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# **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

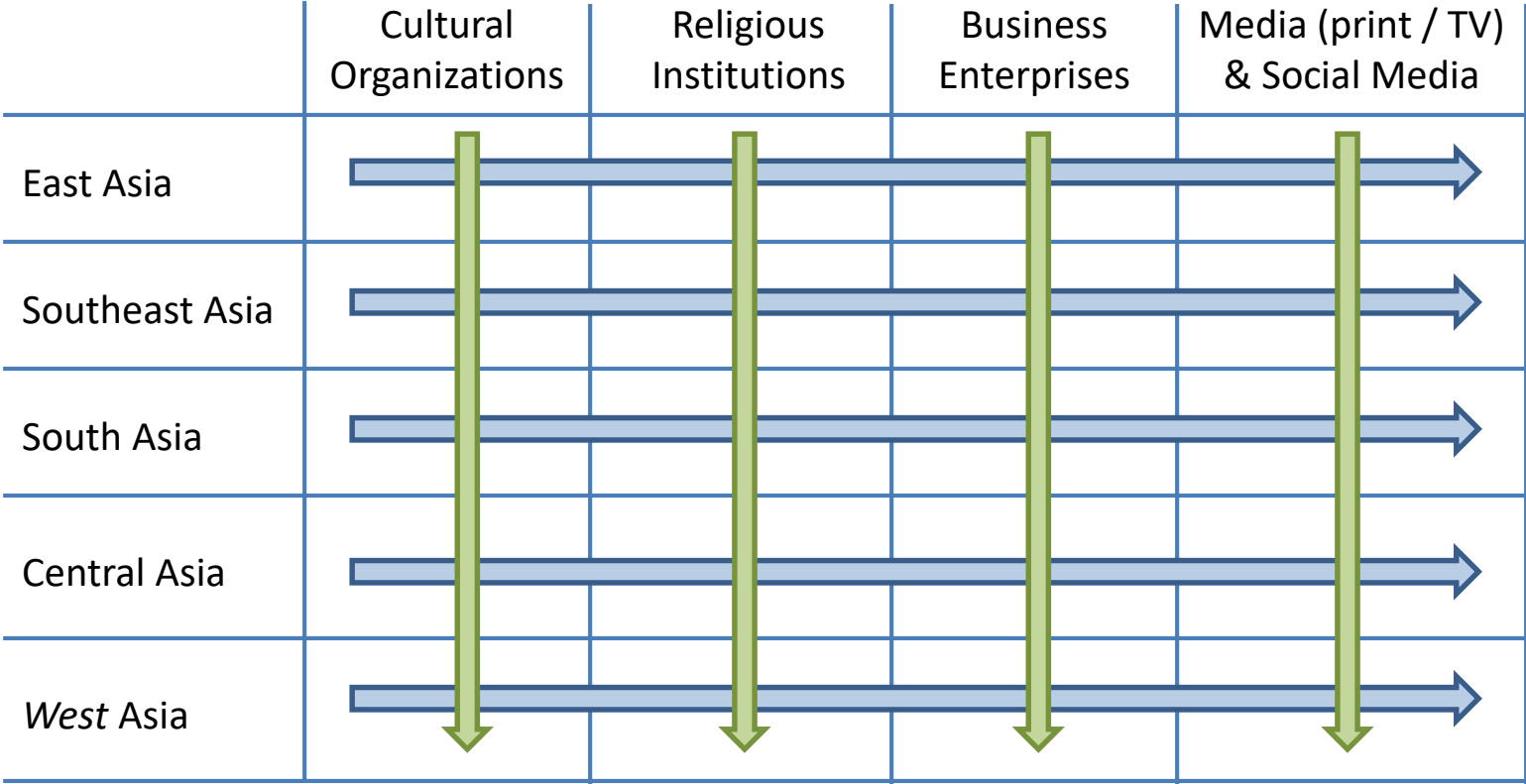


# Census Count Target / Coverage Area

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- **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



- **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



# Next Steps

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- **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

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- 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.





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# Thank You