



2020shkosh Count OSH in

2020 PRSSA Bateman Campaign Entry

University of Wisconsin Oshkosh

Morgaine Prather | Alexis Ratliff | Haley Reeson | Lydia Westedt

Faculty Adviser | Kristine Nicolini, Ph.D., APR

Professional Adviser | Erin Elliott, APR

Table of Contents

Executive Summary..... 3

Research..... 3

Challenges & Opportunities..... 5

Key Publics 5

Key Messages..... 6

Objectives, Strategies & Tactics..... 6, 7

Evaluation..... 8, 9

Budget 9, 10

Timeline..... 10

Conclusion..... 10

Itemized Budget..... 11

Appendix (A-G) 12 -37

Executive Summary

Over 1,500 ears heard our voices, 782 minds absorbed our message and 7,800 fingers touched our campaign as we brought essential knowledge about the 2020 U.S. Census to our community.

We designed our campaign to effectively reach the University of Wisconsin Oshkosh students and Oshkosh renters with messages to raise awareness, transform attitudes and encourage action to participate in the census. The United States Census provides many benefits to each person in every corner of our country; especially hard-to-count publics like college students and renters. As the University of Wisconsin Oshkosh Bateman team launched the campaign **20/20 Oshkosh: Count OSH In**, we were excited for the opportunity to make 20 of these benefits known to the campus and community that we call home. Our campaign followed a path that would lead Oshkosh students and renters to see the need, recognize the benefit and unite for change through the census.

20/20 Oshkosh: Count OSH In focused on the word “home” often, and proactively engaged with the community that binds us together. Our campaign slogan “20/20” has many meanings including 100 percent, perfect vision and of course a reference to this iconic year. We wanted to ensure that our audience knew the importance of counting 100 percent of Oshkosh in the census.

Through our campaign, we focused on speaking directly to students as much as possible in our events in order to increase awareness. We worked closely with local U.S. Census Bureau employees to create a valuable partnership and increase credibility. Finally, we evoked action from our audience by gathering pledges from students to take the 2020 Census.

Our campaign was faced with challenges from beginning to end. Nobody expected a global pandemic to surface in 2019, and surely nobody expected it to alter our way of life so suddenly in 2020. COVID-19 put a stop to almost everything. Despite cancellation of all events and in-person classroom instruction, **20/20 Oshkosh: Count OSH In** continued to share information with students and renters who needed it most. We knew the success of our campaign would impact the community of Oshkosh for the next 10 years and perhaps influence the attitudes of students and community members for a lifetime.

Research

Situational Analysis

The mission of the U.S. Census Bureau is to “serve as the nation’s leading provider of quality data about its people and economy.” As the 2020 Census was drawing closer, it was vital that Americans were aware of how to accurately fill out the census and understood that completing the census was vital to their local economies. The primary campaign goal set by the U.S. Census Bureau is “to count everyone once, only once and in the right place.”

Research for our campaign focused on determining the thoughts and opinions UW Oshkosh students had about the U.S. Census Bureau and the upcoming 2020 Census. In addition, we researched the demographics, motivations, and preferred communication methods of our key publics using data from reliable academic resources. Through this research, we hoped to find out our key public’s level of awareness regarding the census, their attitudes towards it and factors that would motivate census completion.

Primary

Qualtrics Survey of UW Oshkosh Students | Distributed on November 12 - December 6, 2019 (A-A)

The survey’s goal was to evaluate the knowledge and understanding that UW Oshkosh students and renters had of the U.S. Census Bureau and the census, to identify engagement barriers and to find the best channels of communication with our audience. We collected a total of 147 responses from our key publics. Here’s what we found.

- 88 percent of responders said they had heard of the U.S. Census
- 77.87 percent of responders thought that all responses to the U.S. Census are confidential and protected by U.S. law
- When asked to evaluate the statement “Participating in the 2020 Census will benefit myself and my community,” only 20.26 percent of responders answered “Strongly Agree” or “Agree”
- Only 4.24 percent of responders would be extremely likely to encourage others to take the census

Primary - Continued

Focus Group with UW Oshkosh Students | Held on November 12 and 14, 2019 (A-A)

We held two focus groups with 16 students total. Participants were students of different ages, genders, races and housing situations. The goal of the focus group sessions was to get deeper understanding into the attitudes and motivations students had toward the census.

Focus group sessions revealed that college students will take surveys if they are easy, incentivized or required. Students are more likely to take a survey if they want their voice to be heard. Most students knew about the census but lacked deeper knowledge of its purpose and benefits. Students expressed that they would be likely to take the census if they had access to more information about its benefits, how to take it, and were reminded about it through social media. Focus group participants were very attracted to the option of an online census format.

Complete Count Committee Meeting | Hosted on December 5, 2019 (A-A)

This meeting was to recruit the Oshkosh Complete Count Committee and ensure that all residents of Oshkosh would be counted once, only once and in the right place. From this meeting we gained insight into another barrier to local census participation related to confidentiality concerns, local data resources and a local timeline for census promotion.

St. Vincent De Paul Research | Hosted December 6, 2019 (A-A)

Our team coordinated a tabling session with a St. Vincent De Paul donation center in Oshkosh to gain insight into concerns or sentiments of community members who may have a lower income or a rental living situation. While filling out the qualtrics survey, people expressed a lack of knowledge about when the census occurs, how many questions it has and what questions are on it. This showed us that there were residents in Oshkosh that were not aware of the census, how to respond to it or its benefits to the community.

Secondary

To better understand our client's needs and key publics, our team researched census data, research studies, key public habits and population statistics (A-A). We used research to answer the following four questions:

- Who are our key publics?
- What are our key public's sentiments about the census?
- What motivates our key publics?
- How should we communicate with our key publics?

Who are our key publics? (A-A)

Our audience was UW Oshkosh college students and Oshkosh renters. According to Pew Research, Generation Z is the most diverse generation ever and they view increasing diversity as a good thing. Another Pew Research study indicated that this generation is more accepting of increased government involvement to solve societal problems.

What are our key public's sentiments about the census? (A-A)

According to Pew Research, young, low-income and minority groups have low awareness about the census and its benefits, and are less likely than other groups to count themselves.

What motivates our key publics? (A-A)

Generation Z is motivated by making a difference for a cause they care about and by having a purpose in life. Mental health is also a top priority among Gen Zers. These observations led our team to emphasize the importance of census data for funding mental health services, and inspired us to highlight 20 ways taking the 2020 Census will help the community.

How should we communicate with our key publics? (A-A)

According to Nielsen.com, the majority of our audience prefers to consume media on digital technology. Facebook and Instagram have the most use and highest growth for social networking platforms among adults. This article stated that adults are more attracted to videos, spending an average of 45 minutes per day viewing video on social media platforms.

Challenges & Opportunities

CHALLENGE: The Complete Count Committee (CCC), UW Oshkosh and multiple U.S. Census employees began pushing information out to the community prior to the start of our campaign. We feared that having multiple groups spreading census information would result in mixed messaging and reluctance to form partnerships

OPPORTUNITY: We were able to build credibility and partner with each group to push the same messaging out to the key publics. U.S. Census employees and CCC members attended each scheduled tabling event with us, and the university gave us the opportunity to draft messaging to be sent out by the chancellor to all students and staff.

CHALLENGE: COVID-19 paused and altered the dynamic of college universities and their communities across the nation, including UW Oshkosh. As a precaution, classes were put to a halt the final week of the **20/20 Oshkosh: Count OSH In** campaign. A week of cancelled classes made in-person implementation of tactics involving the key publics no longer a viable option.

OPPORTUNITY: The new mandate to work from home provided an opportunity to reconsider how to amplify the online and virtual aspects of the campaign while keeping the public up-to-date on how COVID-19 was affecting the 2020 Census. We updated our website resources page, providing vital information on how students should be counted accurately despite being temporarily relocated due to the coronavirus.

CHALLENGE: Our largest event, "Count the Kisses," was cancelled less than 24 hours prior to the event time due to COVID-19 and public health concerns. The event was designed to highlight the many benefits of the U.S. Census, such as mental health resources. Therapy dogs and their owners were advised not to participate in public gatherings until more evidence regarding transmission of COVID-19 was evaluated.

OPPORTUNITY: This event was covered by multiple platforms, including table tents, campus vision distribution around campus, the Oshkosh Herald newspaper and the local NBC 26 news channel. We were able to speak to students one more time in our final tabling event, where we were met with increased interaction due to an abundance of resources meant for the "Count the Kisses" event.

Key Publics

Primary: UW Oshkosh Student Community
Students attending UW Oshkosh **living on campus** or in the city of Oshkosh.

Secondary: City of Oshkosh Renters
Students and renters living off-campus around the Oshkosh community.



Key Messaging

We wanted our key publics to understand 20 ways the census benefits the community and know the importance of counting 100 percent of Oshkosh. To reflect this we created the campaign slogan **20/20 Oshkosh: Count OSH In**. By using the local community alias “OSH,” our slogan emphasized the local importance and gave the Oshkosh community a sense of connection to our campaign.

Everyone should be counted once, only once and in the right place for the 2020 Census.

Through our messaging, students and renters would become aware that they should only be counted on a household census form once, in the place they reside most and not necessarily by their parents.

All responses to the 2020 Census are confidential and protected by law.

Communicating the protection of census data under Title 13 and the heavy legal penalties census workers face if confidentiality is violated was a vital step in changing attitudes and opinions about participant data security.

Participating in the 2020 Census will benefit you and your community.

Census data can benefit students and renters through funding for mental health services, medical services, education and business development. Each individual's response to the 2020 Census can help shape the future of their local community.

Participating in the 2020 Census is easily accessible online, through the mail or by phone.

2020 marks the first time that U.S. citizens are able to take the census online with a computer or mobile device, as well as through traditional methods such as the mail or telephone. Many young people are participating in the census this year for the first time.

Objectives, Strategies & Tactics

OBJECTIVE 1: Increase awareness of the census among college students and renters by 13.06 percent. *Rationale: Our key publics are less aware (A-A) than other age categories, and lack general awareness about the census (A-A).*

Strategy 1: Create opportunities, in-person and digitally, for the community to learn what the census is, when the census occurs and how and why college students and renters should count themselves.

Tactic 1: Present informative presentations and use Kahoot quizzes in classrooms to share the importance of basic census awareness to over 600 students and renters **(A-C)**.

Tactic 2: Utilize informational resources provided by the U.S. Census Bureau to be highlighted on our social media platforms and website.

Tactic 3: Place messaging on campus vision TV screens around the university to give students a preview of our campaign and encourage them to visit our website.

Tactic 4: Promote drone footage of Oshkosh along with donations and giveaways to draw traffic to our website where personalized blog posts and information from the U.S. Census Bureau was provided **(A-C)**.

Strategy 2: Produce eye-catching promotional material that increase census awareness throughout the UW Oshkosh campus and around the City of Oshkosh.

Tactic 1: Place census-themed word searches with QR codes in the campus library and other study areas that encourage students to learn about the census during their study breaks.

Tactic 2: Distribute posters in high-traffic locations such as campus buildings, local coffee shops and laundromats that directed them to our website for more information about the U.S. Census **(A-B)**.

