

Reference and User Services Section Agenda
Massachusetts Library Association
MA Library System, Marlborough
February 7, 2020
10 AM-12 PM

- **Welcome and Introductions**
- Call to order and vote to approve the minutes of the November 1st , 2019 meeting
 - Meeting minutes approved
- **Updates on MLA**
 - Budget-doing well. Remind people to renew their membership, and encourage individuals who attend meetings to join MMLA. Registration dues help fund annual conference, training and workshops for Massachusetts librarians.
 - Hate Groups-MLA creating resources to help libraries dealing with room usage/presenter who are associated with hate groups
- Raffle basket theme ideas for the MLA Conference? Fundraiser for scholarship for first time conference attendees.
 - Food is always a winner!
 - Theme based on where ALA conference is that year
 - Cape Cod/Summertime
- **2020 Census and Libraries with Carly Bari, Partnership Specialist with the US Census**
 - See the slides for detailed information and links
 - Important to be survey aware---the census is out in the community doing surveys all the time, not just the decennial census.
 - If people think they have filled out the census already they haven't. They could have filled out town/city census or other surveys.
 - Be aware of scams or fraud especially from people who are visiting homes. There is a toll free line and info on the website to report a suspected scam.
 - Census **WILL NEVER ASK FOR** banking, social security or personal information
 - Seniors at most risk for fraud
 - Goal is to count everyone once (2020 estimates 330 million responders)
 - Determines representation and funding

It is Important

- Seats in House of Representatives
- State Legislators
- Allocation of \$675 billion dollars in federal funding (roads, schools, libraries, social services etc.)
- Numbers we will be using for the next ten years
(*undercounted=underfunded*)

It is Safe

- Information cannot be shared with anyone (FBI or ICE).

- Census workers take oath to protect confidentiality for life
- Cybersecurity as well-data encryption

It is Easy

- Can respond online, phone or paper form
- Most accurate data is self reported
- **WILL NEVER ASK FOR:** social security, money, anything on behalf of political party, banking/credit info
- [Language support program](#) (online, phone) 12 languages available
- Mail is only english and spanish
- Additional support for up to 59 other non-english language
- Limited internet access homes/ rural areas will be receiving mail version first
- Fill out ASAP and you won't continue to get bombarded with mail or an in-person visit
- Fourth mailing will be a paper version
- College housing will be early in person visits

Libraries need to share the message of important, safe, and easy

Work for the census

- Still have positions that need to be filled-great competitive pay
- Background checks required/no drug testing
- Application online-about 30 minutes

March 12th, online response options goes live

April 1st is Census Day

-Where do you live and sleep on this day?

-Count yourself where you live and sleep most of the time, if you are 50/50 split where you are on this day.

Results should be out to public and states by March 2021

Complete Count Committee

-Ensuring that their community has a complete and accurate account. Libraries are good resources to have on these committees. Check the census website or reach out to a rep to find out if your community has one and how to join.

Support for Libraries

- Promotional materials on the census website
- [Content for emails and social media](#)
- Graphics
- Partnership presence (meetings/library programming)
- Outreach materials [HERE](#)

What libraries can do now:

1. Share job recruitment information
2. Start census conversation with patrons
3. Start or join a complete count committee
4. Identify opportunities to include information in library messaging

Response Outreach Area Mapper (ROAM)

- Idea of who is living in your area-dark areas on map are the hardest area to track
- Infants and small children the most under reported

**Data Dissemination Program-good for grant writers*

- The Census tries hire people who are local so that there is less mistrust during canvassing
- They will visit homes up to six times before they will stop visiting
- Trained to not ask to go inside, but will go inside if offered
- Will have a badge with picture ID and watermark/phones laptops with census brand/logo.

First digital census!

- Assured that the website will work
- Real time results as well
- Super quick (depending on how many people are in the home)
- Sample questionnaire [HERE](#)
- One census filled out for the whole household. Even roommate situations.
- If you forget to report someone, go back in and re-do the census to override the information.

Phone-you will speak to a person not a robot, short wait times to get a representative

- **Q&A and Discussion on the 2020 Census**

Notes/Ideas for Librarians:

- Census Reps can do library programs
 - Response events-computers available for patrons
 - If you want to have designated computers you don't need a census employee there
 - Job Recruiting Events (slowing down) will stop doing these first week of March
- You can help people get through census but don't answer for them
- There are [Census options for people with accessibility issues](#)
- MBLC has great resources for state and national/and specifically for libraries
- Waltham has a display table set up with information, brochures, flyers so people can passively take information
- Coordinate with Council on Aging etc.
- Homebound delivery and outreach
- Work with other organizations to help bring library resources and knowledge to their users.
- Adding info to people's print receipts, email, website

- Can request a census logo for the library's website (materials page)
- Share the message with co-workers everyone you know!

- Next Meeting- Friday, May 1st 10 AM- 12 PM
 - Ideas on Topics to Discuss
 - Seniors in the library-dealing with dementia/alzheimer's