

Census Hub Advisory Committee

Roles and Responsibilities

Background

In 2020 we are at risk of a significant undercount in the decennial census that will have a grave impact on the political representation and federal funding of local communities. The Michigan Nonprofits Count Campaign is a collaborative, coordinated, statewide effort to encourage participation in the census in communities that are at significant risk of being undercounted. The campaign will mobilize nonprofits to encourage participation in the 2020 census, provide trainings and tools for nonprofits on effective outreach tactics, assist nonprofits in identifying hard-to-count communities, award mini-grants to local nonprofits, coordinate a statewide communications plan and work with government officials to avoid duplication of efforts and enhance governments' communication and outreach efforts to ensure a complete count.

The census hubs, strategically located across the state, are a critical element of the campaign. The census hubs support fieldwork at the grassroots level. Among their many functions, census hubs develop regional service area-specific plans to reach the hard-to-count populations and help administer mini grants.

Purpose

The Regional Census Hub Advisory Committee provides guidance to the regional hub on their census 2020 efforts including, but not limited to, grantmaking, advocacy, media and community outreach.

Responsibilities

- Provide input on distribution of mini-grants to local nonprofits for get-out-the-count efforts.
- Review and provide local/culturally sensitive changes to standard messaging about the census for your community.
- Serve as spokespeople and champions encouraging those in your community to complete the census.
- Advocate with local officials to encourage a fair and accurate census count.
- Conduct outreach to nonprofits to encourage their participation in the campaign.

Composition

The committee is composed of 16-24 organizations that represent communities traditionally hard-to-count. These nonprofits may include, but not be limited to, advocacy organizations for young children, churches, groups that represent racial or ethnic minorities, human service organizations that serve the poor and transient.

Meetings & Staff Support

The committee meets quarterly, and as needed in 2019 and 2020. Staff support for the committee is provided by the census hub administrator.