Tactic 3: Distribute table tent graphics with QR codes in the student union and dining facilities to easily navigate students to visit our website and learn about the census.

Objectives, Strategies & Tactics

OBJECTIVE 2: Increase positive attitudes about the census among college students and renters by 12.13 percent.

Rationale: Through our primary research, students expressed concerns about census data and security (A-A) and a lack of knowledge about the benefits of census participation (A-A).

Strategy 1: Through social media and promotional materials, educate college students and renters about 20 unique benefits of taking the census while showing relevant examples that directly aid students and the greater Oshkosh community.

Tactic 1: Host a tabling event with census employees to inform UW Oshkosh students about why their voice matters and emphasize the value of their census participation with food and prize incentives **(A-D)**.

Tactic 2: Place census-themed maze games in high-traffic areas to encourage students to learn about why the census is “a-MAZE-ing.”

Tactic 3: Feature 20 specific benefits of taking the census in a highlight on Instagram **(A-F)**.

Tactic 4: Create social media posts featuring three impactful funding benefits determined by census data: federal Pell grants, student medical services and mental health services.

Tactic 5: Distribute new table tent graphics with QR codes in the student union and dining facilities to educate students about census benefits.

Strategy 2: Inform college students and renters about the legal confidentiality of the census, establishing the census as a secure and trustworthy organization.

Tactic 1: Host tabling events with the Complete Count Committee (CCC) and U.S. Census Bureau employees in the student union to gain pledges and offer more information regarding the 2020 Census **(A-D)**.

Tactic 2: Evaluate answers from previous Kahoot presentations and present new Kahoot quizzes in 10 classrooms to increase positive audience sentiments about the census and its confidentiality **(A-C)**.

Tactic 3: Disperse positive census messaging about data safety and confidentiality to students and community members through trusted local media outlets such as radio stations, websites, TV stations and newspapers.

Tactic 4: Create content on social media channels that promote our blog post about census confidentiality and link to the U.S. Census Bureau website where information on Title 13 can be found.

OBJECTIVE 3: Increase action towards participating in the 2020 Census by 10 percent. *Rationale: According to our primary research survey data, students are not likely to encourage others to take the census (A-A). Pew Research explains that our key publics are motivated by making positive change (A-A).*

Strategy 1: Generate ways the student community can interact with census related materials and information, while encouraging students to pledge to take the census.

Tactic 1: Host the “Count the Kisses” event with local therapy dogs in a high-traffic academic building for students to take a brain break and learn about ways the census data helps to fund resources for mental health programs and other important student resources **(A-C)**.

Tactic 2: Present Kahoot quizzes in 10 class rooms to explain how students can accurately count themselves and encourage them to pledge to take the census. **(A-C)**.

Tactic 3: Host tabling events with census employees and CCC members in the student union to gain pledges to take the census and offer more information on the census to students walking through the building during high-traffic times **(A-D)**.

Strategy 2: Create and use promotional materials, both printed and digital, to encourage participation in the census.

Tactic 1: Construct emails for the UW Oshkosh Chancellor to send out to all campus staff and students encouraging participation in the census and information on how to take it.

Tactic 2: Distribute small flyers to be stapled on Topper’s Pizza delivery boxes that promote taking the census and include a QR code linking to the campaign website.

Tactic 3: Promote giveaways on our social media to encourage pledging on our website to take the census all while being entered in a raffle to win prizes.

Tactic 4: Distribute new table tents with QR codes around campus to lead students to our website to learn about the importance of taking the census.

Tactic 5: Encourage students to pledge to take the census by placing messaging on campus vision TV screens around campus.

Students and Renters Objective 1: EXCEEDED

Our team increased awareness of the census among college students and renters by 18.06 percent through classroom visits and a variety of promotional materials around campus.

- Through a pre and post-campaign survey, we saw an 18.06 percent increase in the number of students who replied “Yes” to the question “Have you heard of the U.S. Census?”. In the pre-survey, 81.94 percent responded “Yes” compared to 100 percent in the post survey. This exceeded our goal of a 13.06 percent increase in awareness by 5 percent.
- Our campaign boosted website traffic through promotional materials and census pledging, reaching 328 total visits with 67 percent being direct visits.
- Our team presented Kahoot quizzes centered around awareness of what the census is and how to be counted correctly with over 600 students in multiple classrooms.
- We distributed 120 table tents with QR codes directing traffic to our website in the student union and dining facilities.
- We placed advertisements on 55 campus vision screens in academic buildings, the student union, library and recreation center on campus.

Renters Objective 1: EXCEEDED

Our team promoted our campaign to the Oshkosh community through flyers in high-traffic business locations.

- We distributed campaign flyers at 10 community locations including coffee shops and laundromats.
- We distributed 350 handbills that had a census-themed word search on it, encouraging students to visit our website through a QR code.

Students and Renters Objective 2: EXCEEDED

We increased positive attitudes about the census among students and renters by 19.43 percent and established the U.S. Census Bureau as credible and trustworthy through social media and tabling events.

- We saw a 19.43 percent increase for those who answered “True” when asked to evaluate the statement “All responses to the U.S. Census are confidential and protected by law.” In the pre-survey, 77.87 answered “True” and 97.3 percent answered “True” in the post-survey. This exceeded our goal of a 12.13 percent increase by 7.3 percent.
- We saw a 17.6 percent increase in respondents who answered “Strongly Agree” or “Agree” to the question “All responses to the U.S. Census will not be shared with immigration law or law enforcement agencies.” In the pre-survey, only 33.79 percent responded “Strongly Agree” or “Agree” compared to 51.3 percent in the post-survey.
- We saw a 63.54 percent increase in respondents who answered “Strongly Agree” or “Agree” to the statement: “Participating in the 2020 Census will benefit myself and my community.” In the pre-survey, only 20.26 percent responded “Strongly Agree” or “Agree” compared to 83.8 percent in the post-survey.
- We placed 200 maze games in high traffic areas around campus that directed students to our website to learn more about the benefits of the census. We distributed 120 new table tents graphics with a QR code in student dining facilities to educate students about census benefits. We presented Kahoot quizzes in 20 different classrooms to increase positive audience sentiments about the census and its confidentiality.
- We hosted a tabling event with CCC members and census workers in the student union and collected 184 pledges from students and community members.

Objective 3: EXCEEDED

We increased action from the Oshkosh community by 12.8 percent towards participation in the 2020 Census.

- We saw a 12.8 percent increase from students who answered “moderately likely” when asked “How likely would you be to encourage others to take the census?” In the pre-survey, only 11.5 percent responded “moderately likely” compared to 24.3 percent in the post-survey. Our goal was to see a 10 percent increase and we exceeded this by 2.8 percent.
- We saw a 25.91 percent increase in students who responded “Yes” when asked “Will you take the 2020 Census?” In the pre-survey, 65.49 percent responded “Yes” compared to 91.9 percent in the post-survey.
- We distributed 100 flyers to be attached to to-go orders at a local Topper’s Pizza restaurant.
- We gave eight unique prizes from local businesses to students and community members who pledged to take the census on our website.
- We collected 184 pledges on our website from Oshkosh students and community members.
- We constructed an email from the UW Oshkosh chancellor that was sent to 10,800 students and faculty encouraging participation in the census and information on how to take it.

Media Coverage

Our media relations efforts sought to spread our campaign messages across four platforms: print, radio, TV and online. We pitched stories to local media outlets, including 90.3 WRST FM, NBC 26 WGBA, The Oshkosh Herald, The Advance-Titan and the UW Oshkosh Marketing and Communications Department. We received ample positive coverage of our campaign across seven platforms including two local newspapers, one local TV news station and multiple online publications. COVID-19 did impact some potential coverage including the “Count the Kisses” event, radio announcements, website placements and emails from the UW Oshkosh Chancellor. Despite having multiple media opportunities cancelled due to COVID-19 concerns, we received over 78,605 media impressions overall and were covered on seven unique platforms **(A-E)**.

T.V.

NBC 26 WGBA: The “Count The Kisses” event was promoted in a news broadcast on March 7, 2020.
Campus Vision Screens: Census slides were promoted from Feb. 17 - March 20, 2020.

Radio

90.3 WRST FM: A thirty-second news release was planned, but was delayed and cancelled due to the coronavirus.

Print

The Oshkosh Herald: The placement “Census information event organized by UWO team” ran on March 4, 2020.
The Advance-Titan: The article “Public Relations campaign promotes 2020 Census in Oshkosh” ran on Feb. 19, and the article “Census workers and UW Oshkosh students raise awareness” ran on March 4, 2020.

Web

UW Oshkosh Today: The press release “UWO student PR team to host Monday event to answer census questions” was posted on March 4, 2020.
UW Oshkosh American Democracy Project Website: This web placement was delayed then cancelled due to the coronavirus.
The Oshkosh Herald: The placement “Census information event organized by UWO team” was posted online on March 4, 2020.
The Advance-Titan: The article “Public Relations campaign promotes 2020 Census in Oshkosh” was posted on Feb. 19, and “Census workers and UW Oshkosh students raise awareness” was posted on March 4, 2020.
4th Americantowns.com: “UWO student PR team to host Monday event to answer census questions” on March 4th.

Email

Email to students and faculty: Two emails with census instructions were scheduled to be sent by the UW Oshkosh Chancellor to over 10,800 students and faculty, but were postponed due to coronavirus.

Budget

Donations

We are grateful for all of the partnerships made, as they made our campaign one that hopefully left a lasting impression on the campus community. In-kind donations were provided by multiple Oshkosh companies and the university to incentivize students to participate in classroom Kahoot presentations and pledge to take the census on our website **(A-G)**.

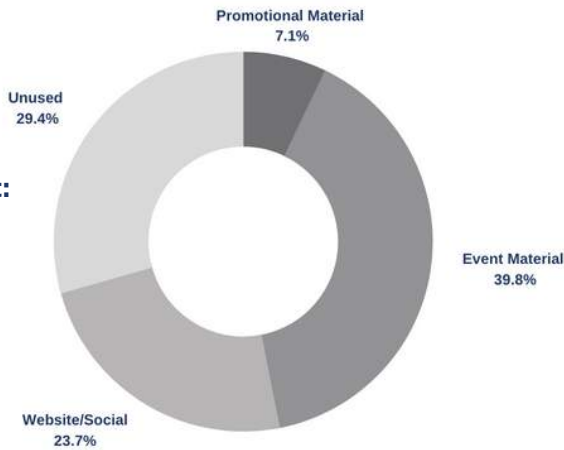


Budget

Our campaign **successfully met the budget requirements** for the Bateman Competition

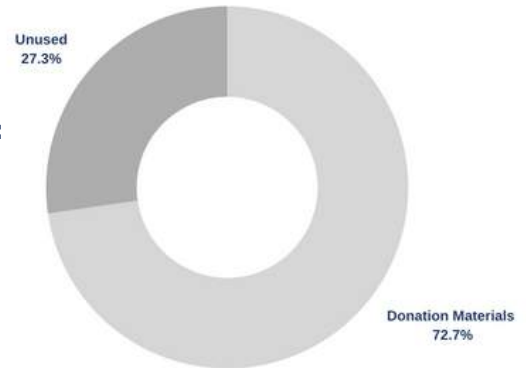
Total Budget:
\$300.00

Total Used:
\$211.72



Donation Budget:
\$1,000.00

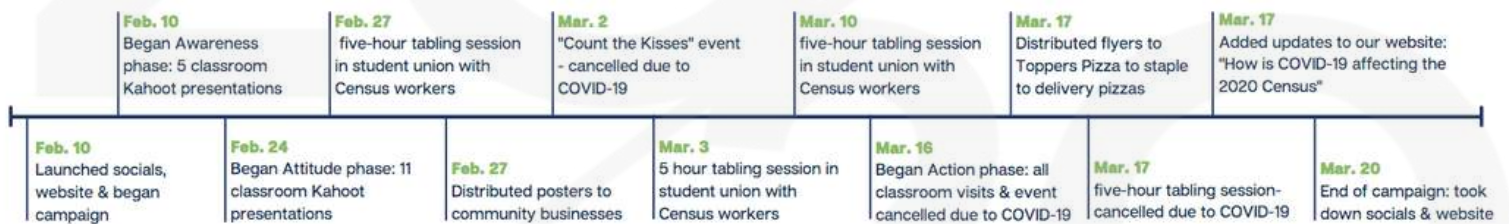
Total Used:
\$726.74



Thanks to the Green County Agriculture Chest of Green County, Wisconsin, all \$300.00 of our budget was provided to aid in the professional development of the women participating on the 2020 Bateman team for UW Oshkosh.

