we recognized that a key part of our messaging would be to inform both students and their parents that students would be counted as residents of High Point, North Carolina and should not be counted as residents of their parent's permanent address.

Research identified what area of the community we could impact the most as our second target public: young African American and Hispanic males. An immediate challenge was creating effective messaging for a public whose ethnicity and cultural background were not shared by our team members. To communicate effectively and gain trust with this public, we partnered with Cyril Jefferson, a local well-respected councilman with deep roots within the African American and Hispanic communities. Councilman Jefferson became a key mentor to our team throughout the campaign and facilitated initial connections between us and local community organizations. This guidance and support aided in the development of a genuine relationship and thoughtful messaging with our second target public.

Research was an integral part of key decisions throughout our campaign. We utilized new and innovative methods for informing our campaign message by combining traditional secondary and primary survey research with state-of-the-art biometric research to create an approach that was directly tailored to both of our target publics. Our use of eye-tracking software in the BEACON Lab helped us fine tune our visual strategies and ultimately guided the direction of our final campaign branding. Additionally, we collected close to 500 survey responses that gave us the groundwork of student knowledge about the U.S. Census and created clear paths for which educational and awareness points our campaign messaging needed to highlight. Finally, through interviewing 9 key community leaders, we gained a clear understanding of best practices and avenues that would genuinely speak to our target publics and empower them to join the **COUNT US IN!** movement.

After setting effective, tangible goals and objectives, we developed strategies and tactics for our campaign that helped us accomplish meaningful results. Some of our tactics and results included:

- Hosted a kick-off pledge event that engaged over 200 students in real life (IRL) and created awareness, interaction and an overall understanding at our university, to spread our campaign on the first day of activation
- Cultivated an active campaign presence on HPU's campus with **6 events that engaged 3000+ students or 66% of the undergraduate student body**
- Complemented IRL activations with tangible campaign buttons and information cards to further campaign messaging post-event and to help our message live on
- Utilized Instagram and TikTok, two of the most popular social media platforms at our university, to spread our message, **gaining 52,457+ impressions**
- Produced and published a 1-minute "We Count in High Point" social media video that was viewed over 500 times on our Instagram page and shared on over 10 third-party pages
- Prior to the outbreak of COVID-19, collaborated with two other student organizations to host a "You Count to Us" appreciation event to create a final push in campaign engagement with an expected attendance of more than 300 students
- Reached over 220 young Black and Hispanic males in the High Point community by connecting IRL to educate them about what the Census is, the importance of an accurate count, and the benefits the results can have on the High Point community
- **Fostered partnerships with 10 local groups** including High Point's NAACP chapter, the Latino Family Center, the United Way's African American Initiative, High Point City Council, High Point Fire Department, High Point Community Against Violence, Guilford Technical Community College, Guilford County Complete Count Committee, the office of North Carolina State Representative Amos Quick and the High Point Political Alliance



While the campaign exceeded many of our quantifiable goals, we were most pleased by the overwhelming sense of community the campaign manifested. Every on-campus event we hosted brought students of different majors, greek groups, clubs/organizations, and political party affiliations together, which gave the student body an overall cause to rally behind and connect over. Within the local community, we were met with eagerness and urgency to engage with and support our campaign. Thought-leaders understood the significant impact that the results of the census will have on their community, welcoming us and our campaign with open arms.

COUNT US IN! allowed us to facilitate meaningful, lasting connections within our school and the local community, positively impacting High Point's future for years to come.

RESEARCH

SITUATIONAL ANALYSIS

The United States Census Bureau is a principal agency of the U.S. Federal Statistical System, responsible for producing data about the American population and economy. The Census Bureau is tasked with conducting a survey of the nation's population every 10 years.

According to the 2020 Census Barriers, Attitudes, and Motivators Study; a nation-wide survey combined with focus groups aimed at generating a better understanding of people's attitudes toward the 2020 Census; several groups were identified as hard-to-count populations. Young African and Hispanic Males, renters, female heads of household, households with young children 0-4 years old, households with income less than \$35,000 per year, individuals with less than a high school education, non-white races, large households—comprised of more than four people, and multi-unit or mobile home structures. The study was conducted involving racial and ethnic minorities, individuals with low internet access, young people who had recently relocated, rural residents, and publics at risk of low or no self-response. For this reason, there are substantial opportunities to improve the efforts for education and awareness on the HPU campus and within the High Point community.

