Welcome and Introductions

Call to order and vote to approve the minutes of the November 1st, 2019 meeting
  - Meeting minutes approved

Updates on MLA
  - Budget-doing well. Remind people to renew their membership, and encourage individuals who attend meetings to join MMLA. Registration dues help fund annual conference, training and workshops for Massachusetts librarians.
  - Hate Groups-MLA creating resources to help libraries dealing with room usage/presenter who are associated with hate groups

Raffle basket theme ideas for the MLA Conference? Fundraiser for scholarship for first time conference attendees.
  - Food is always a winner!
  - Theme based on where ALA conference is that year
  - Cape Cod/Summertime

2020 Census and Libraries with Carly Bari, Partnership Specialist with the US Census
  - See the slides for detailed information and links
  - Important to be survey aware---the census is out in the community doing surveys all the time, not just the decennial census.
  - If people think they have filled out the census already they haven't. They could have filled out town/city census or other surveys.
  - Be aware of scams or fraud especially from people who are visiting homes. There is a toll free line and info on the website to report a suspected scam.
  - Census WILL NEVER ASK FOR banking, social security or personal information
  - Seniors at most risk for fraud
  - Goal is to count everyone once (2020 estimates 330 million responders)
  - Determines representation and funding

It is Important
  - Seats in House of Representatives
  - State Legislators
  - Allocation of $675 billion dollars in federal funding (roads, schools, libraries,social services etc.)
  - Numbers we will be using for the next ten years (undercounted=underfunded)

It is Safe
  - Information cannot be shared with anyone (FBI or ICE).
- Census workers take oath to protect confidentiality for life
- Cybersecurity as well-data encryption

*It is Easy*

- Can respond online, phone or paper form
- Most accurate data is self reported
- **WILL NEVER ASK FOR:** social security, money, anything on behalf of political party, banking/credit info
- Language support program (online, phone) 12 languages available
- Mail is only english and spanish
- Additional support for up to 59 other non-english language
- Limited internet access homes/ rural areas will be receiving mail version first
- Fill out ASAP and you won’t continue to get bombarded with mail or an in-person visit
- Fourth mailing will be a paper version
- College housing will be early in person visits

*Libraries need to share the message of important, safe, and easy*

*Work for the census*

- Still have positions that need to be filled-great competitive pay
- Background checks required/no drug testing
- Application online-about 30 minutes

March 12th, online response options goes live
April 1st is Census Day
- Where do you live and sleep on this day?
- Count yourself where you live and sleep most of the time, if you are 50/50 split where you are on this day.

Results should be out to public and states by March 2021

*Complete Count Committee*

- Ensuring that their community has a complete and accurate account. Libraries are good resources to have on these committees. Check the census website or reach out to a rep to find out if your community has one and how to join.

*Support for Libraries*

- Promotional materials on the census website
- [Content for emails and social media](#)
- Graphics
- Partnership presence (meetings/library programming)
- Outreach materials [HERE](#)
What libraries can do now:
1. Share job recruitment information
2. Start census conversation with patrons
3. Start or join a complete count committee
4. Identify opportunities to include information in library messaging

Response Outreach Area Mapper (ROAM)
- Idea of who is living in your area-dark areas on map are the hardest area to track
- Infants and small children the most under reported

*Data Dissemination Program-good for grant writers

- The Census tries hire people who are local so that there is less mistrust during canvassing
- They will visit homes up to six times before they will stop visiting
- Trained to not ask to go inside, but will go inside if offered
- Will have a badge with picture ID and watermark/phones laptops with census brand/logo.

First digital census!
- Assured that the website will work
- Real time results as well
- Super quick (depending on how many people are in the home)
- Sample questionnaire [HERE](#)
- One census filled out for the whole household. Even roommate situations.
- If you forget to report someone, go back in and re-do the census to override the information.

Phone-you will speak to a person not a robot, short wait times to get a representative

- Q&A and Discussion on the 2020 Census

Notes/Ideas for Librarians:
- Census Reps can do library programs
  - Response events-computers available for patrons
    - If you want to have designated computers you don’t need a census employee there
  - Job Recruiting Events (slowing down) will stop doing these first week of March
- You can help people get through census but don’t answer for them
- There are [Census options for people with accessibility issues](#)
- MBLC has great resources for state and national/and specifically for libraries
- Waltham has a display table set up with information, brochures, flyers so people can passively take information
- Coordinate with Council on Aging etc.
- Homebound delivery and outreach
- Work with other organizations to help bring library resources and knowledge to their users.
- Adding info to people’s print receipts, email, website
-Can request a census logo for the library’s website (materials page)
-Share the message with co-workers everyone you know!

- Next Meeting: Friday, May 1st 10 AM- 12 PM
  - Ideas on Topics to Discuss
    - Seniors in the library-dealing with dementia/alzheimer's