The majority of our campaign budget was used for tabling events and printed promotional material. We also utilized parts of the budget for a custom Wix.com domain to gain credibility and to enhance the quality of Oshkosh drone footage provided by the Oshkosh Student Association. Overall, these investments made linking out to our website much easier and enhanced the likelihood of gaining more visitors.

Timeline



Conclusion

20/20 Oshkosh: Count OSH In allowed our team to educate students and renters in the Oshkosh community about the importance of the U.S. Census. A large number of people in both of our key publics were very young the last time the census occurred. These students and renters were not properly aware of what the census was, the benefits of participating in the census or even how to take it. By doing our part in promoting the census, we successfully became an engaging, informational and creative outlet for our audiences to learn more about their civic duties as U.S. citizens. Because of our efforts, we were able to speak to over 600 students in person through classroom presentations, take pledges from over 150 people outside of the classroom and impact many others through our events and media efforts. We answered questions, debunked stereotypes about the census (such as security and safety) and even helped students find a part-time job working for the census. By extending efforts to all possible outlets, we were able to spread our key messages through social media, pit lecture halls, a live website we created from scratch and new promotional material each week.

We never expected the wave of obstacles that resulted from the COVID-19 outbreak; Yet, our team managed to see the outbreak as an opportunity to utilize the time we had to educate and promote in different ways. Once COVID-19 hit our Oshkosh community, our team worked diligently on updating our website to communicate the new guidelines for the census during the pandemic. We pushed out more social media content to viewers when we weren't able to communicate in person. Although things had to be cancelled or postponed in the last few weeks of the campaign, **20/20 Oshkosh: Count OSH In** did our part to make sure that 100 percent of Oshkosh was counted in this year's census.

Itemized Expenses & Donations

Itemized Expenses

Product	Amount	Qty.
Handbills Set 1 - Printing	\$4.79	20
Laundromat Poster	\$0.83	1
Website Domain	\$24.62	1
Website URL	\$17.00	1
Community/Campus Poster	\$2.65	10
Bag of Candy	\$7.50	1
Bag of Candy	\$7.50	1
Chewy Granola Bars	\$50.75	1
Water Bottles	\$15.25	4
Bananas	\$10.78	6
Instagram Advertisement	\$30.25	1
Handbills Set 2 - Printing	\$4.79	20
Postage & Packaging for Giveaways	\$13.98	
Table Cloth	\$5.70	1
Table Cloth	\$5.70	1
Posterboard	\$1.32	1
Table Tent Printing	\$7.88	20
Total Amount Spent = \$211.29		

Itemized Donations

Bussiness	Donation	Price/Worth	Break down
Buffalo Wild Wings	3 Sauces	\$20.37	Sauce - \$5.99 each
	3 Free Snack Size Coupons	\$17.97	\$6.79 snack size
Politos	3 T-shirts	\$24.00	\$8.00 per t-shirt
	10 Free Slice Coupons	\$30.00	\$3.00 Per Cupon
Beckett's	Gift Card	\$25.00	Average Price of Menu - \$20.00
Mahoney's	Gift Card	\$20.00	
Fire Escape	Gift Card	\$15.00	
Cranky Pat's Pizza	Coupon Free One Topping Pizza	\$12.50	Average Price of Menu - \$12.50
Benvinitos	3 \$10 Gift Cards	\$30.00	
Subway	10 Free 6 inch sub gift cards	\$62.90	\$6.23 per Cupon
UWO Bookstore	Waterbottle	\$32.00	Price of Water Bottle on Campus
Photo Booth		\$50.00	
Census Promotional Material		\$50.00	Average Price of Printing - \$.50
WI HERD TICKETS		\$140.00	\$35.00 Per Ticket
Pilora's	2 BOGO Free Entree Coupon	\$22.00	Average Price of Menu - \$11.00
Toppers Pizza	27 1/2 Off The Menu Coupons	\$175.00	Average Price of Menu - \$13.00
Estimated Total Donation Worth = \$726.74			

To better understand our key publics, our team conducted primary research and collecting findings from research studies and other audience surveys on public sentiments, sociological and cultural trends. We also conducted localized primary research in the form of surveys and focus groups. Our team drew primary research from the local CCC meeting and from the client conference call. These were our findings.

Secondary Research

Audience

A study led by Pew Research indicated that Generation Z, or those born in the mid 1990's to early 2000's, are quickly becoming the most ethnically diverse age group ever in the U.S. (Levin, 2019). According to this study, the majority of U.S. citizens are expected to be "non white" by the end of the decade. Among Generation Z, the majority (62 percent) think that increased diversity is a good thing for our society (Parker, 2019). Generation Z is more likely to approve of government involvement to solve problems than previous generations, with 70 percent saying the government should do more to solve problems (Parker). Since the census is controlled by the U.S. government and is used to inform funding distribution, our audience may be more receptive to taking the census than other age groups.

Data published about the city of Oshkosh indicated that the average age for a person residing in Oshkosh is younger than the average for the state of Wisconsin. The average age for a person in Oshkosh is 34 years old, where the State average is 39.5 years old (Oshkosh, n.d.). The number of renters is higher in Oshkosh than the state average, with Oshkosh having 43 percent of its residents as renters and Wisconsin having only 33 percent of its residents as renters. These two data points indicate that Oshkosh might be more susceptible to a less accurate census count, based on the observation that low-income people and younger people have less intent to participate in the census (Cohn).

Through census data and statistics, our campaign gained a clearer vision of who our key publics is. Just over 90 percent of the Oshkosh community is documented as White, while Black/African Americans make up four percent of the population and Hispanic/Latino makes up 3.2 percent (U.S. Census Bureau, n.d.). Over 18 percent of Oshkosh community members are labeled as having poverty level income. Because people with low income are less likely to count themselves in the census, our campaign reinforced the financial benefits and community funding that comes from taking the census (Cohn, 2019).

Communication

Our key public's age ranges from the 18-year-old and older Generation Z population to the Millennial generation. Millennials are defined according to Pew Research Center as those individuals born from 1981 to 1996, and Generation Z is individuals born from 1997 to 2012 (Dimock, 2019).

Although media habits of these two key publics aren't always synonymous with each other, Nielsen.com says adults ages 18 to 34 years old prefer digital technology, spending about 43 percent of their time consuming media digitally (Nielsen, 2018). About 29 percent of this time is spent on smartphones. Sixty-four percent of all adults who view video content through a social networking device do so at least once time per day, but 72 percent of people ages 18 to 34 years old will view video at least once per day on their social media (Nielsen). Adults will spend an average of 45 minutes per day viewing video on social media platforms (Nielsen). For this reason, the use of dynamic video content on social media platforms is key to getting the attention of our audiences.

Within the different social networking sites, Facebook is the most popular among a broad range of ages and demographics (Smith, 2018). Seventy-three percent of adult Americans use YouTube, 68 percent use Facebook and 35 percent use Instagram (Smith). These numbers increase when looking at people ages 18 to 24 years old. Seventy-one percent of people within this age range use Instagram, 45 percent use Twitter, 78 percent use Snapchat, 80 percent use Facebook and 94 percent use YouTube (Smith). Because of the age range of our primary and secondary key publics, we chose to deliver messaging on Facebook, Instagram and Twitter.

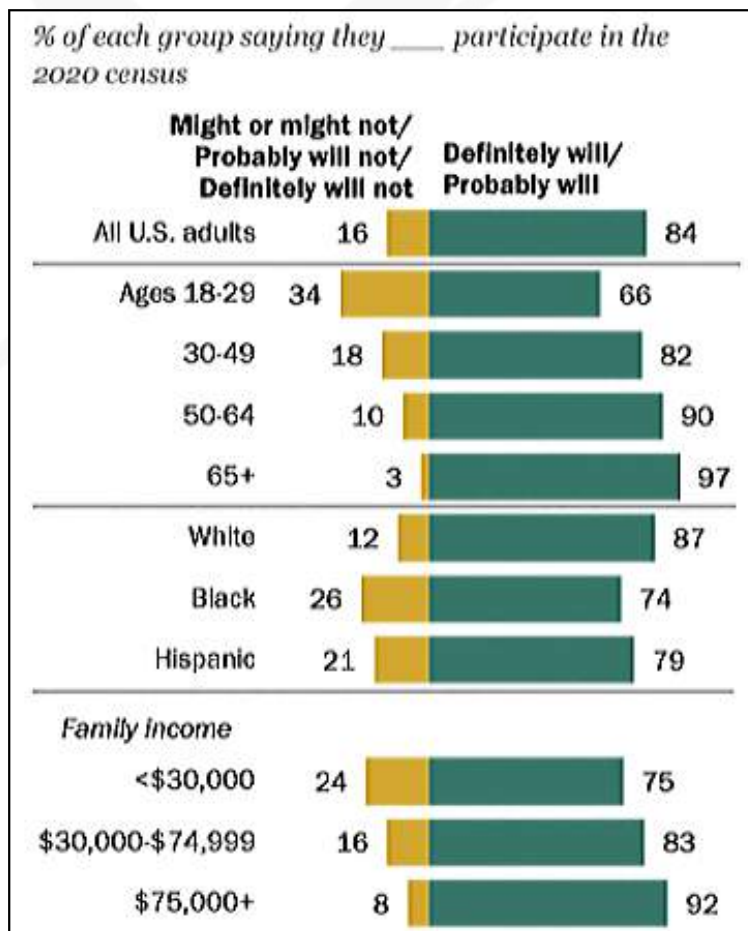
Secondary Research - Continued

Motivation

While young people are the least aware of the census, they are highly motivated by making a difference and having a purpose. A study surveying Generation Z indicated that 65 percent of Gen Zers want to “make a difference to a cause they care about” (Openshaw, 2019). Because of this, Gen Zers may be more likely to be persuaded to take the census if they are well informed of the benefits it can have on them personally and on their community. Mental health ranked as the third most important concern among Generation Z, placing ahead of worry over grades and body image (Openshaw). Since census outcomes help determine funding for local community mental health initiatives, we felt it was imperative to communicate this to our key publics.

