

Ms. Perla Tabares Hantman, Vice Chair

**SUBJECT: STATUS REPORT ON THE SCHOOL DISTRICT'S OUTREACH
CAMPAIGN TO PROMOTE COMMUNITY-WIDE PARTICIPATION
IN THE 2010 CENSUS**

**COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS
COMMITTEE**

**LINK TO STRATEGIC
FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT**

At its November 17, 2009 meeting, the School Board expressed unanimous support of the U.S. Census Bureau outreach campaign promoting community-wide participation in the 2010 Census, and requested that the Superintendent partner with local government entities to assist in these efforts. Participation by all residents is crucial because the 2010 Census will help communities receive more than \$400 billion in federal funds each year for schools, Head Start Programs, child care centers, hospitals, senior centers, emergency services, bridges, tunnels, roads and job training centers.

Since that time, the District has been actively involved with the Miami-Dade County Census 2010 Complete Count Committee. The Committee's purpose is to educate and motivate residents about the importance of their response to the Census. Membership is comprised of community leaders, faith-based groups, businesses, media outlets, and other community stakeholders. Vice Chair Perla Tabares Hantman has been designated as the School Board representative, where she also serves as Co-Chair of the Committee.

The following is a report highlighting the Committee's progress, as of the writing of this item:

- An aggressive multi-agency Action Plan has been developed that incorporates the School District's Plan, which was presented to the Board at its January 13, 2010 meeting.
- A communications and marketing Action Plan has been developed, including radio interviews, media events, social media, public service announcements, and advertisements in local media.
- Numerous speaking engagements have been organized to promote the Census outreach campaigns.
- Miami-Dade County is in the process of establishing a 311 phone bank to process all Census related questions.
- Promotional material will be translated in Creole to target the Haitian community and will be distributed during a Haitian Community Awareness Weekend organized for March 26-28.

- A Faith-Based Census Awareness Weekend has been organized for March 19-21.

In addition, the School District will host an information table at the College Fair, scheduled for February 21, 2010 to distribute Census information, and Vice Chair Hantman will be hosting several Town Hall meetings during the month of March in collaboration with the Cities of Hialeah, Hialeah Gardens and the Town of Miami Lakes.

Further updates will be provided to the Board on a monthly basis, as our community approaches "Census Day" on April 1, 2010, when households are scheduled to return completed questionnaires. From there updates will be presented periodically through December 31, 2010, the scheduled date for the Census Bureau to deliver population counts to the President.

**ACTION PROPOSED BY
VICE CHAIR PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, receive the Status Report on the School District's Outreach Campaign to Promote Community-wide Participation in the 2010 Census as detailed above.