

Enumerator Recruitment Solutions

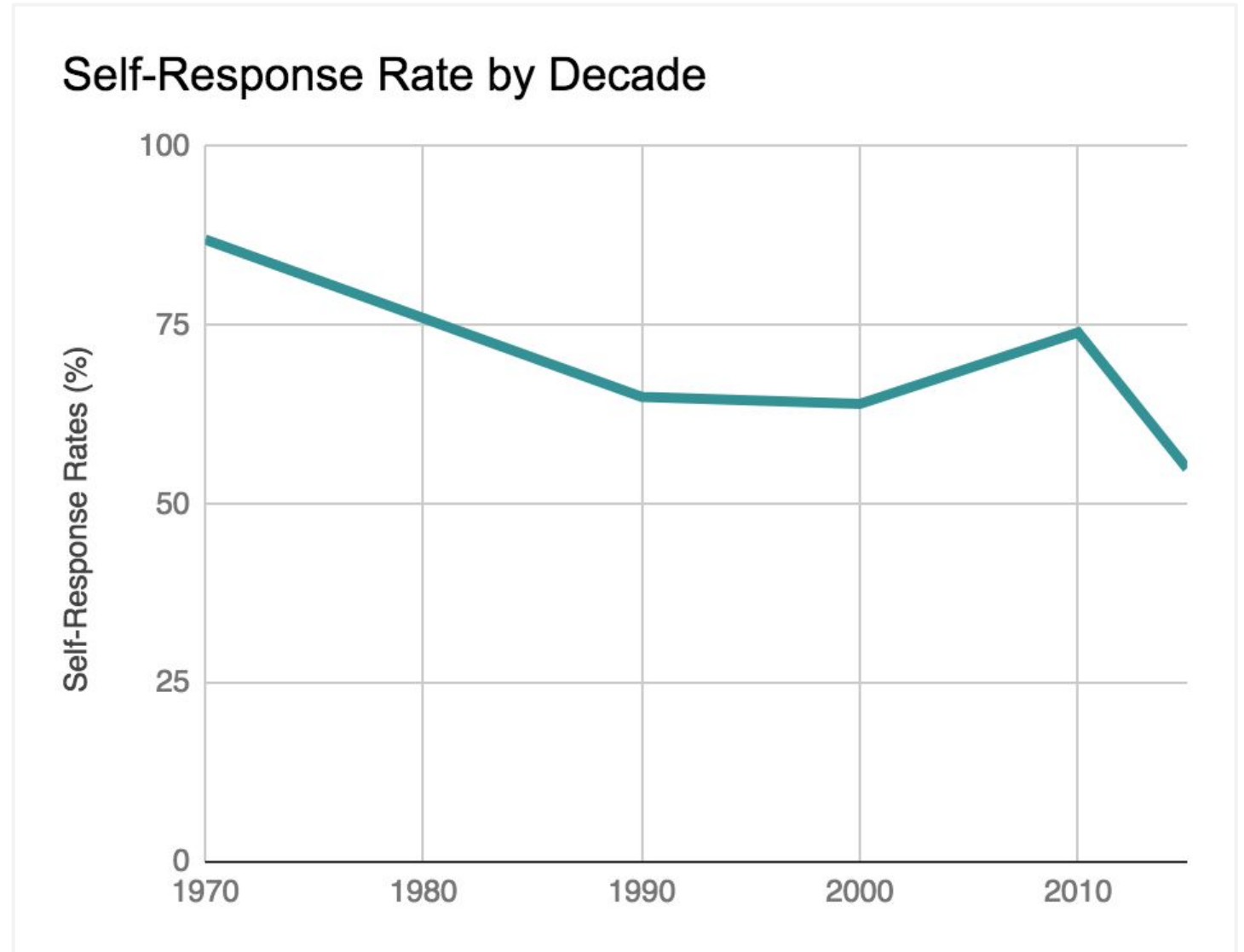
Draft May 2018

By GreatNonprofits/Census Outreach Project

Importance of Enumerator Hiring

Declining self-response rate

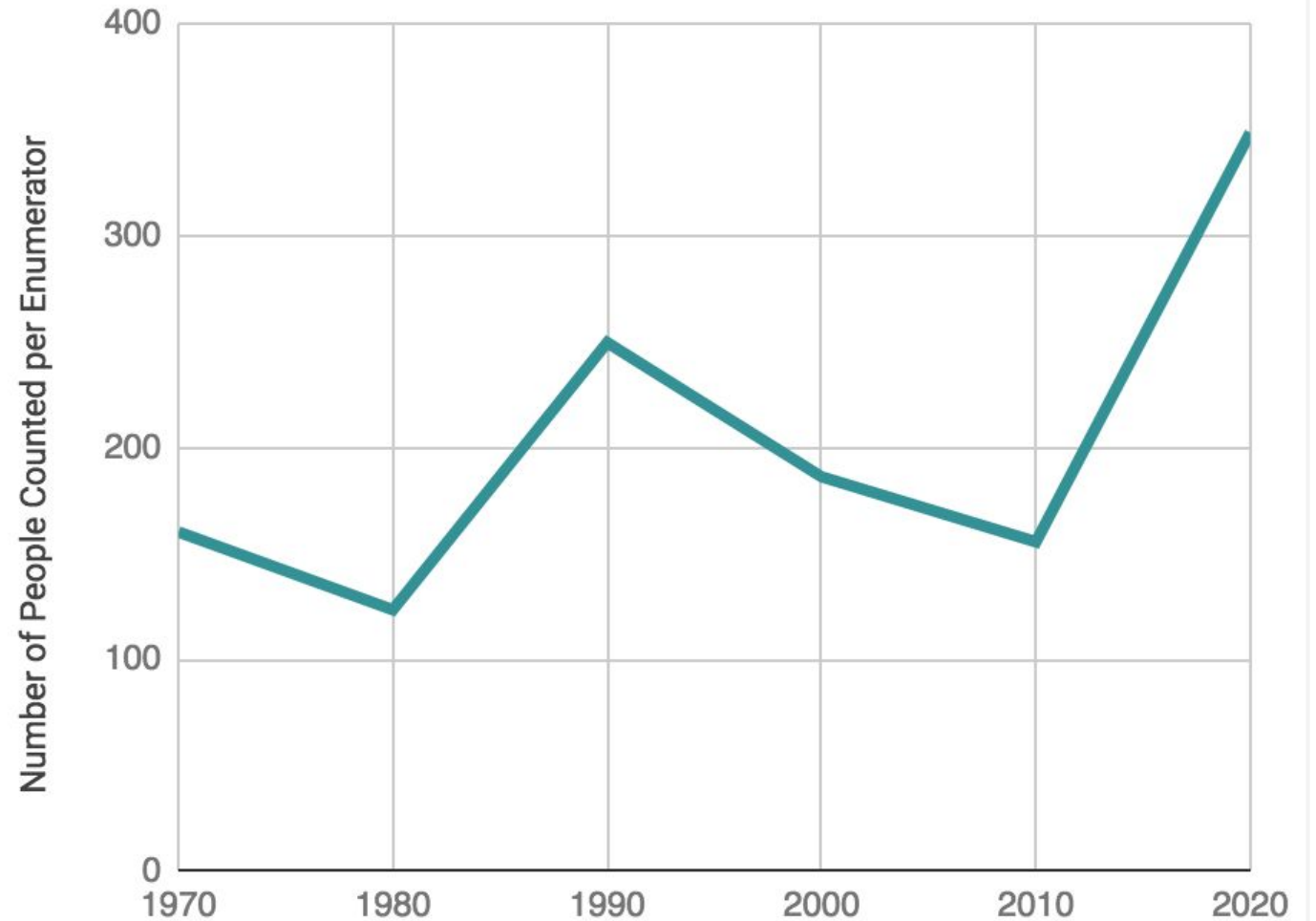
Census enumerators are predicted to account for as much as 40% of the 2020 count.



Increasing Enumerator Responsibilities

Each enumerator is responsible for reaching more than twice as many individuals than they had in previous non-response follow-up operations.

