Cureo™

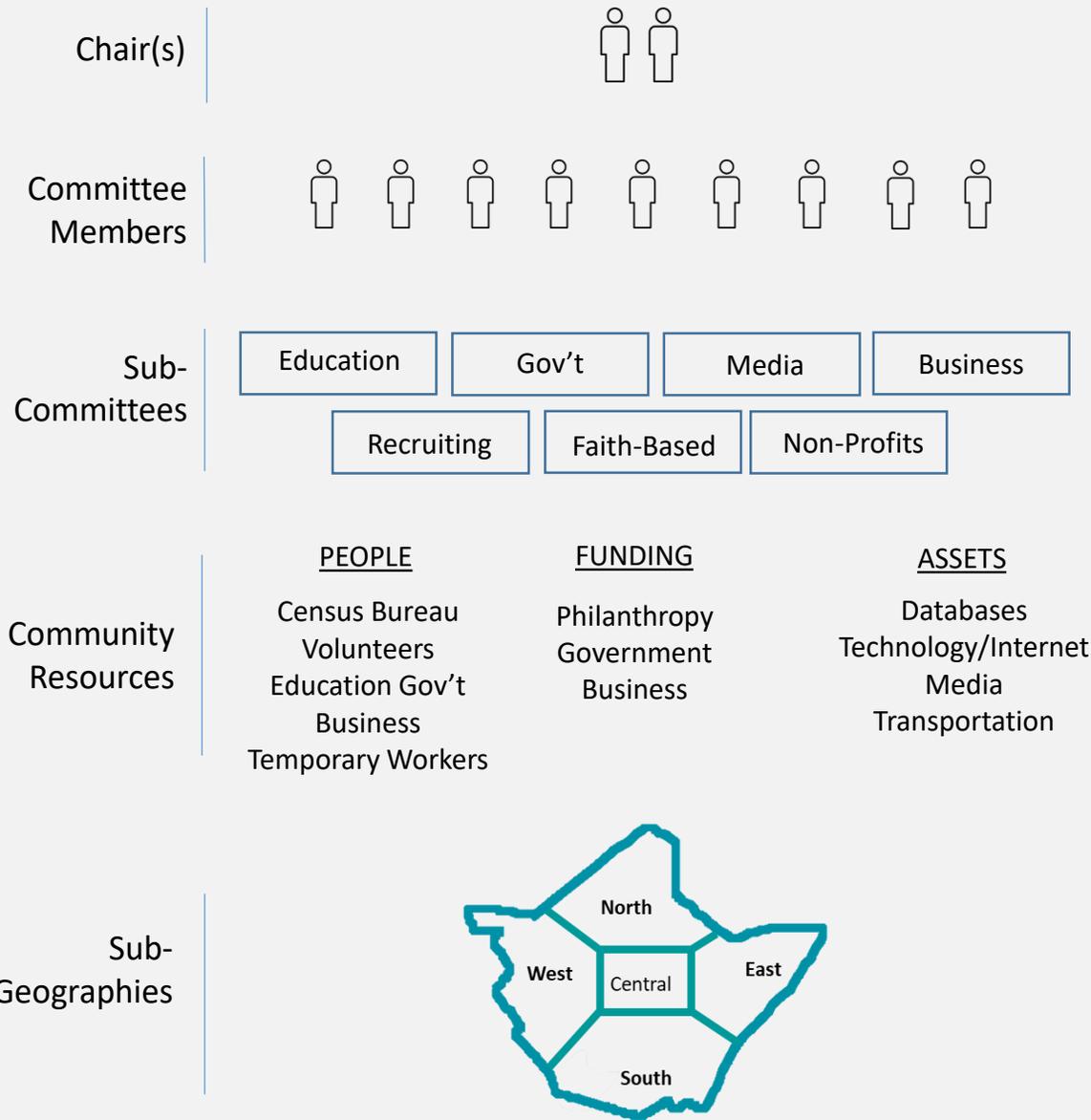## Communications Guide for Complete Count Committees

Communities across the US are pulling together a variety of resources to ensure a fair and accurate count for the 2020 Census.

Complete Count Committees ("CCC's") are being formed to execute the work of these efforts, consisting of community members from government, business, philanthropy, and education.

The nature of these teams presents some unique challenges with respect to organization and management of the work of the CCC's. This guide identifies those challenges and provides a variety of strategies to improve the management of your CCC, and to help you deliver a fair and accurate count.