SWOT ANALYSIS

STRENGTHS

- HPU students are eager to get behind a movement created by other students
- All team members are members of large social organizations on campus which allows us to reach 37% of undergraduate students
- Highly involved undergraduate student population that can help spread messaging across multiple student groups

WEAKNESSES

- HPU's campus is considered group quarters housing which rely on census coordinators as opposed to individual responses
- High Point is not a college town and students often have different socioeconomic standings than local community members
- Misinformation about the U.S. Census can confuse publics
- Distrust of government by especially by people who may not be U.S. Citizens

OPPORTUNITIES

- Building awareness and educating both publics on the benefits/importance of the census
- Multiple available nonprofits and organizations in area for partnership
- Dramatic room for growth in thought, knowledge and engagement regarding the census within the HPU population and local community

THREATS

- Feeling that there is a lack of importance about the U.S. Census
- Mass political messaging for 2020 Election that may overwhelm students from participating
- Individuals are skeptical of sharing personal information
- Barriers between HPU and the local community

SECONDARY RESEARCH

The original brief for this campaign stated we needed to choose one of three hard-to-count publics in addition to our campus student body. We conducted extensive secondary research to inform our decision. A study conducted by the U.S. Census Bureau and the City of High Point Planning and Development Department in 2017 revealed several main points of influence in our research. Of the individuals living in High Point, North Carolina, 35% are African American and 10% are Hispanic or Latino. The study also revealed that 47.1% are males. Another study by the Census Bureau titled 2020 Census Barriers, Attitudes, and Motivators Study revealed information about various hard-to-count populations. The report showed five key barriers that might prevent individuals from completing the census: fears regarding data privacy and confidentiality, fear of repercussions, distrust in all levels of government, feeling that there is a lack of importance, and belief that the census might not benefit individuals personally. This helped to inform us that messaging needs to showcase direct benefits to local communities, now and in the future. We must provide information about the U.S. Census' data protection policies, and involve trusted voices within the community who can encourage participation among demographics with the highest levels of distrust in government.

After reviewing multiple studies with consistent information, we reached out to a professor in HPU's Nido R. Qubein School of Communication who manages political campaigns for candidates in the surrounding areas. Dr. Brandon Lenoir is a professor of political science and political communication at HPU and has extensive information about demographics and current knowledge of citizens in the High Point area regarding matters of the government. He spoke extensively about each of the hard-to-count populations and provided us with information on how each demographic would benefit from the information being delivered in our campaign. Dr. Lenoir informed us that young African American and Hispanic males in the High Point area are often an overlooked segment of the community and would benefit from the knowledge our campaign could bring them and, by extension, the benefits that come from a complete and accurate count.

Lastly, we researched nonprofits and organizations in the area that met our criteria for possible strong. Our research indicated that it was crucial to partner with advocacy groups with a strong influence in our community. Ideally, these organizations would also have strong relationships and interpersonal channels to promote messaging and partner with us for face-to-face engagement strategies. These groups have the knowledge necessary for effective communication with our desired groups, as well as diversity and cultural experience. For this reason, we partnered with organizations that had the means and access to move our message forward. Our partners were organizations such as local nonprofits, community colleges, and first-responding professionals.

RESEARCH

PRIMARY SURVEY RESEARCH

For our primary research, we gathered the opinions, perceptions, and general knowledge of students in relation to the U.S. Census as a whole and the upcoming processes planned for the 2020 U.S. Census. Our survey research was approved by High Point University's Institutional Review board (IRB). We recorded 454 responses through our Qualtrics Survey distributed November 17, 2019, through November 19, 2019, to undergraduate students enrolled at High Point University.