Census Sentiments

In our secondary research, we found that people ages 18 to 29 years old had lower awareness of and intent to participate in the census. Only 33 percent of this age group had heard of the census in the past month, where an average of 54 percent of all U.S. adults say they have heard of the census in the past month. Only 66 percent of people ages 18 to 29 years old indicated that they probably will or definitely will participate in the census, where an average of 84 percent of all U.S. adults said they probably will or definitely will participate in the census (Cohn, 2019). Audiences of all ages are less aware of the personal benefit they might gain from taking the census. Only 19 percent of people thought that taking the census would benefit them personally, whereas 48 percent thought it would benefit the community (Cohn). This study also indicated that Black and Hispanic adults as well as those with low income are more likely to say they will not participate in the census. Only 74 percent and 79 percent of Black and Hispanic survey participants said they probably will or definitely will participate in the census, where an average of 87 percent of White survey participants said they probably will or definitely will participate in the census (Cohn).



Primary Research

Survey Research

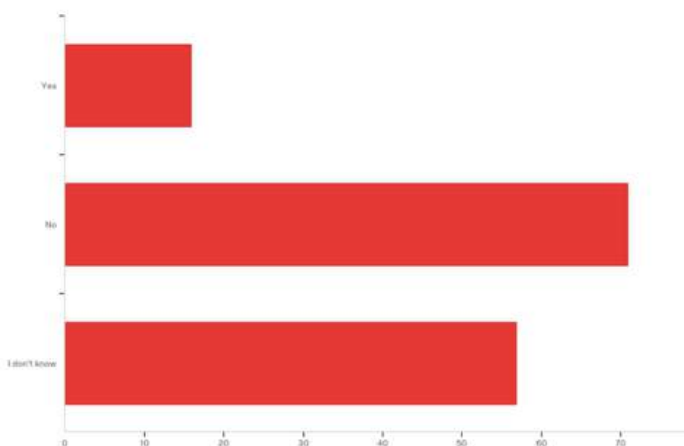
An initial survey focusing on collecting data about our key public's attitudes, opinions, and motivations regarding the U.S. Census was created to evaluate (1) their knowledge and understanding about the census, (2) identify engagement barriers and (3) find the best methods to increase engagement among our key publics moving forward. The questionnaire received 147 responses from individuals aged 18 to 24 years old, 90 percent of who were currently enrolled as a student at the University of Wisconsin Oshkosh. Fifty-six percent of survey respondents indicated they were renters.

A low level of knowledge was shown when survey participants were asked to indicate if the census was required by the U.S. Constitution. Over 52 percent of respondents said "true" and 47.62 percent of respondents said "false." When asked if they believe if responses to the U.S. Census would be confidential and would not be shared with immigration or law enforcement officers, survey respondents indicated they were "neutral" or "somewhat agreed" with the statements. It was indicated that the reasons for survey respondents to not participate in the U.S. Census were because they did not care about it, indicating a low level of knowledge about census benefits.

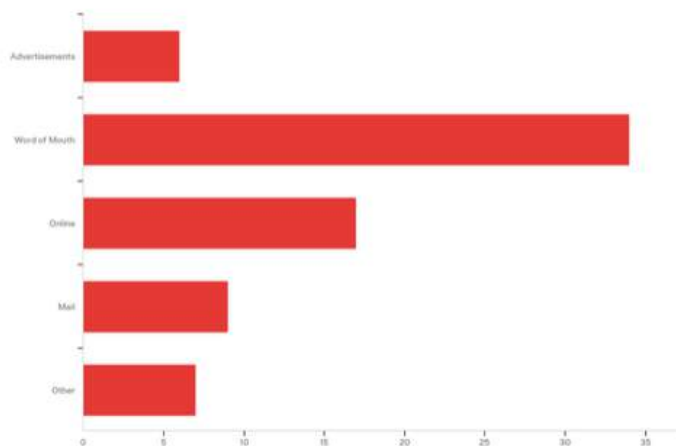
An engagement barrier was made apparent when participants were asked "Where did you hear about the U.S. Census?" The majority of respondents (46.58 percent) indicated that their knowledge of the census had come from word-of-mouth communication.

The majority of survey participants indicated that the most important reason they would fill out the U.S. Census would be to influence decisions about how public funds are spent for schools, fire and emergency services and health care for their community. These findings, combined with insights from secondary research, indicated that emphasizing the importance of a complete count for the purpose of community benefit was key to motivating our key publics to participate in the 2020 Census.

Q3 - Have you ever participated in the census?



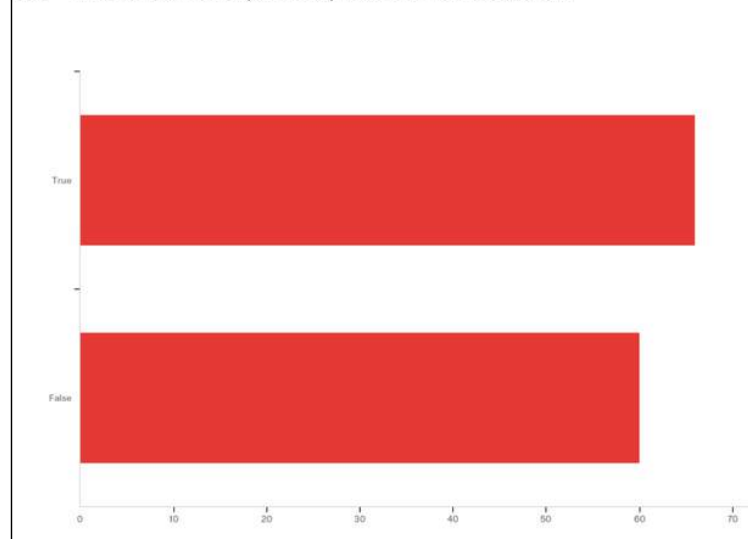
Q5 - Where did you hear about the census? (Check all that apply)



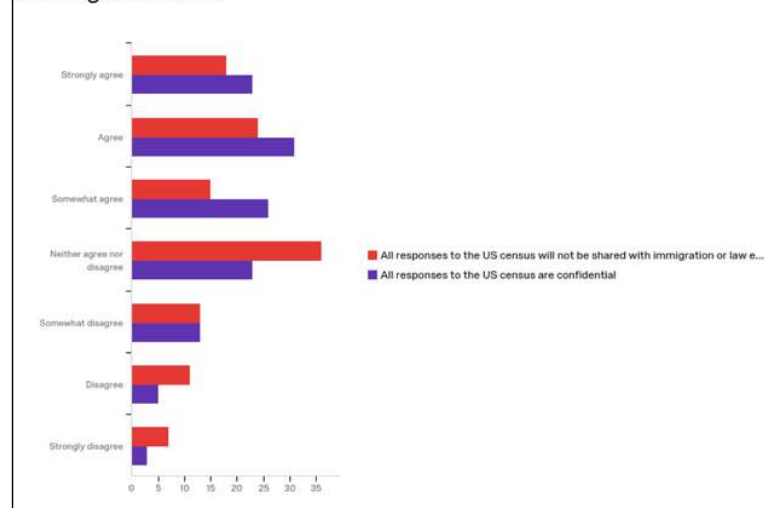
Primary Research - Continued

Survey Results

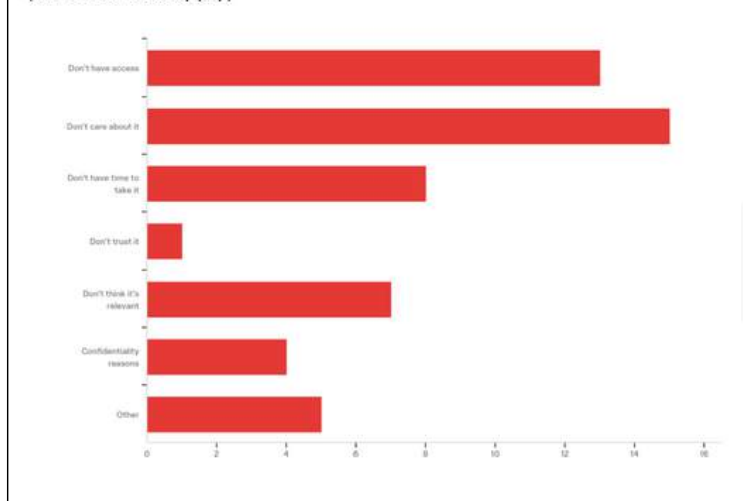
Q12 - The census is required by the U.S. Constitution.



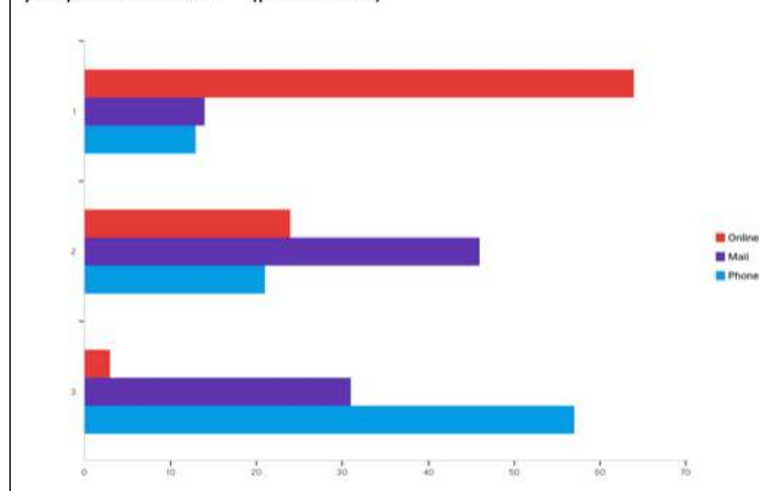
Q13 - Please rate your thoughts about the US census for the following statements



Q16 - Why do you plan not to participate in the 2020 census? (Check all that apply)



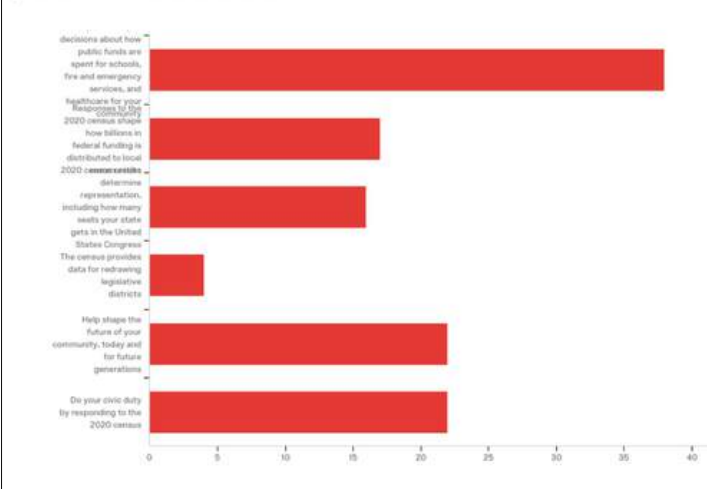
Q18 - If you will take the census, what format of the census would you prefer to take? (please rank)



