



VSU Rural Engagement Efforts

**CENTER FOR
SOUTH GEORGIA
REGIONAL IMPACT**



Statewide Challenges In Rural Communities

- Population Decline
- Greying of the Population /
Not Millennial Friendly
- Slow Job Growth
- “Distressed” Counties





Your Regional University

- Missioned to Serve
- Re-Occurring Challenges
- Business / Industry
- Healthcare
- K-12 Education
- Cultural Enrichment
- City / County Governments





VSU's Response...

The Center for South Georgia Regional Impact

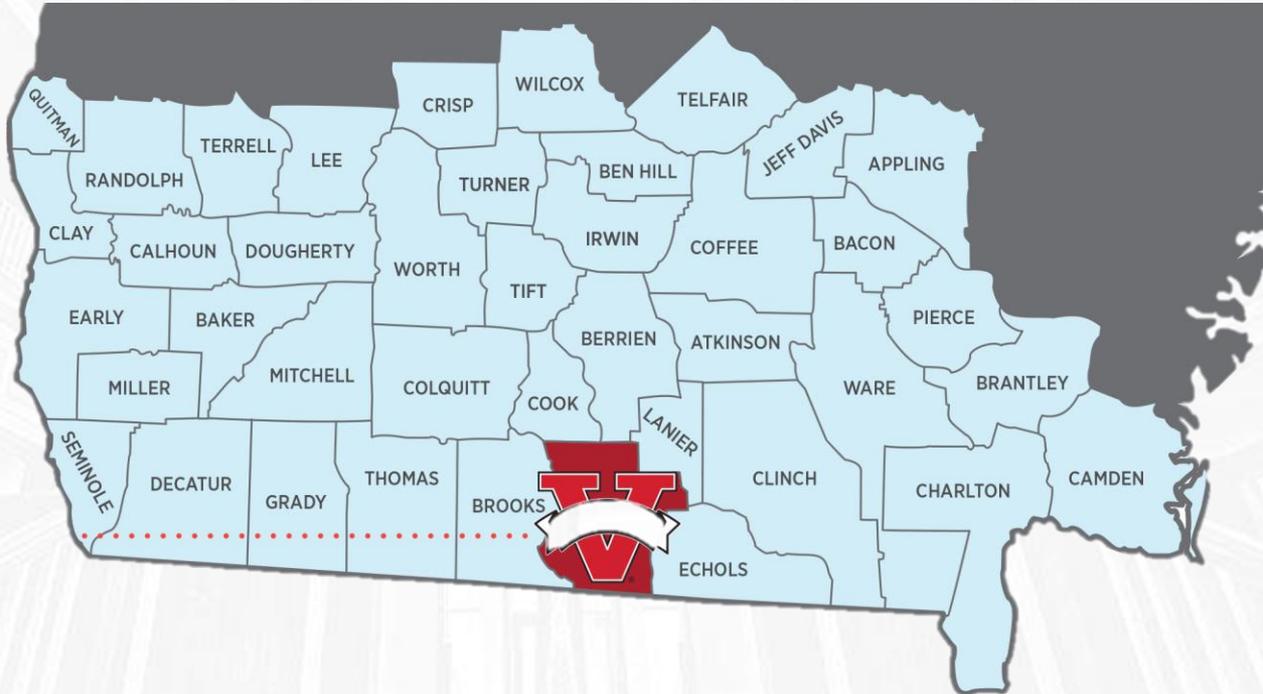
SOUTH GEORGIA DAILY PRESS

Darrell Moore named Executive Director of new VSU Center for South Georgia Regional Impact

VALDOSTA — Darrell Moore has been named executive director for the newly created Center for South Georgia Regional Impact at Valdosta State University.