Communications Guide for Complete Count Committees

A Complete Count Committee ("CCC") is a team of people in a community whose objective is to ensure a fair and accurate count in the 2020 Census. The US Census Bureau provides a comprehensive guide for forming a CCC. The graphic below is a model for a typical CCC:

Chair(s)

Committee Members

Sub-Committees

Education	Gov't	Media	Business
Recruiting	Faith-Based	Non-Profits	

Community Resources

PEOPLE	FUNDING	ASSETS
Census Bureau	Philanthropy	Databases
Volunteers	Government	Technology/Internet
Education Gov't	Business	Media
Business		Transportation
Temporary Workers		

Sub-Geographies

North
West Central East
South

Communications Guide for Complete Count Committees

The nature of CCC's presents some difficult challenges with respect to organization and management of the work of the CCC:

Size

Distractions

Diversity

Challenges of Organization and Management

Impermanence

Informality

Inexperience

⚠️ Size

Teams can easily grow to be larger than 100 people, even for local CCC's, when volunteers, paid workers, and community members are included. Monitoring and directing the activities of the CCC is critical, but can be challenging for teams of this size.

⚠️ Diversity

CCC's are inherently diverse, consisting of people from a range of professional backgrounds. With this diversity comes a range of styles for working as a team and for communicating.

Communications Guide for Complete Count Committees

⚠ Inexperience

Since the census only happens once every 10 years, most team members will be inexperienced. There is a lot to learn for each team member, and many people to be trained.

⚠ Impermanence

CCC's are actively working together for only 12-18 months. Although they could use some infrastructure to support their work (e.g. technology), there may not be time nor resources to develop that infrastructure.

⚠ Distractions

For many team members, their role in the committee is subordinate to their primary occupation. As such, they are likely to struggle with prioritizing the work of the CCC. Making sure that they are putting the necessary time and effort into the work can be a challenge.

⚠ Informality

CCC's have a hierarchical structure (i.e. chairs, members, subcommittee heads) but no formal authority like you might find in an intra-organizational team. As a result, typical strategies for coordination and accountability will not be as effective.

Communications Guide for Complete Count Committees

There are a variety of strategies that can be used to address these challenges:

✓ Tailor Your Communications

Social media and email broadcasts can be effective for engaging broad groups in the community, but committee members need communications tailored to their role(s) in the team, especially for those that are working in multiple subcommittees or geographies.

✓ Use Personal Influence and Visibility

CCC leaders should focus on using personal influence and transparency more so than formal authority to ensure that the right work is being done at the right time.

✓ Facilitate Cross-Team Learning

Much of the work within CCC's is replicated in smaller geographies. Take an active role in enabling subgroups and subcommittees to learn from their peers.

Communications Guide for Complete Count Committees

☑ Be Sensitive to Differences

Don't assume that everyone is always in alignment and engaged. Use frequent check-ins with team members to validate their understanding of their role and to ensure that their activity matches the expectations of the role.

☑ Use Ready-Made Assets

Look to re-purpose ready-made infrastructure (teams, communications channels, organizations, technology, media) to support the work of the CCC.

☑ Watch Out for Email Overload

Using email as the only communications tool for your CCC will result in overflowing inboxes and overwhelmed and confused team members. A variety of software solutions are out there that can complement email and ease the burden on your team members' inboxes.

Whether you are supporting a Complete Count Committee at the national, state, or local level, effective organization and management of the work of the committee can be the difference between success and disappointment. Use the strategies above to give your community every opportunity for success.

♥ Cureo™

Cureo is the best solution for organizing and managing the work of your CCC. It was designed for community-focused teams, so it is:

Powerful

Discussion boards, file sharing, tasks management, publishing, shared calendars all in one place. Connectivity between organizations. Tailored communications.
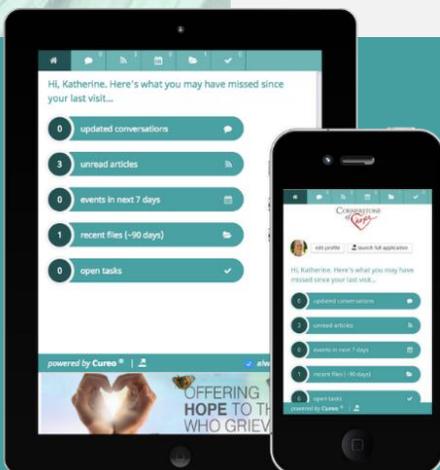
Easy to Use

Easily integrated with most email, calendars, websites; No software to learn for most users. Desktop and mobile friendly.

Easy to Start and Scale.

No start up costs or administration. Easy to start small and scale up over time.

Affordable

Subscriptions available at less than $1,000 for unlimited users for use through the end of 2020.

Use Cureo to
make every resource count
as you work to
Make Every Person Count

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