

# City of Madison Recruiting Outreach and Events:

For the purposes of this document recruiting outreach refers to asking partner organizations to host recruiting events, distribute print materials or to share materials on their websites.

City of Madison currently has 6 active 2020 Census Recruiting Assistants (RAs)

## Affinity organizations:

Recruiting Outreach: Beginning of January - Current

Rotary, Kiwanis and Lions were compiled and contacted regarding events and distribution of recruiting materials. RAs are currently attending meetings and events with area Affinity Organizations

## Faith Based Organizations:

Recruiting Outreach: Beginning of January - Current

City of Madison Faith based organization lists were compiled primarily in the first two weeks of January. Outreach is ongoing.

## Library Outreach:

Recruiting Outreach: Beginning of January - Current

The Madison ACO Clerks were assigned to do outreach to Madison Libraries requesting their help in distributing recruiting materials on location and on their websites and social media. RAs have been collaborating with the clerks in setting up applicant days and doing more field outreach.

## Grocery Stores:

Recruiting Outreach: Middle of January

Madison ACO Clerks reached out to major grocery stores for recruiting outreach.

## Economic Development:

Recruiting Outreach: Middle of January

Madison ACO Clerks contacted economic development organizations for recruiting outreach. RAs provided media materials to organizations willing to distribute material

## Schools:

Recruiting Outreach: January – Current

Madison ACO compiled the lists of public and private schools using DPI data. Outreach was conducted, RAs are currently providing information to Elementary, Middle Schools and High Schools.

### American Legions:

Recruiting Outreach: End of January - Current

Madison ACO Clerks compiled and contact American Legions for upcoming events and recruiting outreach. RAs are currently attending events.

### Cultural and Language based groups:

Recruiting Outreach: end of January - Current

Madison ACO Clerks compiling and contacted cultural and language-based groups.

### Events:

Continuous

RAs routinely attend City of Madison public social events and distribute 2020 Census Material.

### Social Organizations:

Bars and other community gathering hubs

Recruiting Outreach: Late January to Current

Madison ACO Clerks have been researching Bars and other community gathering hubs in the city of Madison for social events. When permission is granted by the business owner, RAs attend events to distribute material and answer 2020 Census questions.

### Colleges:

Recruiting Outreach: Early January - Current

Madison ACO Clerks are compiling UW-Madison student organization to work with the census on recruiting. RAs are attending sporting events and social events within the UW and Private Colleges to distribute material. RAs are partnering with Student Organization to recruit on UW Madison Campus.

### Neighborhood Associations:

Recruiting Outreach: Late January - Current

Madison ACO Clerks compiled a list of Neighborhood Associations within the City of Madison, emailed the association media material to either post or include in newsletters.

### VFW:

Focus Mid-January - Current

Madison ACO Clerks compiled a contact list of area VFWs. RAs attend meeting and events.

### Follow up Procedure:

Throughout the past few weeks several clerks were used on the phone banks to reach out to individuals on the contact lists. When permission was obtained to attend an event or reach out to an organization the outreach was assigned to the appropriate RA.

### Future:

Continue to work on gaining access to larger events, focus on larger populated areas(Blitz), reach out to senior centers, sportsman's clubs, women's groups and other civic minded organizations.