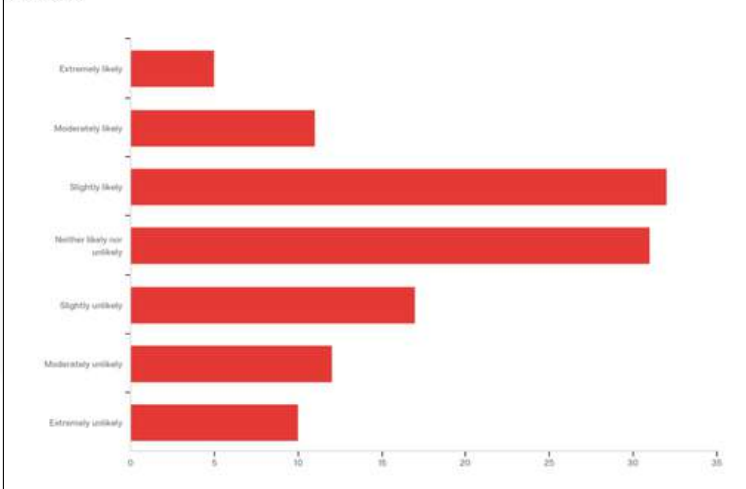
Primary Research - Continued

Survey Results

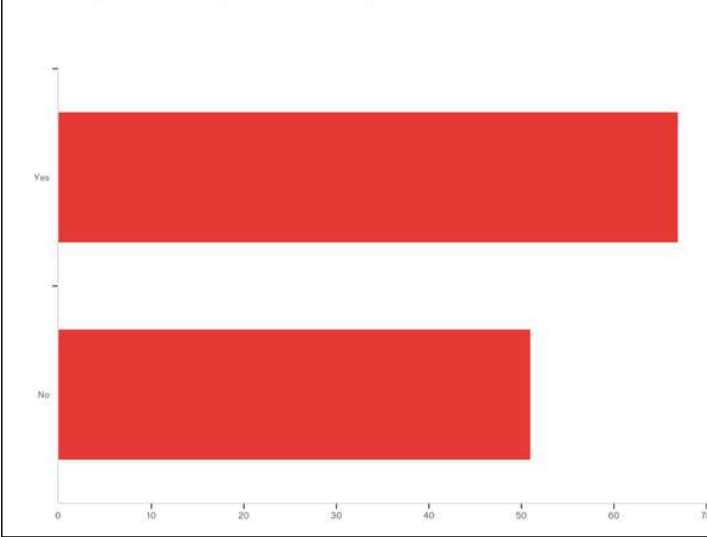
Q20 - Which one of the following is the most important reason for you to fill out the census form?



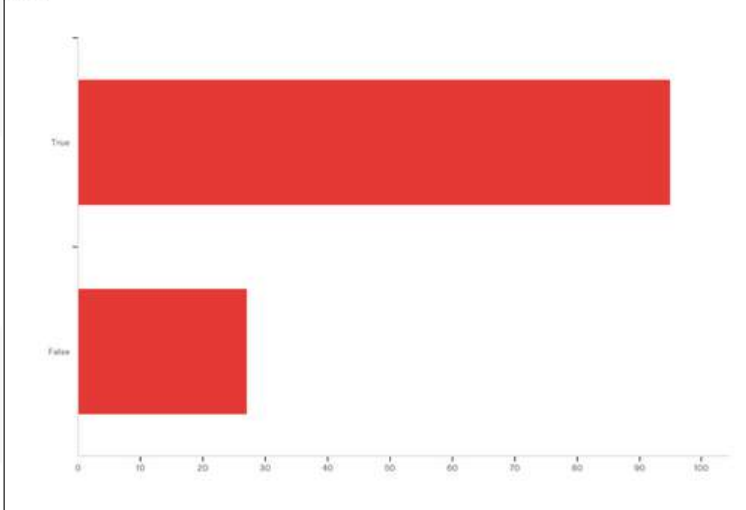
Q24 - How likely would you be to encourage others to take the census?



Q36 - Do you currently rent housing?



Q41 - All responses to the US census are confidential and protected by law.



Primary Research - Continued

Focus Group Research

Along with an initial survey, our campaign was also informed by outcomes from two in-depth focus group sessions. Each session was conducted with eight participants and two moderators present. The participants were students on campus aged 18 to 23 years old with a variety of ethnicities, genders and living situations represented.

Questions were categorized into three types; engagement, exploration and exit. Engagement questions asked about the students' experience with surveys including what they liked about ones they had taken in the past and their motivations for engagement. Participants were asked what they thought the purpose of the U.S. Census was and what form of communication they would want to receive census information through. Exploration questions asked participants about their perceptions of census benefits, barriers that would prevent them from participating, and how the census could market the survey to be more appealing to students and renters. To wrap up the focus group sessions, exit questions were explored, including what the likelihood of census participation would be for each individual and if participants would like any other information about the census overall.

After focus group answers were compiled, our team was able to identify valuable observations about the motivations, barriers and knowledge regarding the U.S. Census. Participants indicated that in the past, they participated in feedback surveys for education or business purposes. They prefer surveys that are short and easy with multiple choice options. Students were motivated to complete surveys if they were passionate about the topic or if they were given an incentive. From these responses, our team took away that promoting the census as a short and easy survey would make our target audience more inclined to participate. An overall trend present in both groups was that incentives were a key motivator and would be important to utilize throughout our campaign. Overall, students indicated that email and in-person would be the best methods for us to communicate census information with them.

When students were asked what they thought the purpose of the U.S. Census was, they answered with following: population data, income levels, and demographics. Four participants did not know what the purpose of the census was and had not heard of it. Focus group responses revealed that students also did not know any unique direct benefits that census data provide them or their communities besides population data. This indicated to our team that there was a knowledge gap among UW Oshkosh students regarding the census and the benefits of taking the survey.

We found it surprising that students expressed that a distrust in the government and government agencies would be a barrier for them completing the census. From this observation, our team prioritized census data security as something we wanted our key publics to be aware of. Students also indicated that by outlining the benefits of the census, making it a part of their everyday lives and using social media to communicate, the census could market its survey successfully.

Focus Group Questions

Census Focus Group Questions

Engagement questions

- What kinds of surveys have you taken in the past?
- What things did you like about the surveys you have taken in the past?
- What prompted you to engage in the surveys you've taken in the past?
- What do you think the purpose of the US Census is?
- What form of communication would you prefer to receive US Census reminders and additional information?

Exploration questions

- What do you think the benefits of the US Census' are?
- Is there anything that would hinder you from taking the US Census?
- What is the maximum time you spend taking a survey?
- How can the US Census market the survey better for you to take it?

Exit Questions

- Anything else you would like to say about the Census?
- Is there anything that we missed?
- After learning more about the US Census, how likely would it be for you to take it?

Primary Research - Continued

Bateman Client Call Research

During the planning phase of our campaign, our team participated in a one-hour interactive conference call with our client, the U.S. Census Bureau. The conference call was on November 14, 2019 and was led by three women within the U.S. Census Bureau. The call allowed teams to listen in on important information about the 2020 campaign, the client (U.S. Census Bureau) and other rules and regulations. Teams listening were allowed to ask questions and get answers right away.

The call provided an overview of how the census works as well as the implementation timeline. The first step to getting the census distributed is finding out where the hard-to-reach audiences are and how to count them. The U.S. Census Bureau then implements communication tactics to motivate people to respond to the census and compiles data about the success of those efforts. The initial steps to complete enumeration unfold from March 12 to July 31, 2020. April 1 is National Census Day, where everyone in the U.S. is prompted to fill out the census survey. Finally, during the months of May, June and July, Census Bureau recruiters and representatives go door to door to follow up with non-responders.

The call also emphasized the importance of participating in the census because \$675 billion dollars is used for community funds, programs and services annually. They also explained how to count one of our hard-to-reach audiences: Students. Students can be divided into two categories, on-campus and off-campus. On-campus students (living in dormitories) are educated and informed on how to take the census by a campus representative for the U.S. Census Bureau. Off campus students (renting and/or other living arrangements) are to be counted at the residence that they sleep and live at the most.

Complete Count Committee Meeting Research

To obtain more information about how the 2020 U.S. Census was going to be implemented within our community, we attended the one-hour census kickoff meeting with Oshkosh community leaders at the city hall. Two team members were able to attend this event and make connections with U.S. Census workers as well as census representatives for the Oshkosh community.

The City of Oshkosh organized this meeting in hopes of recruiting members for a Complete Count Committee (CCC). This group would ensure that everyone in Oshkosh, WI was counted during the 2020 Census once, only once and in the right place. We represented UW Oshkosh as a whole, and would act as the representatives for the CCC when necessary.

The connections we made enabled the UWO Bateman team to stay current with 2020 Census updates, partner with census workers and maintain connections to assist with the campaign efforts. This meeting provided information for the team on how the census efforts would be implemented on the local level. Videos and data resources were made available for our campaign. At the meeting, the team was briefed on Title 13. Title 13 is a U.S. Code that explains the protection of the responses of the census. This information was a crucial part of the messaging strategy informing the key publics about the 2020 Census.

Another observation made was that renters may be reluctant to respond or represent themselves on the census forms accurately if they are living or staying in an apartment without paying rent. The point was made that if a person is staying at an apartment without the landlord knowing, they may not document themselves for fear of being caught. Therefore, it is imperative that renters know the confidentiality parameters of participating in the census.

Resources came in abundance during this meeting, including old data and new. Information on maps, such as the Response Outreach Area Mapper (ROAM) or American Community Survey (ACS), were provided that give specific data for any location in the U.S.. These resources are helpful when finding information about previous census results in the community and how to improve in the future. This meeting provided insights about important dates, funding questions, hard to reach communities, data and federal job opportunities for those in the Oshkosh, Wisconsin area. Most importantly, this meeting allowed our Bateman team to form strong partnerships with key census contacts and other community organizations. We leveraged those partnerships to learn as much as possible about the census and make our campaign more effective during the implementation period.

Primary Research - Continued

St. Vincent De Paul Tabling for Research

In order to gauge how renters who were not college students felt about the U.S. Census, we set out to a local St. Vincent De Paul resale store in Oshkosh. Our hope was that by tabling at a resale store, we would be able to get responses from renters representing a lower income level.

A tabling booth was set for three hours on a Friday afternoon at a high-traffic location in the store. Laptops were used to gather survey responses on sight. We were able to gather responses from five participants on sight, and sent out email links to six additional participants who were unable to take the survey on sight. We asked that all people who completed the survey were renters in the Oshkosh community.

A few of the questions we got from participants who were interested in taking our survey pertained to how often the census is implemented. In conversation, one participant expressed that they did not have any idea what the census was or how often it was conducted. Another participant mentioned that they did not know what kind of questions the census would ask. One participant raised the question of whether or not the census will ask about household income.