- Address Local Opportunities/Challenges
- VSU Resource Team





Existing Partnerships



UNIVERSITY OF
GEORGIA



GEORGIA'S
RURAL CENTER
Powered by Abraham Baldwin Agricultural College



Georgia Institute
of **Technology**



ALBANY
Technical College



SOUTHERN REGIONAL
TECHNICAL COLLEGE



WIREGRASS
GEORGIA TECHNICAL COLLEGE

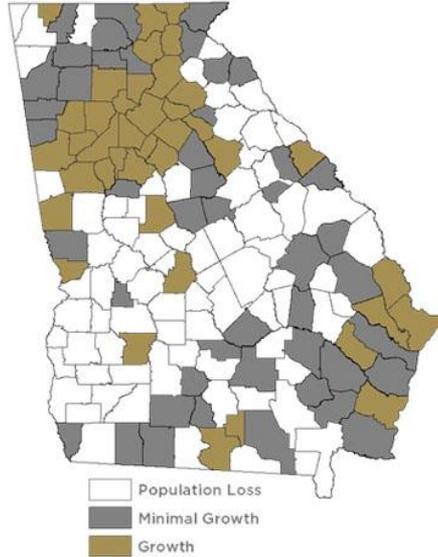
Coastal Pines
TECHNICAL COLLEGE

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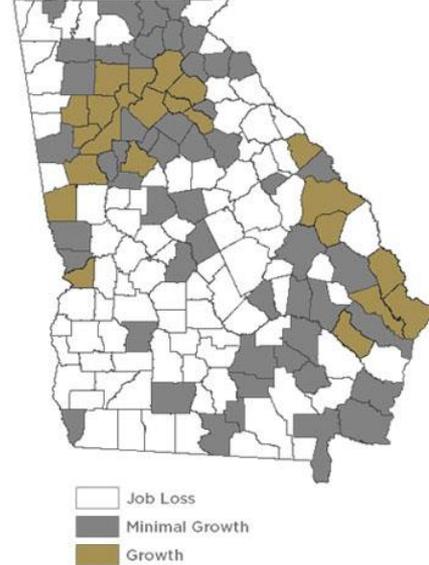


2020 Census

POPULATION 2015-2030



JOBS 2016-2026

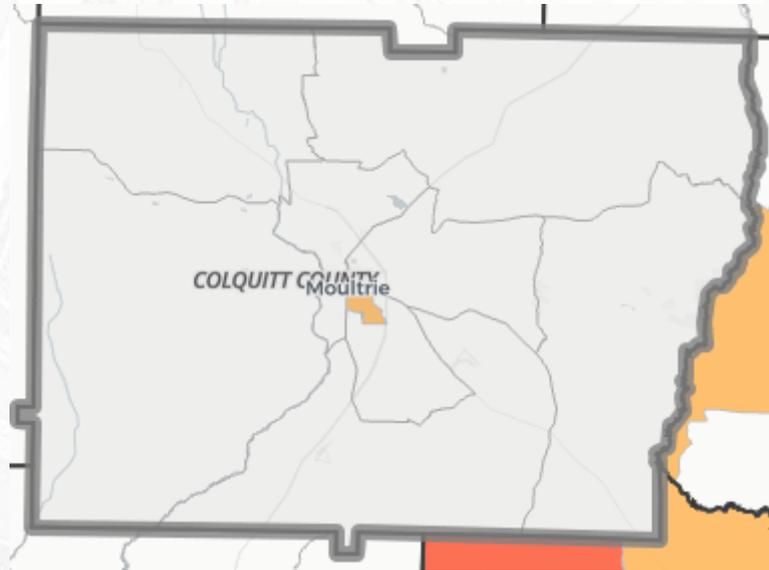


Source: JobsEQ





Colquitt County



- ▶ 45,068 people live in 15,599 households
- ▶ 822 people live in group quarters
- ▶ 78.3% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 5% of Colquitt County's current population lives in hard-to-count neighborhoods
- ▶ 29.8% of Colquitt County's households had either no internet access or dial up-only



The Census

- ▶ **Mandated by the United State Constitution**
 - ▶ First Census was in 1790
- ▶ **Purpose of the Census**
 - ▶ Vast historical record
 - ▶ Reapportionment of congressional and state legislative districts
 - ▶ Planning decisions about community services
 - ▶ Business planning/expansion
- ▶ **\$675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare**
 - ▶ The census decides how the money is allocated



