

Subject:

FW: 2020 Census - News Alert



NEWS ALERT

July 1, 2019

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**Complete Count Committee Tools**

**June 21st Complete Count Committee Presentation**  
Review the PowerPoint

Good afternoon Census Partners,

This past Thursday, June 27, the Supreme Court ruled that [the current reasoning supplied by the Department of Commerce for including the citizenship question on the 2020 Census was insufficient](#) to justify its inclusion. This means that, for the time being, the citizenship question cannot be included on the 2020 Census.

However, this leaves the future of the citizenship question somewhat undecided, as it is possible that [an alternative reasoning could be offered](#) and lead to the inclusion of the question in 2020 or in future Census years.

The administration has previously stated that July 1st, 2019, is the latest possible date that printing could begin if they are to be prepared for the enumeration in 2020, and this would not leave sufficient time for the question to be re-litigated before printing. Democratic senators [have urged Secretary Wilbur Ross](#) to move ahead with printing the 2020 census materials without citizenship question included.

In the meantime, we celebrate this small victory and step in the right direction towards a Complete Count in 2020. Early testing has [already shown](#) that the inclusion of the citizenship question would significantly decrease participation in 2020, which would

presentation from our full Committee meeting at [this link](#).

**Register Your Upcoming Events**  
Request Census materials for your upcoming events by filling out [this form](#).

affect [our region's fair share](#) of funding and representation for the decade to come. Every single Long Islander deserves to be fully and accurately represented in the 2020 Census. This is our opportunity to show that every Long Islander counts!

As the case develops, we will continue to share updates and information. If you have any questions about the citizenship question decision, please do not hesitate to reach out.

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## Long Island Complete Count Committees' Response in the News



Click here to view FiOS coverage of the Long Island Complete Count Committees' response to the Supreme Court decision.



Click here to view News 12 coverage of the Supreme Court decision and the Long Island Complete Count Committees' response.

LONG ISLAND

**LI immigrant advocates see 'small victory' in court decision on census citizenship question**

Click here to read Newsday's coverage.

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## UPCOMING MEETINGS

The meetings of our Complete Count Subcommittees will resume the week of July 8th, with details to follow.

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## DIGITAL ORGANIZING RESOURCES

As our Campaign for a Complete Count continues, we are excited to share the following resources and training opportunities from Census Counts! We hope that these video training sessions and resources will be helpful to all Census partners as we work together to build a Census movement on Long Island.

[The Digital Academy](#)

The Digital Academy has two parts. The first is a set of six short videos on introductory digital organizing information such as use of email, text messaging, and digital ads. The second is a series of five 60-minute online trainings providing proven digital organizing techniques for census outreach.

### Short Digital Organizing Videos

1. [Introduction](#) (Length: 4:00)
2. [Social Media 101](#) (Length: 13:00)  
Learn about various social media platforms and how to build a message strategy and craft content for each one
3. [Email 101](#) (Length: 8:20)  
Learn about email engagement and how to develop an email messaging strategy that bolsters your organization's public narrative on the census
4. [SMS \(text messaging\)](#) (Length: 11:00)  
Learn about two main modes of texting - peer-to-peer and mass broadcasting - and details why texting campaigns can be utilized for census organizing
5. [Digital Ads](#) (Length: 17:52)  
Learn how to optimize your census advocacy by using digital advertising to reach your target audience at scale
6. [Search Engine Optimization](#) (Length: 10:23)  
Learn the basics of search engine optimization (SEO) in order to ensure that your online content is actually viewed

### Online Digital Organizing Trainings

You need to register for these trainings to participate. Each session starts at 3:00PM EST. Links to register for each session are below. Each session will be recorded and available for later viewing if you cannot participate in the live training.

- August 8 - [Assessing Your Digital Readiness for GOTC](#)  
September 10 - [Content Strategy for HTC Communities](#)  
September 25 - [Developing Your Hard to Count List](#)  
October 8 - [Optimizing your GOTC Program](#)

### Questions? Suggestions?

The Complete Count Committee is always looking to expand, and our success in 2020 will depend on the participation of our entire region. If you have any questions about the Complete Count Committee, please do not hesitate to reach out to us.

**Rebecca Sanin**  
President & CEO  
HWCLI  
[rsanin@hwcli.com](mailto:rsanin@hwcli.com)  
516-505-4423

**Lori Andrade**  
Chief Operations  
Officer  
HWCLI  
[landrade@hwcli.com](mailto:landrade@hwcli.com)  
516-505-4422

**Mary Hallowell**  
Office Affairs &  
Special Projects  
Manager, HWCLI  
[mhallowell@hwcli.com](mailto:mhallowell@hwcli.com)  
516-505-4427



Health & Welfare Council of Long Island, Inc., 150 Broadhollow Road,  
Suite 118, Melville, NY 11747

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