This opportunity gave us valuable interactions with the Oshkosh local community. Our conversations showed us that there are residents of Oshkosh who still aren't familiar with the census, even though they are older than college age.

Post Survey

Have you heard of the US *

☐ Yes

☐ No

All responses to the US census are confidential and protected *

☐ True

☐ False

All responses to the US census will not be shared with immigration law or law enforcement agencies

☐ Strongly Agree

☐ Agree

☐ Somewhat Agree

☐ Neither Agree nor Disagree

☐ Somewhat Disagree

☐ Disagree

☐ Strongly Disagree

Participating in the 2020 census will benefit myself and my *

☐ Strongly Agree

☐ Agree

☐ Somewhat Agree

☐ Neither Agree nor Disagree

☐ Somewhat Disagree

☐ Disagree

☐ Strongly Disagree

Will you take the *

☐ Yes

☐ No

If we send you detailed information about the *

☐ Extremely Likely

☐ Moderately Likely

☐ Slightly Likely

☐ Neither Likely nor Unlikely

☐ Slightly Unlikely

☐ Moderately Unlikely

☐ Extremely Unlikely

If we send you detailed information about the *

☐ Extremely Likely

☐ Moderately Likely

☐ Slightly Likely

☐ Neither Likely nor Unlikely

☐ Slightly Unlikely

☐ Moderately Unlikely

☐ Extremely Unlikely

How likely would you be to encourage *

☐ Extremely Likely

☐ Moderately Likely

☐ Slightly Likely

☐ Neither Likely nor Unlikely

☐ Slightly Unlikely

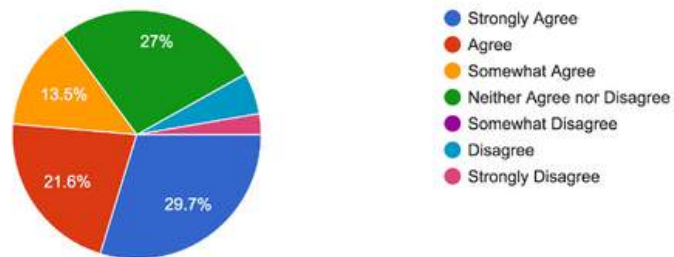
☐ Moderately Unlikely

☐ Extremely Unlikely

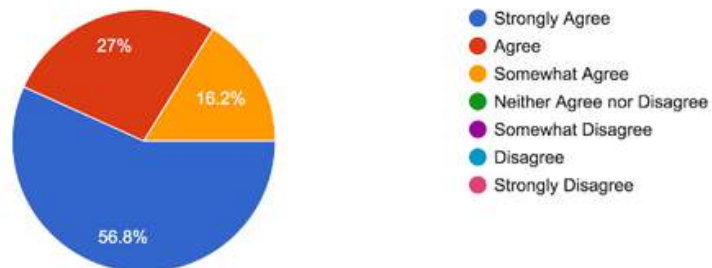
Primary Research - Continued

Post Survey Results

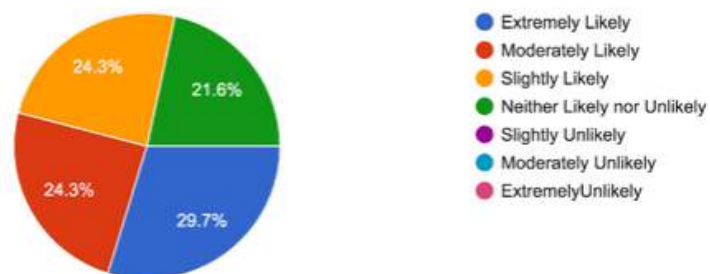
All responses to the US census will not be shared with immigration law or law enforcement agencies
37 responses



Participating in the 2020 census will benefit myself and my community
37 responses



How likely would you be to encourage others to take the census?
37 responses



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Creative

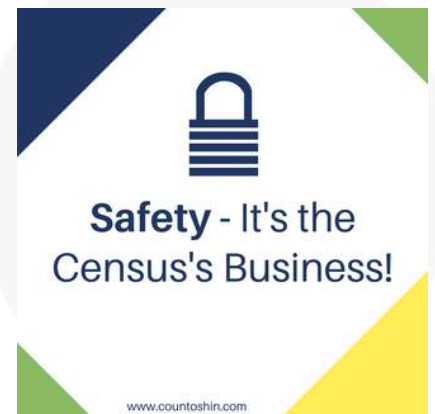
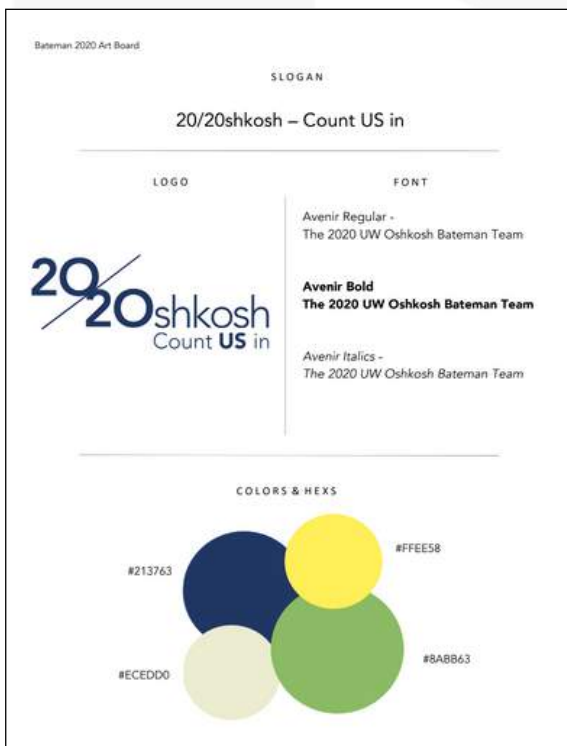
Appendix: B

The team wanted to brand this campaign in a way that not only stood out, but clearly communicated the goal of the campaign. Our campaign, **20/20 Oshkosh: Count OSH In**, was intended to encourage a 100 percent census count of the Oshkosh community. The fraction 20/20 is representative of a perfect score on a test and perfect vision. The year 2020 gave our campaign a creative opportunity, and the team wanted to take full advantage of the play on symbols and words to create a memorable campaign that would encourage our key publics to be counted.

Our logo and slogan were personal to our team and our community. Our slogan, “Count OSH In,” was used to show that Oshkosh could be counted on to participate in this year's census. It was also a great opportunity to have a personal hashtag, #CountOSHIn, that was original to the city of Oshkosh, all while connecting the concept of being counted.

We decided to design our brand image to encourage students ages 18 to 24 years old to interact with us. When deciding on the color scheme, we came up with the idea of mixing the census with Oshkosh. When we thought of the census, the first color we thought of was navy blue. Mixing navy with UW Oshkosh's yellow makes green. The color green symbolized the coming together of the community to take steps to better their city by participating in the upcoming census.

With our logos and colors blended together, we utilized the components to make fun social media graphics and promotional materials like posters, table tents and pizza box flyers. Every piece of material we communicated to the public aligned with and represented our brand effectively. Our brand image reverberated through the walls of campus hallway buildings and made **20/20 Oshkosh: Count Osh In** easily recognizable.



Creative

Appendix: B

Website

Our own personal website was created on a Wix account. The team wanted the website to be an easily accessible place for students, faculty and the Oshkosh community to find resources and information on the 2020 Census.

Our website contained a full page of resources, including many short videos for a wide range of key publics about taking the 2020 census. We also had links to our social media accounts, a calendar of events taking place, a page recognizing our campaign sponsors and a census pledge button. All pledge-takers were entered into a drawing to win prizes from our community sponsors, incentivizing their pledges. By including drone footage on our landing page and optimizing our website for mobile use, we created an informative, navigable hub for census information.

To allow for easy navigation to our site, we created a QR code that could be scanned for immediate access to the live site.



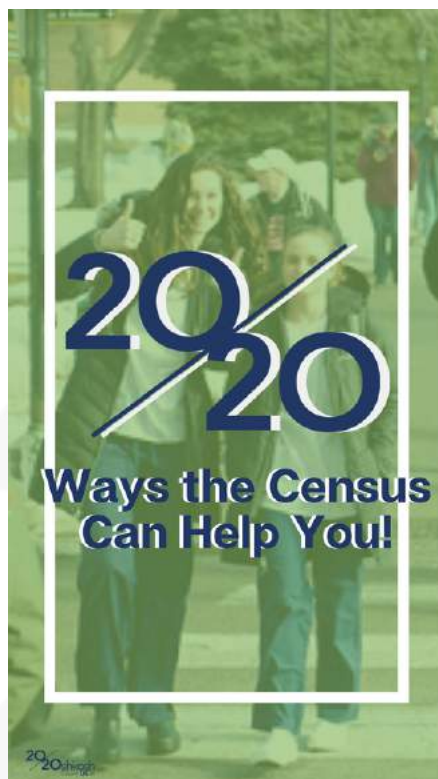
Quick Reads



Blog Posts

Informational blogs were published on our website for each phase of our campaign: Awareness, Attitude and Action. Our blog to boost awareness provided a snapshot of census history and purpose. The blog meant to impact audience attitude toward the census highlighted its safety and confidentiality. The blog meant to provoke action gave students an overview of the 20 reasons taking the census helps the community. Each of these blogs were used as content for our social media, linking students to our website and other census resources.

"20/20 Ways the Census Can Help" Instagram Story Series



4.



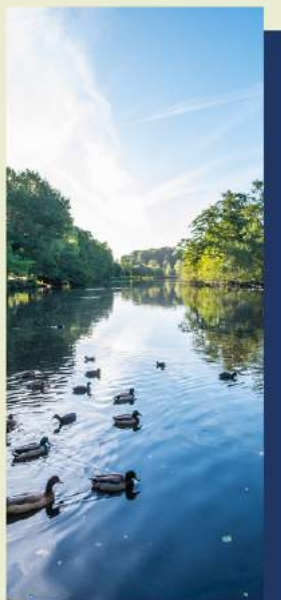
School Lunch Programs

6.



Adoption Assistance

7.



Wildlife Restoration

9.



State Children's Health Insurance

18.

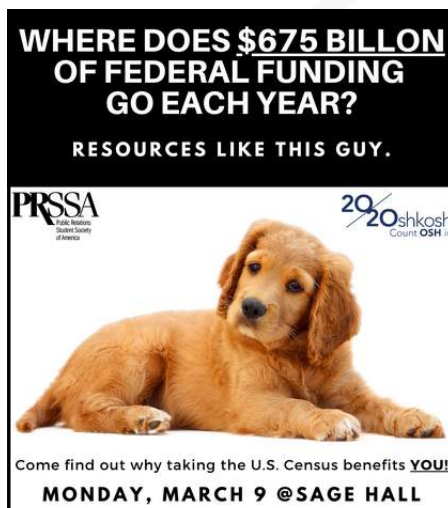


Head Start School Program

Promotional Posters



Handbills






More Promotional Material

F	P	J	Q	C	R	W	U	E	T	K	S
E	J	Q	B	Q	C	E	N	S	U	S	T
H	V	A	X	O	S	H	K	O	S	H	U
R	H	W	S	C	H	O	O	L	S	F	D
W	V	F	U	N	D	I	N	G	L	Q	E
E	E	Y	R	E	N	T	E	R	S	Q	N
Z	C	O	M	M	U	N	I	T	Y	V	T
C	O	U	N	T	O	S	H	I	N	L	S



Find the following words in the puzzle.
Words are hidden → and ↓ .


