

Roles and Responsibilities of Census Hub:

- Form an advisory group comprised of representatives from the targeted areas to advise on the hub plans for outreach, training, communications and mini-grant distribution.
- Develop plans for the hub that is based on the data provided by MNA to reach the hardest-to-count neighborhoods.
- With input from the advisory group and MNA, identify nonprofits that serve those in the targeted hardest-to-count neighborhoods. Conduct outreach to these organizations and award mini-grants when appropriate.
- Participate in MNA peer learning community and share relevant materials and information from peer learning calls with mini-grant recipients.
- Tailor and share tools provided by MNA with mini-grant recipients and other relevant organizations/individuals.
- Provide technical assistance to mini-grant recipients, as needed.
- Track efforts of mini-grant recipients utilizing the MNA dashboard and evaluation plan.
- Encourage mini-grant recipients and other nonprofits in the area to participate in the quarterly trainings provided by MNA.
- Partner with local officials in the relevant cities and counties to coordinate and avoid duplication of efforts.

Timeline for Census Hub Activities:

2018

September

- Begin Campaign peer learning calls for census hub administrators.

October

- Hub MOUs signed.
- Data provided to hubs to identify targeted census tracts and nonprofits for mini-grant distribution.

November

- In-person census hub administrators convening.

November/December

- Reach out to targeted neighborhoods and nonprofits to determine their interest, capacity to receive mini-grants.

2019

January/February

- Hold first advisory committee meeting. Purpose of the meeting is to review the hard-to-count neighborhoods, decide targeted areas and discuss potential mini-grant recipients. Discuss timeline and work plan for efforts in 2019 and 2020.

January – December

- Meet with local officials and local census offices on an ongoing basis and help to coordinate with activities of mini-grant recipients.

- Participate in monthly peer learning calls.
- Conduct local media outreach.
- Share MNA training opportunities with local nonprofits and mini-grant recipients.

March

- Send out RFPs for mini-grant recipients.

Early April

- Proposals due to hub.

Late April

- Reconvene advisory committee to review RFPs and discuss grant distribution.

May

- Award mini-grants. Funding should be used between May 1, 2019 - June 30, 2020.

April - June

- Conduct bi-monthly calls to check in with grantees and completion of dashboards

June

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

September

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

September - December

- Enhance media outreach in coordination with local census officials and MNA.

2020

January - December

- Meet with local officials and local census offices on an ongoing basis and help to coordinate with activities of mini-grant recipients.
- Participate in monthly peer learning calls.

January - June

- Share quarterly trainings with mini-grant recipients.
- Conduct monthly check-in with grantees and complete dashboards.
- Conduct media outreach in partnership with advisory committee.

January

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

March

- Reconvene advisory committee to discuss efforts to date and plans for census day and in terms of coordinating with government for counting of non-respondent households.

June

- Reconvene advisory committee to provide feedback and lessons learned for evaluation of the campaign, discuss opportunities for utilizing the model in the future with other advocacy/civic engagement efforts.

July

- Prepare reports

August

- Submit reports to MNA

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