SURVEY HIGHLIGHTS

8/10 STUDENT PARTICIPANTS WERE UNSURE OR ONLY SOMEWHAT SURE OF THE U.S. CENSUS' PURPOSE

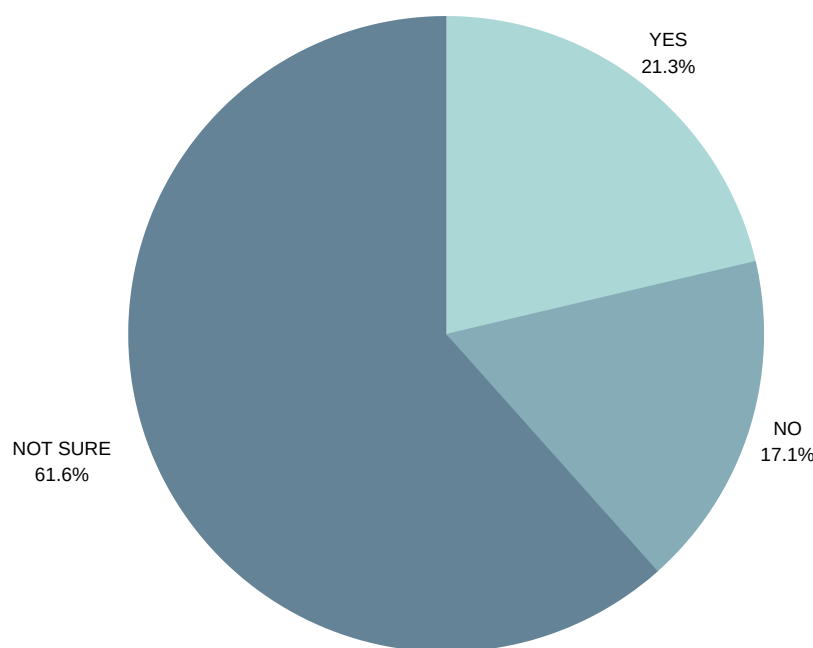
WHEN ASKED WHY THEY WERE NOT PLANNING TO FILL OUT THE CENSUS

48.21%
OF STUDENTS RESPONDED THEY DID NOT KNOW WHAT THE CENSUS WAS

39.74%
REPORTED SOMEONE ELSE WOULD COMPLETE IT FOR THEM

43.73% OF STUDENT PARTICIPANTS EITHER **SOMEWHAT AGREED OR STRONGLY AGREED** THAT THE PURPOSE OF THE U.S. CENSUS WAS TO COLLECT PERSONAL INFORMATION TO BE SHARED WITH VARIOUS GOVERNMENT AGENCIES (IE: IRS, ICE, ETC.)

2/10 STUDENT PARTICIPANTS WERE AWARE THAT THE 2020 U.S. CENSUS WOULD BE AVAILABLE ON APRIL 1ST



78.69%

OF STUDENTS SURVEYED WERE **NOT PLANNING TO COMPLETE THE 2020 U.S. CENSUS**

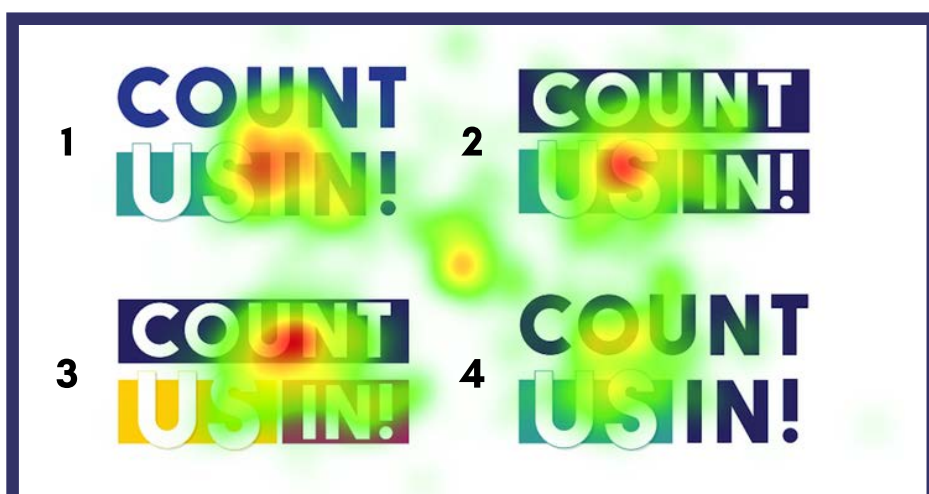
INFORMATIONAL INTERVIEWS

“ IT IS NOT ONLY IMPORTANT THAT YOU PARTNER WITH ORGANIZATIONS THAT YOU CAN EXCHANGE MUTUAL BENEFITS WITH BUT WITH GROUPS THAT YOU CAN NATURALLY FIND STRONG MISSION ALIGNMENT ”
- **CYRIL JEFFERSON**