CENSUS	FUNDING	SCHOOLS
COMMUNITY	OSHKOSH	STUDENTS
COUNTOSHIN	RENTERS	




@countOSHin

THE CENSUS IS COMING.

Figure out why **YOU** count.
April 1st: National Census Day



Events

Appendix: C

Classroom Kahoot Presentations

In order to educate students and renters about the U.S. Census, team members visited 20 classrooms in various departments to provide an interactive presentation reaching over 600 students. By partnering with local businesses, including student favorites like Politos and Buffalo Wild Wings, we were able to actively engage students through our presentation by using Kahoot quizzes. Top winners received their pick from one of the many prizes.

One of our strategies involved gathering data throughout the campaign to gauge key publics' awareness, attitude and willingness to take action to be counted once and only once and in the right place. To facilitate this ongoing progression, Kahoot quiz questions were based on messages progressing through the awareness, attitude and action phases of learning about the census. Each phase included a Kahoot with questions customized to influence students in unique ways. Awareness Kahoots included basic census knowledge, such as when it occurs and who is responsible for taking it. From there, we monitored the responses and determined which questions needed to remain and which were able to be replaced. After the initial two weeks of launching, questions changed from basic census knowledge to questions regarding the benefits of the census and the impact they have on our community. Although COVID-19 restricted us from reaching all potential students, the final two weeks of Kahoots would have included questions regarding their participation in the 2020 census as well as a review of basic census knowledge.

The presentations were well-received by professors and students alike, and prizes proved effective in incentivising participation.



Classroom Kahoot Presentation Data

20/20 Oshkosh: #countOSHin

0 favorites 10 plays 256 players

Attitude: CountOshIn

0 favorites 4 plays 103 players

Attitude: Census 2020

0 favorites 6 plays 243 players

22

Classrooms Scheduled

19

Classrooms Visited

602

Students Reached

Events

Appendix: C

“Count the Kisses” Event

A major push in our campaign was to educate the key publics about 20 reasons why they should participate in the U.S. Census, besides the fact that it's the law. These 20 reasons were highlighted on our Instagram story, as well as through regular posts on Facebook and Twitter. One reason that was relevant to our key publics was access to mental health services. To build on this important outcome, we highlighted that the counseling center on our campus is a valuable service that census funding provides. Due to the high demand of these services at the university, our team decided to focus on one aspect that would grab the attention of everyone: therapy dogs (like the one utilized by our counseling center). During a time of fear and uncertainty regarding COVID-19, we wanted to sooth the minds of our fellow students by providing therapy dogs, a program that is often used on our campus with the help of census funding.

This event was in partnership with the UW Oshkosh Journalism Department, as they too wanted to alleviate the stress of the students on campus. The event was scheduled for March 7 from noon until 4:00 pm in Sage Hall, the largest academic building on campus. Students would be encouraged to pet the puppies, grab a quick snack and learn about the census before heading to class.



Interpersonal Communications

Appendix: D

Meeting with UW Oshkosh faculty

On February 18, shortly after the launch of our campaign, one of our partnerships created an amazing opportunity to collaborate with the University of Wisconsin Oshkosh and U.S. Census workers to communicate census information out to the Oshkosh community.

The meeting included the executive director for campus life, residence hall representatives, University Studies Program assistant director for civic engagement, U.S. census employees and others. Together, we brainstormed ways to effectively combine our efforts to communicate about the importance of the census using one cohesive voice.

During this meeting, Bateman Team members present were applauded for our efforts to date and encouraged to keep visiting classrooms and tabling in the student union. The team volunteered to draft two emails: the first to be sent out by the Chancellor to faculty and staff, and the second to the entire student body. Emails were drafted and approved to be sent out, but were unfortunately delayed due to communication regarding COVID-19 and the evacuation of students on campus.

Tabling Events

Our team partnered with local U.S. Census Bureau employees, City of Oshkosh Complete Count Committee (CCC) members and the University of Wisconsin Oshkosh to provide tabling sessions in the student union where students and renters were able to learn more about the census and ask questions. Having census employees and CCC members at the tabling events made our efforts substantially more credible. Students were able to meet with census recruiters about temporary, and well-paying work in the area, as well as ask whatever questions that they might have about participating in the census. Our decision to meet in Reeve Union, a hub of traffic for our campus community, for these various events made it effortless to incorporate the census into the daily lives of students and renters. Tabling efforts occurred from 1 - 5 p.m. while traffic through the student union was high. Students were able to stop and enjoy a free snack, enter into local business giveaways and learn about the census in a matter of seconds. With promotional materials provided by the Bateman Team, U.S. Census Bureau employees and CCC members, information was abundant and readily available for the students who needed it.

The x-factor, or engaging element, of our tabling events was the photo booth. Provided as an in-kind donation from a team member's family, students could win a free water bottle by pledging to take the census and taking pride in doing so by snapping a quick photo. Although many students were in a rush to get to their next class or back home, many students were eager to help our efforts to ensure that 20/20 of Oshkosh was counted for #CountOshIn.



Media Relations

Appendix: E

Our media relations successfully gained seven media placements with coverage for our campaign being placed on three platforms: online, print and TV. We were able to have two articles published in print and online, one event release in print, two press releases published online and one TV news broadcast.

The Advance-Titan:

In our efforts to increase census awareness on the UW Oshkosh campus among students and staff, our team pitched two sequential stories to the Advance-Titan, the independent student publication on campus. The first story, published on February 19, focused on raising awareness for the 2020 Census and our campaign.

<https://advancetitan.com/spotlight/2020/02/19/public-relations-campaign-promotes-2020-census-in-oshkosh>

The second article, published on March 4, aimed to increase positive audience sentiments about the Census and to increase knowledge of the community benefits and confidentiality of the 2020 Census.

<https://advancetitan.com/news/2020/03/04/census-workers-and-uw-oshkosh-students-raise-awareness>

UW Oshkosh Today:

The press release for our main event, “Count the Kisses,” was given to the UW Oshkosh Marketing and Communications to be distributed to community news outlets. On the UW Oshkosh website news site, “UW Oshkosh Today,” Our press release was posted to alert the community about our event.

<https://uwosh.edu/today/83051/uw-oshkosh-student-bateman-team-hosts-census-event/>

AmericanTowns.com:

The website American Towns.com picked up our press release on the “Count The Kisses” event and created a community alert to our event.

<https://www.american towns.com/news/uwo-student-pr-team-to-host-monday-event-to-answer-census-questions-30768416-oshkosh-wi.html>

The Oshkosh Herald:

This local newspaper received our “Count the Kisses” event press release and published an informational section highlighting our objective to answer student’s questions about the census.

<https://oshkoshherald.com/wp-content/uploads/2020/03/March-4-2020-Oshkosh-Herald.pdf>

UW Oshkosh Website - American Democracy Project:

Our team arranged for UW Oshkosh faculty to place an informational spot about the Census on the American Democracy Project web page on the UW Oshkosh website. Unfortunately, because of the unexpected chaos surrounding school cancellation because of coronavirus, the placement was postponed and eventually cancelled.

NBC 26 WGBA:

Our team reached out to reporters at NBC 26 in Green Bay to cover our “Count The Kisses” event on their news broadcast.

Two days before the event, a broadcast about the event appeared in the morning news. Unfortunately, due to last minute cancellations from our therapy dog handlers regarding coronavirus concerns, our team was faced with a difficult decision and ultimately chose to cancel the event.

90.3 WRST FM:

Our team contacted and arranged for an audio news release to be placed on the local radio station, 90.3 WRST FM.

Unfortunately, because campus was shut down for the last week of our campaign, the audio news release was postponed by the radio station and eventually cancelled because of our campaign timeline.

Media Relations

Appendix: E

Email from the Chancellor to students and faculty:

After thoughtful consideration on how to reach students and faculty with information on how they could be accurately counted, our team reached out to UW Oshkosh faculty and arranged to draft two emails from the Chancellor; one for faculty and staff, and another for students. These were scheduled to go out during the last week of our campaign. However, due to a sudden turn of events regarding coronavirus, our emails were postponed and eventually cancelled.

Emails Sent to Students & Staff

Faculty and Staff,

As the 2020 United States Census approaches, we would like to ensure that everyone is made aware of what it entails. As a university and community we will receive many of the benefits that the census provides through the \$675 billion distributed per year in federal funding. This includes financial aid for students, potential business growth in Oshkosh, better roads on your way to work and many other programs.

Participation in the census is the law, stated in the U.S. Constitution (Article 1, Section 2). We are aware however, that the topic of confidentiality is of concern to many. It is crucial that we know the facts prior to providing information and resources for our students and community. [Title 13](#) of the United States Code states the following:

- Private information is never published.
- Data collected is used to generate statistics.
- Census employees are sworn to protect confidentiality.
- Violating Title 13 is a federal crime and can lead up to five years in federal prison, \$250,000 fine or both.

For even more information regarding the upcoming census visit the U.S. Census website linked [here](#), or find more information about Wisconsin Counts, Wisconsin's efforts to count everyone in the census, [here](#). Please help share this information with students you work with.

At UW Oshkosh this year, there is a team running a campaign called "[20/20 Oshkosh: Count OSH In](#)." The team has been coming into classrooms to educate students about the census. The team is made up of four students who are a part of the [PRSSA Bateman Case Study Competition](#) and are competing against schools across the nation for scholarship money for the UW Journalism Department. If you are interested in having the team come into your classroom for 5 minutes to play a Kahoot with prizes, please contact them at uwobateman@uwosh.edu.

Let's work together to count 100% of our community and to #countOSHin.

Students of UW Oshkosh,

As the 2020 United States Census approaches, we would like to ensure that everyone is made aware of what it is, how important it is and how to complete it. As students, you will receive many of the benefits that the census data provides through determining where over \$675 billion is distributed in federal funding per year. This includes financial aid you might receive, potential job opportunities in Oshkosh, better roads on your way to class, student health services and many other programs.

Participation in the census is the law, stated in the U.S. Constitution (Article 1, Section 2). We are aware however, that the topic of confidentiality is of concern to many. When a U.S. Census employee goes through training, they are sworn to Title 13, a U.S. Code that ensures confidentiality. When swearing in, employees are made aware of [Title 13](#) that states the following:

- Private information is never published.
- Data collected is used to generate statistics.
- Census employees are sworn to protect confidentiality.
- Violating Title 13 is a federal crime and can lead up to five years in federal prison, \$250,000 fine or both.

As students, you must count yourself in this coming census. The census's goal is to count everyone once, only once and in the right place. This means that you should only be counted on only one census form. Count yourself in the place that you reside in the most or the place you sleep at on April 1st.

For students [residing in the dorms](#), make sure to be checking your mailbox for a paper version of the U.S. Census that you are required to complete.