Challenges Facing Census 2020

- ▶ **Internet connectability**
 - ▶ The 2020 census will be primarily held online
- ▶ **Perception and trust**
- ▶ **Hard-to-count populations and hard-to-count areas**
 - ▶ Hidden or overcrowded housing
 - ▶ Populations that speak little or no English
 - ▶ Off-campus apartments
 - ▶ New Immigrant populations
 - ▶ Those displaced by natural disasters
 - ▶ Children under 5
 - ▶ Gated Communities



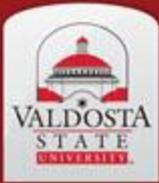
Local Complete Count Committees

- ▶ Comprised of local government and community leaders from education, business, healthcare, and other community organizations
 - ▶ “Census Ambassadors”
 - ▶ Give communities a **trusted voice**
 - ▶ Local CCC members have a knowledge and understanding of what it takes to engage and inspire others within their community
 - ▶ Spread knowledge of the benefits of participating in the 2020 Census
 - ▶ Use all resources - Regional Commission, Library, VSU



Starting a Local CCC

- ▶ Sign up at <https://census.georgia.gov/webform/local-complete-count-committee-sign>
- ▶ Those interested will receive the information and resources needed to get started
- ▶ Committees should include members with experience in the following areas, which can be topics of subcommittees:
 - ▶ Government
 - ▶ Workforce development
 - ▶ Faith-based community
 - ▶ Education
 - ▶ Media
 - ▶ Technology
 - ▶ Community organizations
 - ▶ Business



2020 Census Self-Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				①	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

(*) Targeted only to nonresponding households



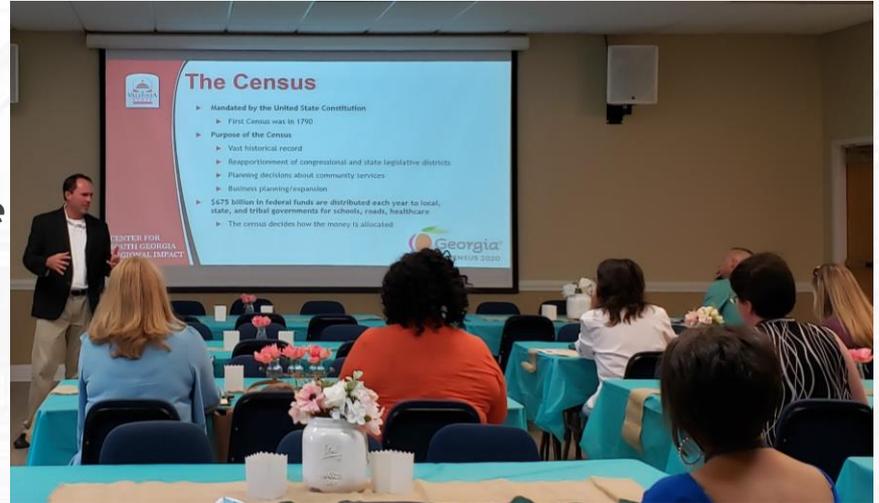
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov





VSU Support

- ▶ Local and Regional meetings with communities to help organize Complete Count Committees
- ▶ Assistance with individual strategies to achieve an accurate count
- ▶ Working with Governor's Complete County Committee to develop a comprehensive plan for Georgia
- ▶ Focus groups to refine the marketing message
- ▶ Free marketing support for our 41 County Service Area



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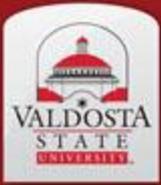
**CENSUS
2020** 



Complete Count Marketing



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Complete Count Marketing

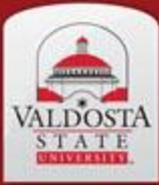
Show us your family!

The U.S. Census counts everyone! It creates a current image of our nation with all of its diversity and uniqueness! Show us how unique your family is by drawing the different members beside your home! Don't forget, everyone in your family counts when it comes to the census no matter their age, so be sure to include everyone!