We interviewed nine High Point community leaders to gain further knowledge about various groups and demographics they have had the opportunity to interact with. The purpose of these conversations was to gain insight into which hard-to-count public in High Point is least likely to complete the 2020 U.S. Census on their own, and would benefit the most from the information delivered through our campaign. We spoke with High Point City Councilman Cyril Jefferson; Maria Mayroga of the Latino Family Center; Barbara Taylor from the Guilford County Complete Count Committee; President of the High Point Political Alliance Brian Gavigan; Carolyn Salanger Director of Student Success and Retention Services at Guilford Technical Community College; Janet Wright-Riley from the United Way African American Initiative; North Carolina State Representative Amos Quick; Mary Lin Brewer from Reading Connections; and President of the High Point NAACP, James Adams.

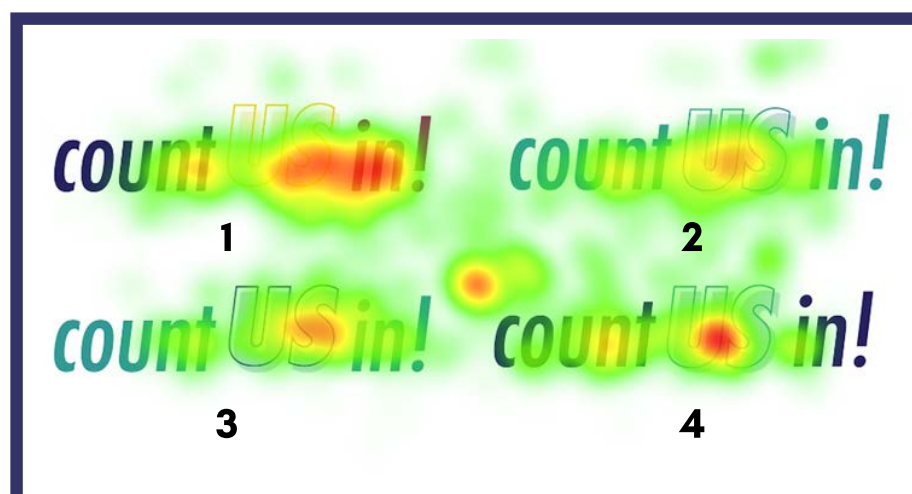
BIOMETRIC RESULTS

In addition to our survey, we gained insight into potential messaging strategies using biometric evaluation, analytics and cognitive observation. Through displaying potential logos, slogans, and messaging ideas in our school's BEACON Lab, we were able to use eye-tracking and galvanic skin response to assess the effectiveness of each displayed message. After the study was completed, we analyzed heat maps to select the most effective graphics and messaging to communicate with our broader publics, essentially ensuring that our messaging would be as impactful as possible. Utilizing our school's BEACON lab was truly our modern day spin on a focus group.



HEAT MAP 1

- Students focused heavily on concentrations of navy blue and teal in logos 1 and 2
- Students were not attracted to yellow in logo 3, and eyes followed over magenta color more heavily
 - Logo 3 with yellow should warrant more eyes because of the vast differences in color, but lack of attraction proves yellow as an undesirable color
- The lack of back and forth movement on each logo suggests that font is easy-to-read



HEAT MAP 2

- Logo 1 attracted most eyes because of the individual's natural left-to-right/top-to-bottom reading pattern
 - Higher level of attraction to magenta in logo 1 than expected
- A clear concentration on logo 4 suggests that students favored the teal "US" accompanied by navy blue
- Lowest level of interest shown in logo 2 with all-teal elements



HEAT MAP 3

- Clear concentration on logos with contrasting color options
- Lack of interest in logo 3 with all-teal elements
- Small amounts of back and forth movement on each individual logo suggests that font is easy-to-read

TARGET PUBLICS

STUDENT & COMMUNITY GROUPS

This campaign required that we reach two target publics. Our first target public was the High Point University undergraduate student population. As a school with a predominantly undergraduate student population and being undergraduate students ourselves, we felt we would have the most impact and a unique messaging strategy because of the group quarters housing, by choosing to target this group with the **COUNT US IN!** campaign. For our second target public, we were given the choice of three hard-to-count populations as predetermined by the U.S. Census Bureau. We turned to conducting both secondary research and speaking with members of our local community to determine which public would receive the most benefit based on the demographics of the city of High Point and their need for continued educational awareness. After conducting that research, we decided that the best group for our second target public would be young African American and Hispanic males.

