

# How to Run a #TulsaCounts Workshop

# Outline

- Planning
- Presentation
- Attendance
- Location
- Food
- Advice from Past Facilitators

# Planning

# Find your facilitators early

- Each of our first meetings had three facilitators who had connections in the communities where we held the workshops.
- When facilitators do not already work together, organizing their schedules to have meetings is harder, but you can reach out to a more diverse group of attendees.
- Make sure to get facilitators who have good relationships in the community where you are holding the workshop. Whether you are hosting an open event or directly inviting people, it is important to have trusted voices as part of the process.

# Use C.S.W. Toolkit timeline

- The timeline in the Census Solutions Workshop Toolkit works pretty well. I gave myself a couple of extra weeks, just in case. So the whole process took seven weeks.

# Presentation

# Prepare as a group

- Make sure you go over the slide deck together as a planning team.
- Different undercounted groups have different needs and concerns, so you are encouraged to customize the presentation--but stick to the facts when sharing the basic information about the Census!

# Be careful with user personas

- We didn't use the "user personas" in the Census Solutions Workshop Toolkit because we thought it could be seen as stereotyping.
- Instead, we listed the five most common reasons that people don't respond to the Census in the "Census 101" or "Taller #1" part of the presentation.



# Attendance

# Invite Census Partnership Specialists

- Invite one or more U.S. Census Partnership Specialists to your meeting. They know a lot about the Census and what else is going on with Census outreach in Tulsa and other parts of Oklahoma.
  - Brenda Claw, Tribal Partnership Specialist
  - Melonie Mayes Tyler, Census Partnership Specialist
  - Josh Etheridge, Census Partnership Specialist
  - Jeronimo Gallegos, Census Partnership Specialist (speaks English & Spanish)
  - Christopher Landis, Census Partnership Specialist
  - Timothy Trimble, Census Partnership Specialist

# Send RSVPs the right way

- Not all communities approach RSVPing the same way. Some confirm attendance weeks in advance; others wait until the event is much closer.
- Make sure you know your community and how they like to receive and confirm event information.
  - Work with your facilitators to decide the best ways to spread the word (phone calls, flyers, social media, email, etc.) and the most appropriate platforms to use (Eventbrite, Facebook, Google Forms RSVP link).
  - Eventbrite is a good way to cap attendance if you will not know who will attend until close to the event (i.e. one week or less).

Location

# Find the right space

- In some communities, certain places have particular importance. Lots of events might happen there, or it might be an important location for that community. Two of our first four meetings were at commonly-used library branches; the others were at churches. (These were free to reserve, which is even better.)
- If you can, involve people from those locations in the planning process, too.

# Host a run-through in the space

- It is really helpful to see the space before the event. Reserve the space for your runthrough if you need to, and visit the space personally before that.

Food

# Support local business

- Support a local business when you order food! It's a great way to show something unique about Tulsa to all of your guests.



# Plan in advance

- Make sure to set a plan for what time the food will arrive, or who will bring it. Check to make sure you have everything while you are at the restaurant!
- If you or one of the facilitators can taste the food beforehand and confirm that it is good, you and all of your guests will be happier.

# Advice from Past Facilitators

“Make time to practice.”

“Don’t be afraid to engage  
-it’s just as personal for you  
as it is for them.”

“Un facilitador bien  
preparado puede informar  
e involucrar a la comunidad  
al mismo tiempo.”

“Estar bien informado y tener claro de lo que se va a exponer sobre el Censo y informar bien a la comunidad.”

“[Mi sugerencia es] que  
están preparados,  
entrenados e informados  
para compartir bien y  
correctamente la  
información.”

“Un facilitador es un conector de las experiencias que cada persona comparte. Apoya la participación de los participantes y que cada uno/a se sienta incluido.”



# Checklist

The following is a short list of questions I started asking myself about ten days before each Tulsa Counts workshop. Many of them are also in the Census Solutions Workshop Toolkit, but these were the most urgent.

# Finances

- Have all facilitators filled out their W-9 forms? (The sooner this gets done, the sooner facilitators can be compensated.)
- Have you saved the receipts for any items you needed to buy (e.g. food, last-minute things like cups and plates)?

# Materials

- Do you have all of the following?
  - Sticky notes
  - Paper
  - Pens
  - Sharpie markers
  - Flipchart paper
  - Name tags
  - Dot stickers
  - Computer with sign-in sheet (Google Forms)

# Materials

- Do you have the following printed?
  - contribution forms
  - feedback forms
- Have you tested the technology in the space? Can you get the slide presentation to work, and can you have sound if you need it?

# Food

- Where is the food coming from?
- What time will people eat?
- When will the food arrive (or when will someone pick it up)?

# Event Logistics

- Do you have a way to put signs outside the event space?
- Who will greet people and sign them in at the beginning of the event?