Enumerator Responsibility by Decade



Half the Workforce, Double the Workload

2010



or



155 people

60 households



Population (+25M)

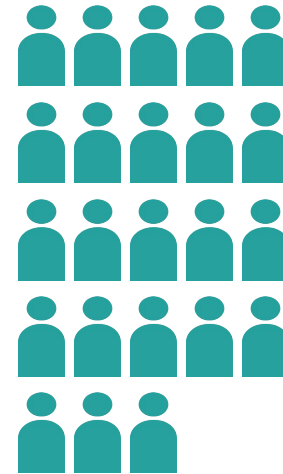


Non-response follow-up (26% to 40%)



Enumerator hiring (-50%)

2020



or



350 people

140 households

Challenges Of Recruiting Sufficient Enumerators

Difficult Hiring Conditions

- Low unemployment rate and high wages in urban areas
- Seniors - typically the largest group of Census enumerators - are hampered by technology requirements: cumbersome, online-only tests and application
- Long waiting period - up to 10 months - between application and start date
- Screening Requirements: Citizenship and Background checks
- Negative public opinion of the census

Solution: Local Enumerator Recruitment Program

Benefits: Local Government and Nonprofits can source, recruit, and retain a strong and steady pipeline of qualified, local candidates

How Local Government and Nonprofits Can Help

Sourcing:

- Outreach to potential candidates, with focus on Hard To Count areas and bilingual candidates.
- Screen for citizenship eligibility
- Training for math and english skills for test

Recruiting:

- Provide assistance for online application
- Answer questions as trusted 3rd party

Retention:

- Provide information on what to expect
- Provide engaging communications throughout waiting period

Local Organizations Can Help Recruit Enumerators



Target Enumerators



9 million community-college students



1M nonprofit training /
workforce dev. participants



Members of civic
engagement groups and
retirees

Community Colleges and Nonprofits

Community Colleges Associations, as well as job training nonprofits such as JobTrain have expressed a strong interest

Benefits For Nonprofits

- Funding
- Mission-aligned with job training

Nonprofits Have Resources

- Highly targeted community outreach channels
- Job training programs
- Facilities with computers
- Lists of people seeking jobs

Cities and Counties

Cities such as San Jose, Counties such as LA County and Salt Lake County, are very interested.

Benefits For Cities/Counties

- Strong incentive to help because of federal dollars at stake

Cities/Counties Have Resources

- Local PR, advertising and community outreach channels
- Workforce development programs
- Facilities with computers
- Lists of people seeking jobs
- Funding

How to Conduct Targeted, Local Outreach: Activities and Tools

Examples:

- Local ads in buses, transit stops, libraries, parks, and other community spaces
- Newsletter and social media postings from community colleges/workforce development agencies and nonprofits
- Simple, user-friendly language (i.e. “jointhecount.org”)

Example: Technology Tools



Get A Census Job

Text "CensusJobs" to
XXX-XXX-XXXX for information
about a paid, part-time job
with the 2020 Census.

Sourcing: Targetted Outreach

Interested candidate texts keyword to provided phone number



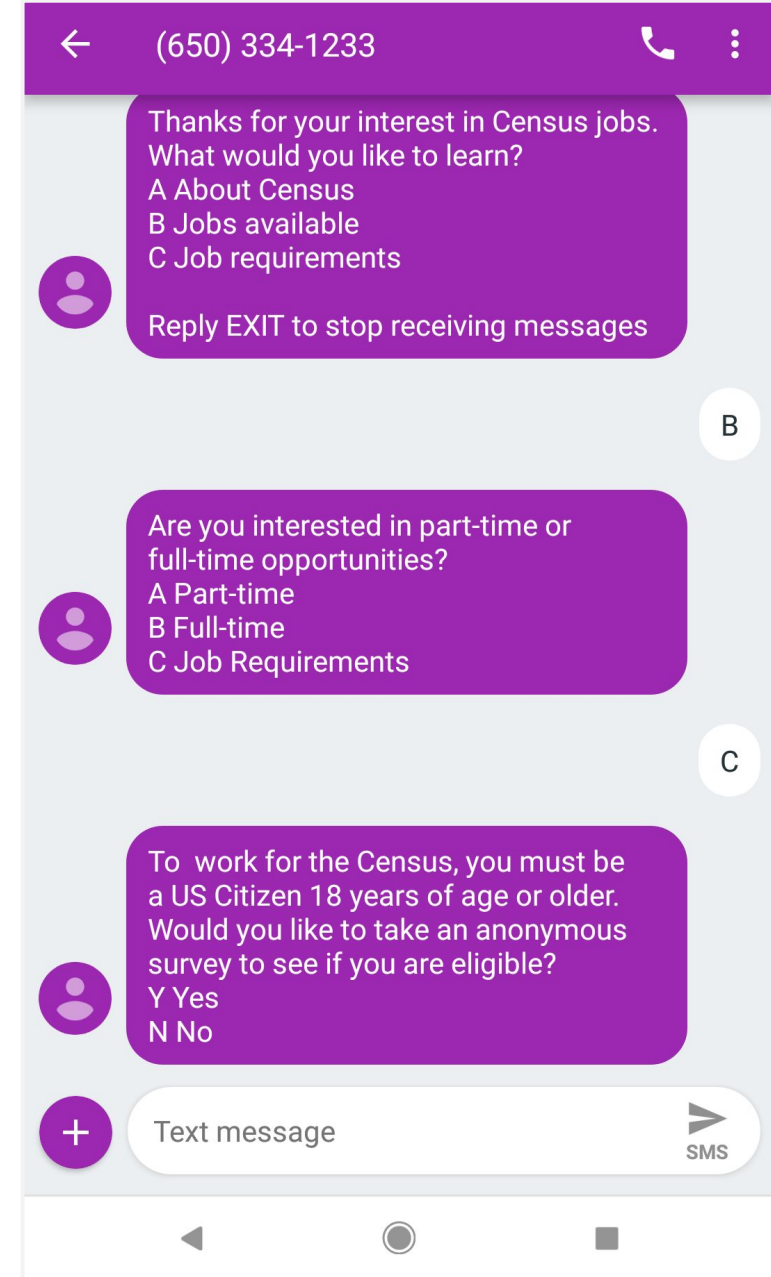
Learns about jobs and is provided links to explore