87% OF HPU STUDENTS ARE UNDERGRADUATES



45%

African American
OR Latino



CHALLENGES & OPPORTUNITIES

EXPLORING NEW AVENUES FOR CREATING AN IMPACT

CHALLENGE I	CHALLENGE II	CHALLENGE III
Developing messaging centered around High Point University's group quarters housing structure which varies from the "traditional" census model	University's campus is gated off from the community, essentially creating a physical & social barrier between target publics	Outbreak of the COVID-19 Virus derailed planned end of campaign
OPPORTUNITY I	OPPORTUNITY II	OPPORTUNITY III
Educated students on how to explain the importance of the census to their parents and how to complete it themselves in 2030, allowing students to become census advocates themselves	Connected with university faculty and community leaders to gain a greater understanding of how to best reach target public	Utilized social media to continue messaging for the remainder of the campaign, as many looked to social media as an escape during self-isolation periods

KEY MESSAGING

ARTISTIC AND LITERARY STRATEGIES



We recognized the importance of remaining cohesive with the official U.S. Census branding, so we chose to utilize the teal color used by the Census Bureau and VMLY&R as a prominent feature in our branding. Because of this, we were able to create an ideological connection for our publics between our campaign and reputation and trust that the U.S. Census Bureau had generated with its previous national communications messaging. In addition, our efforts were complementary to the Census' branding, extending the government's reach throughout the campaign and for years to come.

We chose **COUNT US IN!** as the name of our campaign to create a memorable, unifying and engaging point for our campaign to build upon. Being "counted in" is generally a sign of positive engagement, so we chose to start our campaign on an inclusive, positive note. We focused on the benefits of the U.S. Census in our future messaging, showing how filling out the census will create an improved collective future for both publics. Our slogan "Shape High Point's Future. Start Here" displays an important alignment between our campaign and national efforts of the "Shape Your Future. Start Here." We found it important to tailor the slogan to the High Point community specifically in order to give context as to who we were targeting with our logo design.

FONTS

League Sparten
Glacial Indifference

COLORS



#319A9A #333367 #9C3266

GOALS, OBJECTIVES, STRATEGIES, & TACTICS

CREATIVITY AS A CATALYST FOR THE CAMPAIGN

Overarching Goal: Communicate with and educate High Point University undergraduate students and young African American and Hispanic males in High Point, North Carolina about what the U.S. Census is, why the census is important to complete accurately, and how the results are used to benefit the community.

OBJECTIVE I: Increase awareness and dispel false information about the upcoming 2020 U.S. Census by engaging more than 2,500 High Point University's Undergraduate Students by March 20, 2020.

STRATEGY I

Host events or partner with existing events throughout High Point University's campus that provide information about the benefits of the U.S. Census in a fun way that engages students with the campaign

TACTIC I Kickoff campaign with a "Pledge to Count Me In" event

TACTIC II Connect with HPU parents during family weekend at the Men's Lacrosse Game

TACTIC III Host a trivia night about the U.S. Census during the February Presidential Debate

TACTIC IV Partner with 1924 Prime to inform students "What's at STEAK" with the U.S. Census

TACTIC V Host a Super Tuesday themed dinner at the Cafe

TACTIC VI Giveaway mini-pies at the Men's Senior Night Basketball Tailgate

TACTIC VII Partner with the School of Communication, the NQSC Student Advisory Board and HPU's Media Fellows to host a "You Count to US" Student and Faculty Appreciation Event

