2020 Census Asian American Complete Count

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Pan-Asia Update

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Topics:
• Census Count Target
• Cross Cutting Approach
• Status
• Next Steps
• Future Events & Key Initiatives
• Needs
• **Count target:** Immigrants from all Asian countries
  • From Turkey and Israel to the west
    • This will require significant focus and effort to connect with these countries
  • To Japan and S. Korea to the east
  • ... and all countries in between

• **Count coverage area:**
  • Travis & Williamson counties:
    • Total / Asian (single race) population (2018): 1,815,462 / 134,795
    • % Asian: 7.4%
  • Austin-Round Rock MSA:
    • Covers 5 counties: Travis, Williamson, as well as parts of Bastrop, Caldwell & Hays counties
    • Total / Asian (single race) population (2017): 2,115,827 / 121,922
    • % Asian: 5.8%
### Cross-cutting Approach

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<tr>
<th>Region</th>
<th>Cultural Organizations</th>
<th>Religious Institutions</th>
<th>Business Enterprises</th>
<th>Media (print / TV) &amp; Social Media</th>
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**SD / 02-18-2020**
Apply for grants to fund GOTC campaign
  • Grant funding of $35K received to-date, funding from 2 other organizations still pending
Form region-specific subgroups of leaders from countries in each region
  • Structure complete
Integrate with county / city-wide effort to coordinate outreach activities through region of interest
  • Committee started, led by Travis County Census 2020 Program Manager (John Lawler)
Contact organization leaders for their buy-in to drive effort by country / ethnic group
  • Making deliberate and expected slow progress, but progress is happening
  • Presented at Greater Austin Nepali Association event on 01/18 & got buy-in from leadership
  • Formulated strategy to reach out to Islamic community
  • Census 2020 presented and bookmarks distributed at iACT gala on 02/01/2020
  • Census 2020 outreach at Chinese New Year celebrations
  • Met with iACT ED on 01/29 to reach out to faith-based leaders through iACT, invited to iACT events on 02/10 and 02/25
• Apply for grants to fund GOTC campaign
• Form region-specific subgroups of leaders from countries in each region
• Contact organization leaders for their buy-in to drive effort by country / ethnic group
• Identify languages that need to be considered for translation / interpretation services
• Organize informational / marketing materials
• Work with rest of CCC to contact media outlets (TV stations, newspapers, etc.) to promote our work
Future Events & Key Initiatives

• Front Porch Gathering (DDCE @ UT, Austin organizing it: Cumberbatch / Gururaj)
  • To be held 02/18/2020, 6:30pm @ AARC, Cameron Road
• Connect with faith-based organizations
  • Direct contacts with mosques in Austin-Round Rock MSA
  • Partner with iACT leaders and members
• Coordinate with academic CCC’s
  • Suchi Gururaj @ UT Austin, along with VP of Student Affairs appointee, is co-leader of subcommittee covering UT students
  • Committee formed that is working across campuses (UT, St. Edwards, ACC,...) to ensure accurate count
  • Similar committee as above formed to cover local school districts
• Volunteers to join subgroups to reach out to communities to support the census count
• Translators / interpreters, hopefully pro bono, to create flyers in native languages
• Financial support sought for:
  • Program Manager for the following functions:
    • Coordinate Get Out The Count (GOTC) campaign
    • Partner with other CCC’s
    • Manage all volunteers & paid canvassers
  • Translation / interpretation services where pro bono services are not available
  • Printing flyers to post or distribute at restaurants, stores, etc.
Thank You