

One Message. One Voice.

Visit from US Census Regional Partnership Coordinator for the Seattle Region

The FNSB Census Complete Count Committee (CCC) was visited on January 14th by Hector Maldonado, Partnership Coordinator from the US Census Bureau’s Seattle Regional Office. A special CCC Subcommittee meeting was arranged to show our support for our guest.

Attendees included Government Partnership Specialist, Don Woodke; Partnership Assistants, Suyene Dallman and Amanda Skille; and many subcommittee chairs.

Each subcommittee chair reported on the progress

they had made on their Census projects. Many of the Subcommittee reports are in this newsletter. Hector began the meeting with a brief report on the Census ice art he had viewed with Don Woodke.



Janet Davison and Hector Maldonado

Hector enthusiastically praised the FNSB CCC initiative, progress, and implementation. He stated the FNSB-CCC is one of very few active local CCCs in his region. Hector also presented US Census 2010 events to TV News Channels 11 and 13.

Upcoming Meetings:

- ✿ CCC subcommittee meeting
Feb. 10th, 12-1pm
City Hall Chambers
- ✿ CCC subcommittee meeting
Feb. 24th, 12-1pm
City Hall Chambers
- ✿ CCC subcommittee meeting
March 3rd, 12-1pm
Salcha Conf. Room
(Borough Bldg)
- ✿ CCC subcommittee meeting
March 10th, 12-1pm
CCC Office (City Hall)
- ✿ CCC subcommittee meeting
March 17th, 12-1pm
City Hall Chambers

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Census Complete Count Committee Chairs, Staff and US Census Bureau staff. Left to Right: Jewelz Nutter, Hector Maldonado, Suyene Dallman, Don Woodke, Amanda Skille, Meadow Bailey, Katie Robb, Rodney Gaskins, Mike Kolasa, Kristi Weis, Christina DeHaven, Sarah Finnel.

Business Subcommittee Report

The Business subcommittee chair, Barbara Lorz-Wammack, has been busy spreading the word about the Census.

FEDC provided Census outreach to Northern and Western Alaskan communities in many ways. Through their quarterly Urban Rural Newsletter, links to the Census websites, and a link to the PO Box survey, developed by the FNSB. FEDC printed over 10,500 US Census 2010 stickers, which are displayed on the cover of their Fairbanks Business Toll free Directory to be mailed late February as a reminder to rural residents that "they count." With the remaining funds, stress balls and hockey pucks were purchased to be disbursed at local events as a Census reminder.



FEDC Sticker

Greater Fairbanks Chamber of Commerce has scheduled 2 - 5 minute and 3 - 30 second spotlight speaking opportunities for sharing Census information at the

General Membership Luncheons. GFCC has utilized their grant funds to purchase 50 queen-size blankets for the Homeless Connect Project on March 29, 2010, and for the purchase of a Santa themed ice sculpture which was placed at 1648 South Cushman Street.

First National Bank of Alaska utilized their grant fund to construct 3 - 6' X 8' Census themed ice sculptures which are displayed at their three bank locations.

The Business Subcommittee Partners wrote Census grants in hopes that we might be able to spread Census 2010 awareness while sharing products with the community. All grant applications were approved!



Ice Sculpture at FNB of AK

Media Subcommittee Report

The Media subcommittee co-chairs, Meadow Bailey and Lanien Livingston, held several meetings to strategize media outreach. There are 13 media subcommittee members. One member is assigned to each of the subcommittees.

Media's grant purchased Census 2010 advertising in the MAC buses. The buses will be decorated through May 2010 with one exterior sign and one

of two different interior signs.

Through media's efforts, Census information has made its way into the Fairbanks Daily News Miner, GVEA's Ruralite, and Senior Voices. It is our goal to find our way

into more than 400 newsletters in our communities' extensive clubs, agencies and organizations. Media has worked to provide small, medium and large Census text and verbiage to accommodate the willing participant.

Media has also created Twitter and Face Book accounts, and a website to spread the word about the 2010 Census.



Sign for Outside of Buses

Faith-Based Subcommittee Report

As Faith-based subcommittee chair, Joe Fields, has been actively attending CCC trainings and meetings to prepare for his Census Awareness project. As we all understand, there is a particular process in reaching out through the faith groups in our community. Joe has compiled a

network of community religious group contacts. A plan is in place to send each contact the US Census "faith-based" media packet and to initiate the 8 week awareness project. Joe is encouraged as to the outreach this project will achieve.