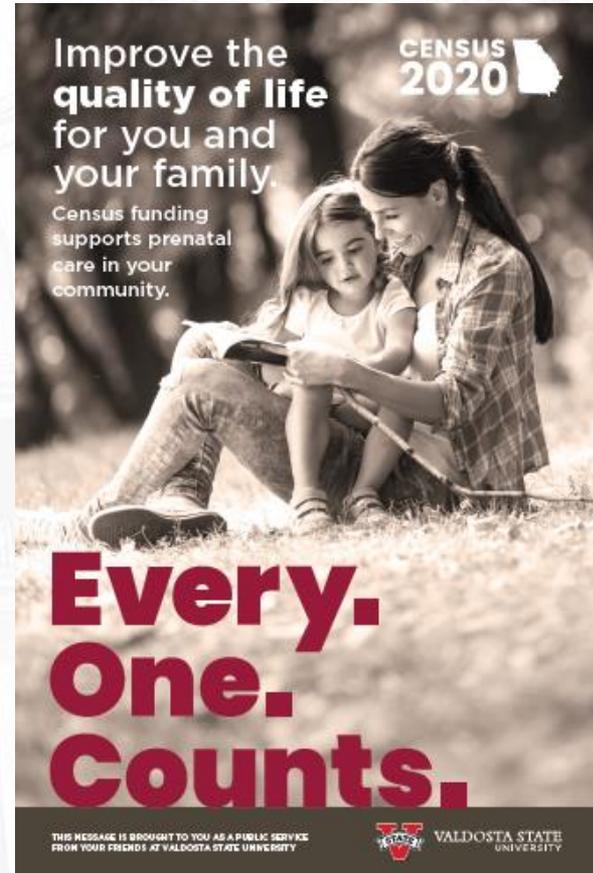
Instructions:
Draw each of your family members beside your home!



Be sure your family completes the U.S. Census when it arrives in March!



Complete Count Marketing





Complete Count Marketing

Help your
community
move forward.

Census data helps drive
economic development.

CENSUS
2020



**Every.
One.
Counts.**

THIS MESSAGE IS BROUGHT TO YOU AS A PUBLIC SERVICE
FROM YOUR FRIENDS AT VALDOSTA STATE UNIVERSITY



VALDOSTA STATE
UNIVERSITY

Speak up
for your
community.

Census data will help
determine political
representation in
your community.

CENSUS
2020



**Every.
One.
Counts.**

THIS MESSAGE IS BROUGHT TO YOU AS A PUBLIC SERVICE
FROM YOUR FRIENDS AT VALDOSTA STATE UNIVERSITY



VALDOSTA STATE
UNIVERSITY

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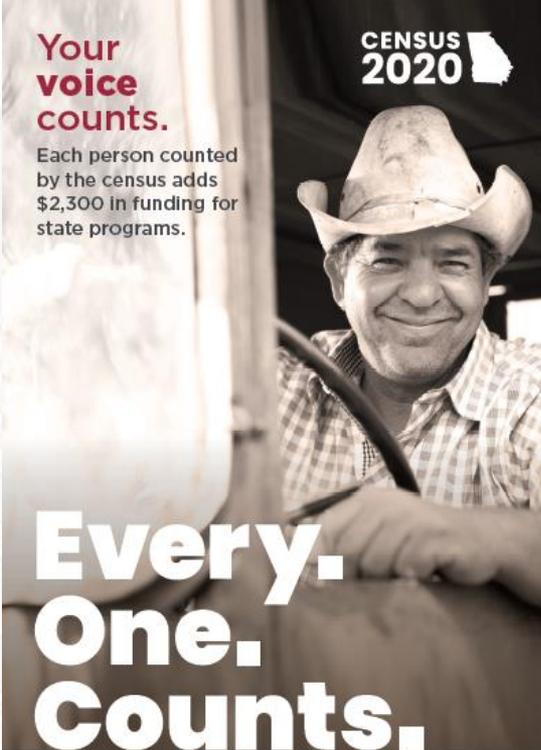


Complete Count Marketing

Your voice counts.

CENSUS 2020 

Each person counted by the census adds \$2,300 in funding for state programs.



