

Census 2020 - Library Activities

Goal

Promote Census 2020 to community by incorporating Census 2020 into existing programming, library activities, and facilities between February 2020 and May 2020.

Programming

- Census Storytimes - March & April 2020
- Historical & Genealogy Program focusing on Census in the Past – April 2020
- Census 2020 Public Information Sessions
- Existing weekly Bilingual & ESL Conversation Club topics to incorporate Census 2020 Messaging

Technology & Computer

- “All Census / All Day” Technology Lab at Central Park with Tech Help – Dates TBD
- Desktop links to Census 2020 on all 177 publicly accessible computers beginning March 2020
- Laptops in Lobby – Three Tabling events March & April 2020
- Modify Checkout receipts to incorporate Census 2020 messaging

Social Media & Instagram

- “I Count” Photo-Op in Lobby at Central Park / Backdrop with Props & Signs
- *Census & Sensibility*, *Count of Monte Cristo*, other book related displays
- “I Count”, “Libraries Count,” “Santa Clara Counts” prop signs – Coordinate with CMO – Communications
- Historical Santa Clara Census Facts added to Library Facebook
- Button on Library Home Page to go directly to Online Census 2020

Book Displays & Book Lists

- Feature lists on Library Catalog and Website with Census tie-ins and resources
- Central Park Boulevard, Mission Branch Library & Northside Branch Library book displays