

Attendance: Matt Siekman, *US Census*; Carol King, *US Census*; Jeff Miles, *BEASD*; Charima Young, *PSU*; Liz Lose, *CCPCDO*; Ray Stolinas, *CCPCDO*; Kevin Kassab, *State College Borough*; Natalie Corman, *CCG*; Tom Wilson, *Bellefonte Borough*; Joanne Tosti-Vasey, *Bellefonte Borough*

- Attendees made introductions as half those present were new to the Centre County Complete Count Committee and all organized CCC's were represented.
- Charima Young reported on Penn State's CCC marketing & activities. PSU has two (2) subcommittees: outreach to the fraternities/sororities/dormitories; and a marketing subcommittee working on language translations. PSU CCC will be bringing in both the commonwealth campus community and the world campus community. PSU will be ramping up its campaign in the new semester to send information to parents and ask faculty/staff to play a role in messaging to students.
- Kevin Kassab reported on State College Borough's CCC marketing & activities. SCB hosted a roundtable event to further refine the primary messages and the secondary messages to target key segments in the community. SCB will reach out to property managers to assist in getting accurate counts for student apartment complexes. SCB is in discussions with CATA for bus advertising (exterior/interior). SCB continues to network through other entities based on public perceptions/government trust issues.
- Tom Wilson reported on Bellefonte Borough's CCC marketing & activities. Bellefonte CCC recognizes the government mistrust issue and is also working through faith-based organizations to assist in spreading the message. Bellefonte CCC has 4 (four) school district representatives included and will continue to encourage attendance and expansion of the committee. Bellefonte CCC is also looking to translate material. Upcoming events in Bellefonte (Victorian Christmas, Arts/Crafts Fair, First Night) were identified as venues to spread the word on Census 2020.
- Ray Stolinas reported on Centre County's CCC marketing & activities. Centre County has a Census 2020 page linked from the County's homepage which describes the purpose and make up of a CCC along with all of the county's CCCs listed. The Census 2020 page also links to the Bureau's site and other ready-to-go fact sheets prepared by the Census Bureau. Ray reported that Cathy Stetler from the Commonwealth's CCC expressed interest in attending a meeting at her next convenience.
- Carol King demonstrated to the CCC attendees a number of resources on the Bureau's webpage for their consideration. The Bureau's resources included video clips for educators, additional partner materials and an email sign-up portal so CCC members can receive Bureau updates. Attendees discussed the potential to link/embed the video clips on their respective agency websites. Carol provided a picture of the Census Survey invitation material so that attendees can put that image on their websites as well.
- Other topics/discussion –
 - Group quarters/homeless population getting counted in place
 - Foster care parents education/filling out Census form correctly/accurately
 - Additional locations to post signs: Visitor's Bureau, Hospital/Clinics, Social Security Office, Veterans' and potential for the County's Transportation Vans
 - The County's Superfair for Human Resources outreach – March 28, 2020

NEXT MEETING: January 2020, date to be announced.