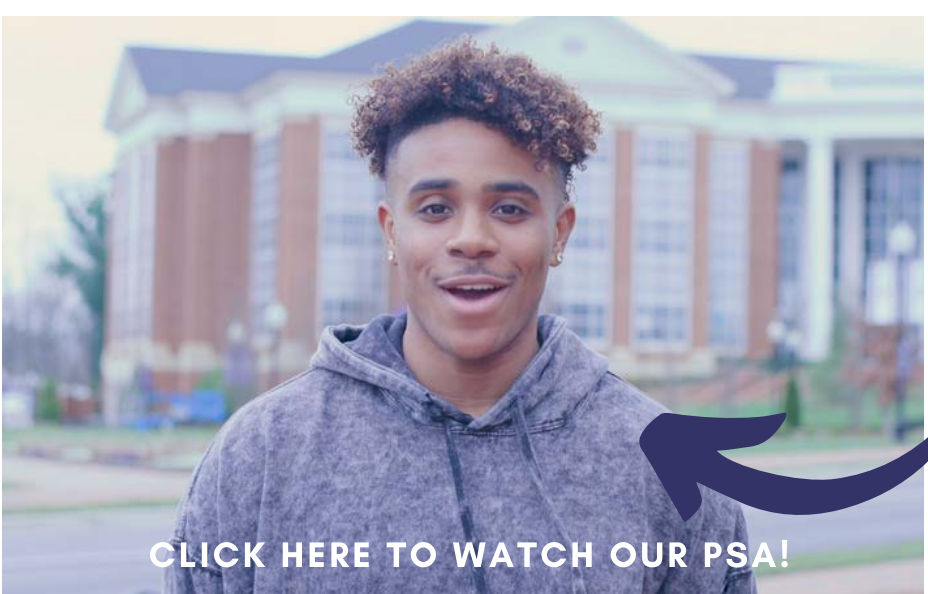
CANCELLED DUE TO COVID-19

STRATEGY II

Create a social media campaign to raise awareness regarding the U.S. Census on High Point University's campus and actively engage the student body

TACTIC I Craft creative social media posts for Instagram & TikTok distribution that increase IRL engagement with campaign events and campaign challenges

TACTIC II Convey primary research findings through understandable social posts that educate about the U.S. Census



CLICK HERE TO WATCH OUR PSA!

STRATEGY III

Inspire students to feel engaged post-event through data capturing & the creation of messaging that drives campaign messaging home

TACTIC I Utilize QR Codes to obtain student information

TACTIC II Develop a Newsletter via MailChimp to send to individuals that expressed interest in the campaign

TACTIC III Forward information to HPU faculty & leadership to send to students

TACTIC IV Purchase buttons for people to put on backpacks and wear around campus

TACTIC V Create a PSA to inform students that they will be counted as residents of the the city of High Point

OBJECTIVE II: Educate and dispel false information about the upcoming 2020 U.S. Census by engaging more than 250 young African American and Hispanic Males in the High Point, North Carolina community by March 20, 2020.

STRATEGY I

Partner with local organizations to provide relevant and understandable information about the importance and benefits of the upcoming U.S. Census

TACTIC I Speak at local community forum about the U.S. Census

TACTIC II Distribute campaign materials at "5 Disruptive Demographics" event by Dr. James Johnson at GTCC

TACTIC III Partner with GTCC Career Services, attend job fair, and discuss economic benefits of the U.S. Census with target audience

STRATEGY II

Obtain media coverage by local news outlets about our campaign to reach a larger group of our target audience that we are not able to reach at in-person events

TACTIC I Film a PSA featuring 3 well-known community members

CANCELLED DUE TO COVID-19

TACTIC II Develop agreements with local stations (WGHP and WXII) to air the PSA on local television

CANCELLED DUE TO COVID-19

EVALUATION

HIGH POINT COUNTED US IN!

Throughout our campaign planning, we set out to establish goals, objectives, strategies, and tactics that were SMART.

OBJECTIVE 1: ACCOMPLISHED, WITH 3,000+ STUDENTS OR 66% OF THE UNDERGRADUATE POPULATION INVOLVED IN THE CAMPAIGN ON CAMPUS!

On our campus, we created a definite impact through our IRL activations, social and digital presence, and our ability to make the campaign live on post-activation to remain top of mind around campus. **COUNT US IN!** started as an effort to educate students about the upcoming 2020 U.S. Census and grew into a movement that students were striving to be a part of. Our campaign told a story, and our strategies & tactics came together to truly make an impact while making **COUNT US IN!** stand out as an exciting movement on campus.