Opts into receiving notifications about job and volunteer opportunities related to the Census

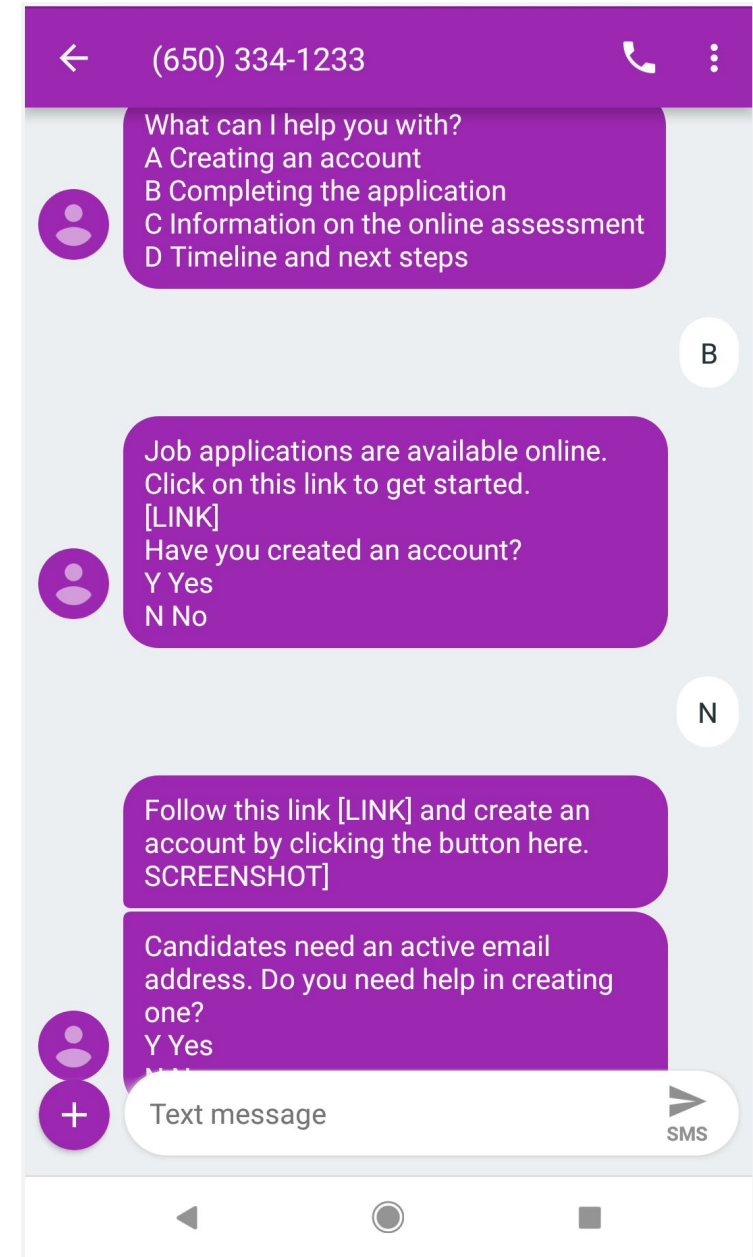


Is scheduled to receive an Enumerator screener survey at a later date



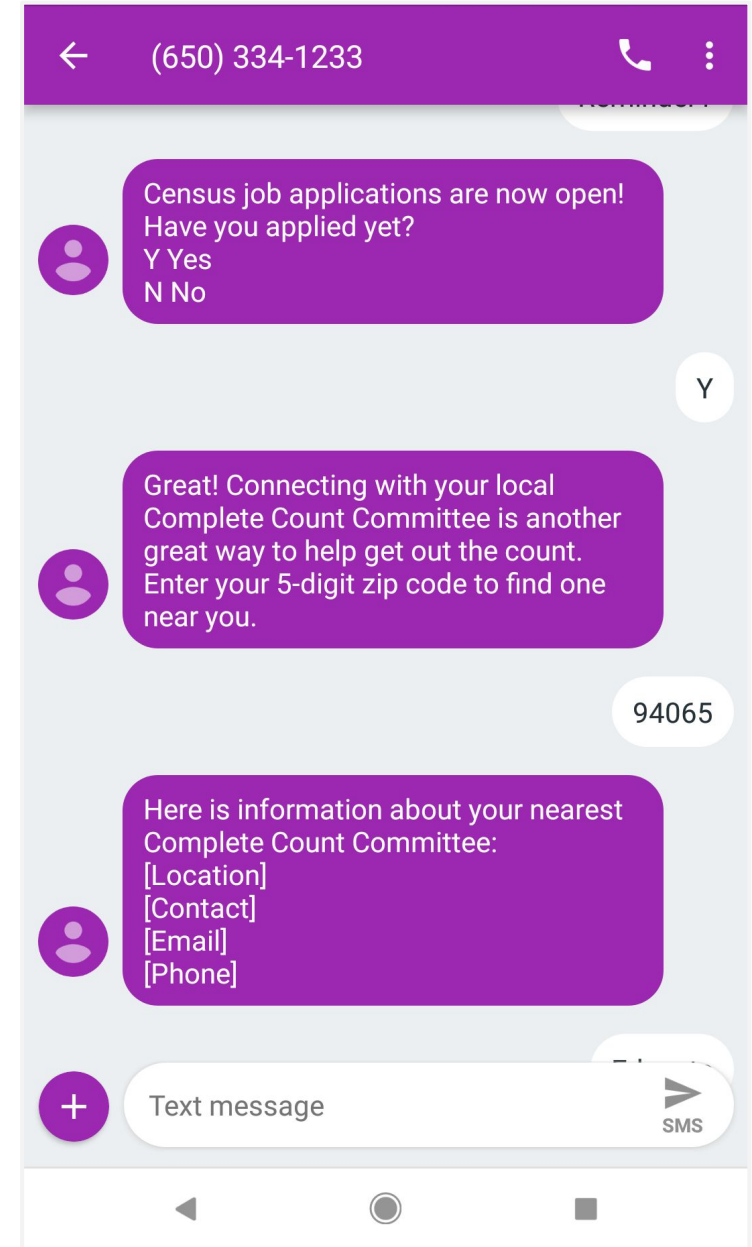
Referrals To Census Website

- Walk candidates through a clearly-defined, streamlined process



Reminders and Engagement

- Regularly-scheduled check-ins - once candidates indicate they've completed each step, they're moved into the next phase



Activities

June 2018 - June 2019

September 2019

February 2020

Planning & Testing

Gathering resources, local coordination of efforts, testing via Address Canvasser recruiting 2018 - 2019

Sourcing: Targetted Outreach

Conduct outreach, with focus on HTC, and bilingual candidates

Pre-Screen Enumerator candidates for qualifications such as Citizenship

Referral & Reminders

Provide assistance for online applications (ie: computers)

Provide engaging content about the census through waiting period

How Can You Help?

1. Connect with your local city/county workforce development agencies, community-colleges, job training nonprofits.
2. Fund Local Enumerator Recruitment
3. Advocate for city/county funding through workforce development programs