**2020 Census Planning Institute**

**Day 1**

**Institutional Action Track - Discussion Guide**

Election engagement strategies also apply to the census.

* Potential partners: student senate, housing, voter engagement committees
* Strategies:
  + Tabling
  + Commit to vote self to self as reminder → commit to count online ap
  + Videos of students explaining why the census matters and how it works
  + Posters throughout campus & social media
  + Email/message from campus president with reminder to be counted on April 1
  + Campus website with specific FAQ about census on that campus

**Discussion:**

* Who/what will give your campus team the necessary perspectives, persistence, and power to engage the census fully?
* Who else beyond a core team needs to be involved?
* What would help make engaging the census valuable for your institution, students, and/or communities?