- Held 6 Key Events with 3,000+ in attendance (A-9 - A-15)
- Gained 52,457 social and digital impressions through rigorous posting on Instagram and the creation of well-targeted messaging (A-17 - A-27)
- Featured 3 recognizable and impactful students in a PSA, a corresponding print campaign and social posts allow for campaign continuity on digital and social channels as well in real life (A-33)
- Visited classrooms across campus and met with various student groups, totaling to 780 students, about the importance and benefits of a complete and accurate count
- Incorporated the desired campaign message "Shape Your Future. Start Here." through all **COUNT US IN!** branding with the "Shape High Point's Future. Start Here" slogan to exhibit continuity with national efforts
- Developed ways in which the campaign lived on post-event and stayed top of mind for our publics through buttons, recap videos, and weekly newsletters (A-29 - A-33, A-35)
- Planned to host a "You Count to Us" Appreciation Event as our finale event with 300+ students expected to attend (A-15)

OBJECTIVE 2: ON TRACK TO EXCEED OUR GOAL, REACHED OVER 220 YOUNG AFRICAN AMERICAN AND HISPANIC MALES IN THE HIGH POINT COMMUNITY WITH PLANS TO REACH MORE BEFORE COVID-19.

COUNT US IN! wanted to do more than just interact with these individuals, so we focused on inspiring larger groups to get involved in the movement of educating others and dispelling common misconceptions. We were able to make a definitive impact by communicating with over 10 community organizations to promote our campaign and key messages. Not only did we want to inspire our public about the benefits the results of the 2020 U.S. Census could bring, but we succeeded in cultivating important conversations about why this group of individuals is considered a hard-to-count public, and how our campaign can change that.

- Attended and spoke at various community meetings, including a community forum featured on local news outlets (A-16)
- Developed partnerships with 10 community advocacy groups and provided materials and literature for their distribution (A-16, A-34)
- Partnered with Guilford Technical Community College, a local community college comprised of 40 percent black or Hispanic students, to distribute materials via speaker events and job fairs to 165 local college students (A-16)
- Setup a table at the GTCC job fair titled Work Wednesday on February 26th, 2020 and spoke with 50 students about the economic benefits of the Census and job opportunities as a Census taker (A-16)

PLANNED, BUT CANCELLED DUE TO COVID-19:

- Invited back to attend an additional Work Wednesday event on March 18th (A-16)
- Planned, filmed, and edited a public service announcement to the High Point Community about the benefits of completing the Census accurately (A-35)
- Secured distribution of the PSA on City of High Point Facebook page, Community Access channel and Youtube channel, and Latino Family Center's Facebook page
- Secured coverage of the PSA in the most trafficked building in the community, playing on TV screens in the High Point Public Library and additional local community centers