**Every.
One.
Counts.**

THIS MESSAGE IS BROUGHT TO YOU AS A PUBLIC SERVICE FROM YOUR FRIENDS AT VALDOSTA STATE UNIVERSITY

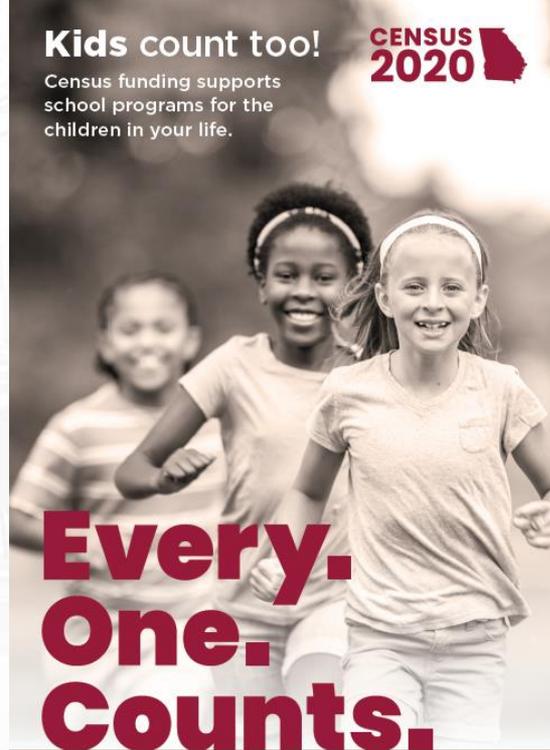


VALDOSTA STATE UNIVERSITY

Kids count too!

CENSUS 2020 

Census funding supports school programs for the children in your life.



**Every.
One.
Counts.**

THIS MESSAGE IS BROUGHT TO YOU AS A PUBLIC SERVICE FROM YOUR FRIENDS AT VALDOSTA STATE UNIVERSITY



VALDOSTA STATE UNIVERSITY

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Complete Count Marketing

CENSUS 2020

- 33 Counties have placed orders
- Supporting Counties outside of the Service Area
- Billboards in Every County
- Coloring Pages for Every System
- 45,306 table tents
- 65,757 posters
- Banners, T-Shirts, promotional materials - support

South Georgia Census Order Form

Name _____

Email Address _____

Phone Number _____

Mailing Address _____

The Center for South Georgia Regional Impact is committed to helping South Georgia be accurately counted in 2020's national census. To help your communities promote awareness of the program, we've created a series of marketing materials that you can order and utilize at no cost.

Ordering Instructions: For each poster version you would like to order, indicate the quantity you will need. There is no limit to the amount you can order. If your community is interested in the customized poster option with an image of a local community leader, then please indicate that as well. For custom image specifications, visit www.valdosta.edu/census.

Please send all completed order forms to cri@valdosta.edu.
Deadline to order is Oct. 31, 2019.



Table Tent

Size: 4" x 6"

Quantity: _____ (enter amount)



Industry

Poster Size: 12" x 18"

Language: check poster language(s) desired and enter quantity beside each(s):

ENGLISH QTY: _____

SPANISH QTY: _____



Family

Poster Size: 12" x 18"

Language: check poster language(s) desired and enter quantity beside each(s):

ENGLISH QTY: _____

SPANISH QTY: _____



Kids

Poster Size: 12" x 18"

Language: check poster language(s) desired and enter quantity beside each(s):

ENGLISH QTY: _____

SPANISH QTY: _____



CUSTOMIZABLE PHOTO

Migrant Population

Poster Size: 12" x 18"

Language: check poster language(s) desired and enter quantity beside each(s):

ENGLISH QTY: _____

SPANISH QTY: _____

Custom Photo? (check one)

Yes No



CUSTOMIZABLE PHOTO

Community Leader

Poster Size: 12" x 18"

Language: check poster language(s) desired and enter quantity beside each(s):

ENGLISH QTY: _____

SPANISH QTY: _____

Custom Photo? (check one)

Yes No



Statewide Marketing

Funds her journey into
this world and keeps
her healthy throughout it.

The Census allocates funds for **prenatal care**.

CENSUS
2020 
census.Georgia.gov

Jada Brown
Tifton, GA

Every.
One.
Counts.

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