For [students living off campus](#), you are able to complete the census by the slip in the mail, over the phone, or online beginning mid-March. Please continue to check your mailbox to make certain that you are counting yourself in.

For even more information regarding the upcoming census visit the U.S. Census website linked [here](#), or find more information about Wisconsin Counts, Wisconsin's efforts to count everyone in the census, [here](#).

There is a team called "[20/20 Oshkosh: Count OSH In](#)" which has been coming into classrooms to educate students about the census. These students are a part of the [PRSSA Bateman Case Study Competition](#) and are competing against the nation for scholarship money to go into our universities Journalism Department. For chances to win free prizes, including Mahoney's and Beckett's gift cards, pledge to take the census on their website at countoshin.com. Let's work together to count 100% of our community and to #countOSHin.

Press Release for 'Count the Kisses' Event



Contact: Lydia Westedt - UW Oshkosh Bateman, Media Relations

Phone: (734) 625-6978

Email: westel51@uwosh.edu

Census and photos and dogs: Oh my!

OSHKOSH, WI., February 27, 2020 -- On Monday March 9th, 2020, from noon - 4:00 pm, the UW Oshkosh Bateman team welcomes UWO students and Oshkosh community members to drop by the "Count the Kisses" event on the 1st floor of Sage Hall on the UW Oshkosh campus. The event will feature a therapy dog from the Fox Valley Humane Association. Attendees will be encouraged to participate with a photobooth and raffle drawings.

The event will encourage participants to ask questions about the census and learn about how census participation can help fund community and university programs, such as mental health services.

The University of Wisconsin Oshkosh Bateman team, made up of four Public Relations students participating in a nation-wide competition, has launched the campaign "20/20 Oshkosh: Count Osh In" to bring awareness about the 2020 census to the Oshkosh community.

The campaign's goal is to make sure Oshkosh knows how they can count themselves in the census and to educate the UW Oshkosh campus and Oshkosh community on the many benefits of being counted in the census.

"Census data is used partially to determine how much funding is distributed to schools and universities and other related support programs," Jeffrey Nau, Associate Planner/GIS Specialist for the City of Oshkosh said.

"An accurate count of college students is crucial to ensure the state, county and city receives its fair share of approximately \$675 billion in federal funding," Nau said. "The data is used to analyze population make-up and trends to determine if building a new office, restaurant, factory, etc., will be an economically viable fit in the community."

- More -



About Bateman

[UW Oshkosh's Bateman](#) team consists of four dedicated public relations students working to raise awareness among college students and renters about the 2020 U.S. census. Organized by the [Public Relations Student Society of America](#), Bateman is a national competition that challenges student teams to create a full public relations campaign for a national non-profit client. This year's Bateman client is the [U.S. Census Bureau](#). Through this campaign, Bateman is working to raise awareness about the census within the Oshkosh community. For more information, visit countoshin.com.

###

Articles

News Spotlight

Census workers and UW Oshkosh students raise awareness

Lydia Westedt, Reporter

March 4, 2020



On Feb. 27, four UW Oshkosh public relations students were joined by census workers on the UWO campus to inform students about the 2020 census and encourage students to pledge to take the census.

The UW Oshkosh Bateman Team's campaign, "20/20 Oshkosh: Count Osh In," has been circulating around classrooms and campus to ensure that Oshkosh knows taking the census is vital for community and college federal funding.

According to Oshkosh Student Association Vice President Ian McDonald, counting oneself in the census is important now because of the decline in student attendance.



Courtesy of the Bateman team

The Bateman team and census workers tabled in Reeve last week.

"Federal funding is very vital to subsidizing the lack of fees that are paid when more students are at the university," McDonald said.

According to a U.S. Census Bureau employee, census data helps your community prepare for emergencies, create jobs and build infrastructure. The data determines how much funding a community receives and how the community plans for the future.

Census data also helps paint an accurate statistical picture of the nation and communities, according to the U.S. Census Bureau employee. That statistical picture is used to drive important decisions, including community funding for schools, roads and hospitals.

Responses to the census impacts political representation. Since 1790, our nation has been counting its population and uses the data to determine where to redraw electoral districts based on where populations had

increased or decreased, according to 2020census.gov.

According to McDonald, the census is important for political decisions.

"In order to have an accurate representation on who the people are, you kind of have to make sure you know how many people are in a certain state or a certain place," McDonald said.

Census answers can only be used to produce statistics, according to the census employee. This means answers are confidential.

According to the census worker, Title 13 makes it clear that the data collected by the census can only be used to produce statistics and cannot be used for immigration enforcement or law enforcement purposes.

For more information on the 2020 Census, visit 2020census.gov.

Articles

Census workers and students raise awareness

By Lydia Westedt
westel51@uwosh.edu

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For more information on the 2020 Census, visit 2020census.gov.

Select a City / Oshkosh, WI / News / UWO student PR team to host Monday event to answer census questions

UWO student PR team to host Monday event to answer census questions



Schools and Libraries

March 4, 2020

From: University of Wisconsin - Oshkosh

A UWO public relations team will welcome students and community members to drop by a March 9 event to learn and ask questions about participation in the 2020 U.S. census. Read more on UW Oshkosh Today.

Read more at University of Wisconsin - Oshkosh Campus News

In and Around Oshkosh, WI

Restaurants

Movie Times

Real Estate

Jobs

Classifieds

Gas Prices

Museums

Historical Markers

Coffee Spots

Social Media

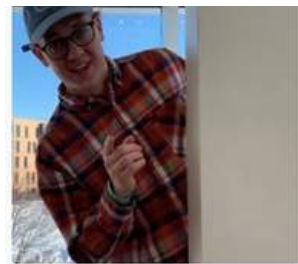
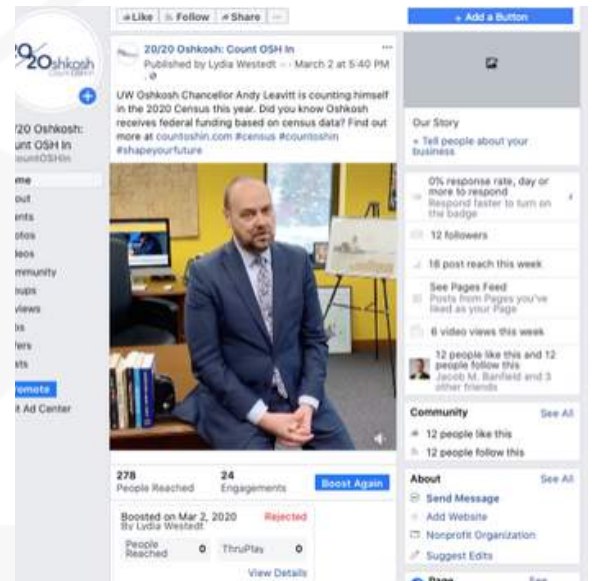
Appendix: F

For 20/20 Oshkosh: Count OSH In, we developed a social media presence that would not only be informational but also fun and engaging for our followers. We utilized Instagram and Facebook for daily updates on the 2020 Census and our campaign activities. The team decided early on that our social presence should be relatable to the Oshkosh community. This meant that we would use pictures of Oshkosh students and staff to create a bond with viewers.

We created a detailed social media editorial calendar that ran from Feb. 10 - March 20, 2020. Everything from graphics, photos, copy, hashtags, times to post and links were in this spreadsheet, and it helped us to strategically plan out every day of our social media. The team also utilized a Hootsuite account for digital organization, allowing us to schedule and automatically post our content on the days and times we desired based on social media best practice research.

Our copy on posts was either curated from the U.S. Census Bureau itself or created by our team, featuring an upbeat voice that translated to every post and helped make our social media content consistent. Our goal for copy was to get followers to read it by capturing their attention with fun emojis and trendy catchphrases. We always ended posts with the appropriate hashtags, call to action and links to our other social channels and our website.

The team worked hard to get in-kind donations from local businesses around Oshkosh, including coffee shops, pizza joints, Wisconsin Herd basketball tickets and more. We used these valuable donations as giveaways on our accounts to encourage viewers to interact with our social media and win prizes. This helped us to reach more of a following and have fun with our audiences.



Community Partnerships

Appendix: G

Our team reached out to form partnerships with local businesses to secure donations. Donations were used as prizes for winners during Kahoot classroom events as well as giveaways for pledging to take the census and social media engagements. Due to these added incentives, students were eager to participate at both tabling events in the student union as well as during classroom presentations. Our team targeted specific businesses that students visit frequently when looking to make connections. The donations obtained were from a variety of locations including the popular Polito's pizza, nationally known Buffalo Wild Wings and the American professional basketball Wisconsin Herd team.

All businesses that agreed to participate in our campaign were dedicated to helping us reach 100 percent of our campus community. As the U.S. Census provides crucial data for funding and new business placement, our partners were aware of the significance of having each and every person counted.

Topper's Pizza decided to aid in the distribution of census information, stapling promotional materials to all deliveries made on March 18 while UW Oshkosh donated a water bottle and provided free tabling in the student union. As the census gathers information about our community, it only made sense to get the community to help spread our messages.

For a full list of all in-kind donations from local partners, please see the budget section of our campaign book.

Partnerships were also made with individual professors who were excited to educate their students about the census. To facilitate this process, we carefully crafted our email messages asking for the opportunity to present in professors' classrooms. Each email was personalized to include specific benefits aligning the census to the course subject. As a result, we received permission to visit classrooms across campus to help spread our message. 20/20 Oshkosh: Count OSH In was welcomed in many department classrooms including Journalism, History, Physics, Radio/TV/Film and more. These professors made reaching over 600 of our fellow students possible.



Our Team



Morgaine Prather | Community Partnerships

Hello! I'm Morgaine. I am majoring in Public Relations. When I'm not hitting the books or volunteering with my sorority, you can find me chasing squirrels around campus or selling you the latest handbag at Coach. After graduation, I hope to pursue a career in hospitality, corporate event management or non-profit marketing.



Alexis Ratiff | Events Coordinator

Hi, I'm Alexis, but everyone calls me Lulu. I will be majoring in Public Relations this December at UW Oshkosh, time flies! I am the Events Planner Coordinator for this year's Bateman team. Besides working on campus as the marketing coordinator for the student union, I love painting and trying all kinds of foods with my friends. Although I love the big city life, I can't wait to head out to my favorite desert, AZ after college! I can't wait to graduate and work in community relations. So look out world, I'm coming for you!



Haley Reeson | Creative Director

Hey there! My name is Haley. I am majoring in Public Relations & Advertising. After class, you can find me at Titan Stadium, here at UWO, managing our college football team! I fix equipment and help organize fundraising and travel plans for the team! I grew up on a small farm in southern WI, and enjoy working with dairy cattle whenever I can! After graduating I want to jump into the Agriculture marketing & promotional field(s). I also want to own my own small herd of Brown Swiss heifer calves!



Lydia Westedt | Media Relations

Hi! I'm Lydia, and I'm majoring in Public Relations. When I'm not studying or selling lift tickets at the ski hill, you can usually find me playing in the snow, drawing or teaching my baby nephew how to say "Auntie Lydia." When I graduate, I plan to pursue a career in public relations for a ski resort in the beautiful Rocky Mountains.