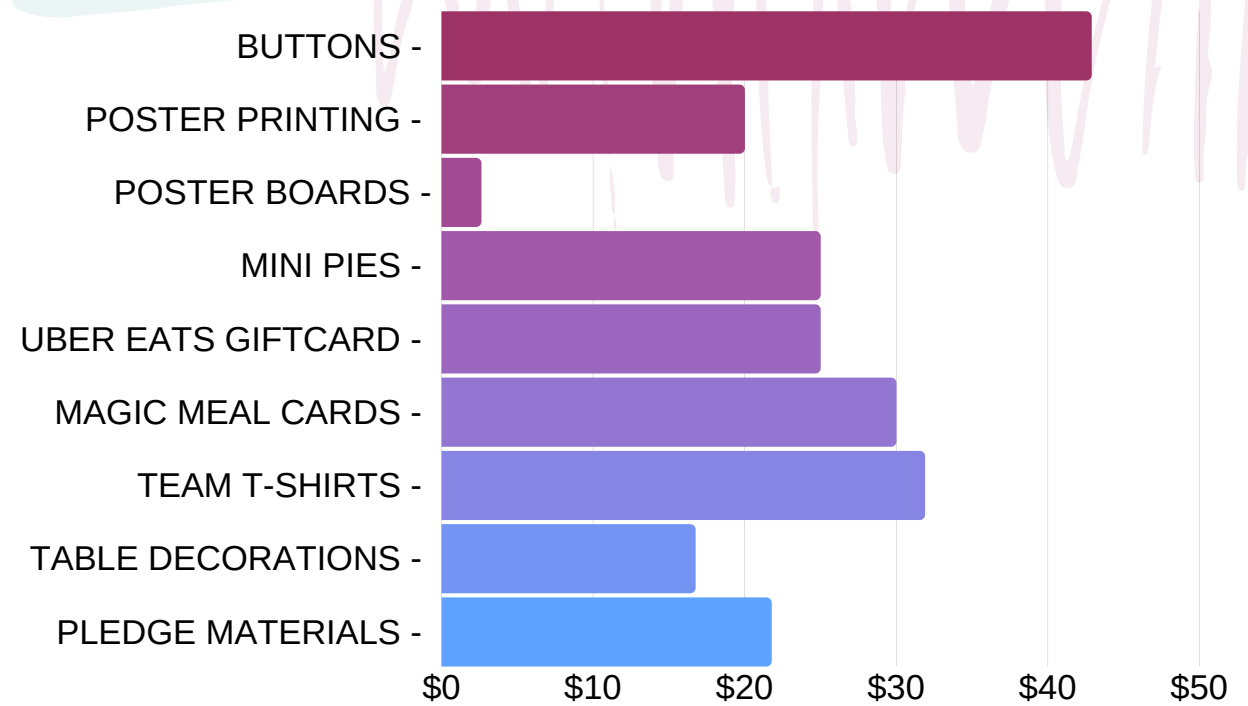
FINANCIAL EXPENDITURES

CAMPAIGN EXPENSES

Buttons.....	\$42.88
Team T-Shirts.....	\$31.89
Balloons.....	\$13.48
Table Cloths.....	\$3.27
Poster Board.....	\$2.62
Poster Printing	\$20.00
Sticker Paper.....	\$10.79
Sharpies.....	\$5.49
Mini Pies.....	\$25.00
Uber Eats Gift Card	\$25.00
Magic Meal Cards.....	\$30.00
Tax.....	\$8.01

CAMPAIGN EXPENSES:

\$218.43



IN-KIND DONATIONS

Brian Gavigan, President of the High Point Political Alliance pledged to donate \$1,000 in materials and activities to supplement our campaign presence at the "You Count to US" appreciation event scheduled for March 20, 2020. Due to COVID-19, this event was cancelled and the HPPA never purchased the following materials for us. Take a look at how we had planned to use this donation:

IN-KIND DONATIONS:

\$1,000.00

- **\$600 - PHOTOBOTH FOR 2 HOUR EVENT**
- **\$300 - LOCAL GELATO TRUCK**
- **\$100 - CUSTOM COUNT US IN BANNER**



CONCLUSION

KEEPING HIGH POINT COUNTED IN

At the start of the campaign, we were far from census experts; we had to learn how to best communicate the importance of the census to our peers and the local community. Through deep research and thought, we developed **COUNT US IN!**, our effective campaign that impacted the perspectives of individuals within the High Point University community as well as in the local community across IRL and social channels. Being "counted in" became much more than a call-to-action but an ignited sense of community: one where those involved felt educated and empowered to fill out the census for the many benefits it can provide. Through strategic partnerships on campus and with local organizations like the Latino Family Center, Guilford Technical Community College, and the High Point Political Alliance, our team was able to delve deep within our communities to educate, empower and encourage others to continue the **COUNT US IN!** mission.

COUNT US IN! allowed us to change perspectives in our community through making clouded minds turn into clear perspectives, essentially developing a base of census advocates that will pass on facts from our campaign for years to come. Since Census Day is coming and COVID-19 has greatly changed governmental processes we have received questions asking if what we taught is still applicable, proving that our campaign has empowered our target publics to advocate for and care about the census. Throughout the campaign, we were able to see our concerns turn into clear opportunities to educate about the intricacies of the census and see our results pay off in real time as our publics were engaging on their own and became eager to see how they could help the city of High Point be better. High Point University students and the High Point community have spoken, and they want the U.S. Census to **COUNT US IN!**

THANK YOU FOR COUNTING US IN!

KACEV RUBEN Lillian Morris Eric Small Gabrielle Fantini Colyn Welfer