Homeless Subcommittee Report

The FNSB is experiencing a major jump in cases of “first time homeless” and “working poor” individuals, which are difficult to count. The co-chairs of the Homeless Outreach subcommittee, Katie Robb, Rodney Gaskins and Sarah Finnel, have been working hard to find ways to reach individuals experiencing homelessness.



Blankets for Homeless

Homeless subcommittee Census grant beneficiaries are Fairbanks Rescue Mission and Interior Alaska Center for Non-Violent Living. With the grants these organizations

received, blankets, hats, scarves, mittens, shirts, socks, and duffel bags were purchased to be distributed to people experiencing homelessness. Items will be passed out at the Interior Housing Regional Authority Annual Homeless Count, January 29th, and at Project Homeless Connect, March 29th.

We are contacting local organizations for assistance with the Project Homeless Connect event, if you have ideas please forward them to Katie Robb at vistaleader@co.fairbanks.ak.us or call (907) 459-7472.

A comprehensive database of resources is being compiled, which includes contact information for agencies able to provide services to those in need. Census literature will be distributed via the Meals on Wheels program and at shelters.

It will not be an easy task to reach this group but we are convinced that our efforts will be rewarded with the most accurate count yet.



Interior AK Center for Non-Violent Living duffel bag

Senior Citizen Outreach Subcommittee Report

Freda M. Williams, Chair of the Senior Citizen Outreach Subcommittee, actively attended CCC trainings and special meetings to prepare for her Census Awareness projects. The Senior Citizen Outreach extends beyond just Seniors to the native community in the guiding hands of Freda. She is pursuing community awareness with enthusiasm! Utilizing her job network at FNA (Fairbanks Native Association), Freda has begun the process of disbursing US Census

awareness t-shirts (purchased with a Census grant) and product.

She hosted a Christmas Social during December 2009. On two occasions guest speakers from the Census Speakers Bureau have presented at the FNA General Staff meeting reaching more than 100 attendees at each event. She plans to place Census literature in the Food Boxes prepared at FNA to get the word out. FNA will also be a location for the Census staffed

Question Assistance Center. The Senior Citizen Outreach Subcommittee success story is just months away!!

Additional Senior Citizen outreach will be accomplished through a newsletter article in the *Senior Voice*, an FNSB Parks and Recreation monthly publication for community senior citizens. Brochures/literature will be placed in all *Meals on Wheels* Senior food service deliveries as well.

Young People Outreach Subcommittee Report

The Young People Outreach chair, Kristi Weis, has found a way to incorporate Census 2010 into the UAF School of Management's Associated Students of Business (ASB), Spring Semester Ice-Breaker event on February 6th. The event

starts at 8pm, following the UAF Hockey game. There will be a booth setup with Census pamphlets and Census promotional items will be distributed. ASB is hoping to have around 350 people attend this event. UAF Students of all majors, UAF

Faculty, and Business People are invited. This is a great opportunity for students to become aware about the census! For more information please contact ASB at asbuaf@gmail.com.

Government Subcommittee Report

Kathryn Dodge and Don Woodke are co-chairs of the Government Subcommittee. During the past six months the City of Fairbanks, FNSB Community Research Center, State of Alaska Department of Labor and Workforce Development (ADOL), Fairbanks North Star Borough (FNSB) and US Census Bureau have worked to raise awareness of the importance of participating in the Census Bureau with their constituents.

City of Fairbanks and the FNSB Community Research Center

requested Census funds to purchase 248 blankets for the March 29 Homeless Connect Project. Persons experiencing homelessness is a growing concern in the United States as a whole. We, here in Fairbanks, are no exception to this alarming trend. In an effort to encourage an accurate count of this special demographic many of the government subcommittees channeled their Census grants toward a successful Homeless Connect. The FNSB VISTA leader has agreed to coordinate this project. You'll be hearing more on this subject in the next few months.

ADOL hosts an annual Job Fair. This year it will be held March 22nd. For the entire month of March the ADOL has permitted the US Census

to place a Questionnaire Assistance Center (QAC) in the State building near the Employment Office. ADOL utilized their Census grant to purchase 346 t-shirts (black with red-letting in a Census logo) for



ADOL T-shirts

participants and giveaways at the Job Fair. They anticipate more than 1,000 people, many 18-24 year old males, will attend this event. Our great partner, Ingrid Zaruba supports us from Juneau. Ingrid helps us coordinate with other areas of the state, both governmental and non-governmental. We are working with her to ensure that foster parents know how foster children should be counted, and people that are requesting or receiving assistance know how to be included in the 2010 Census. Together we can!

FNSB ordered 2 - 4'X6' ice sculptures, one is placed at the Springhill Suites Marriott Downtown and a second will be an

interactive piece located at the Ice Park. To assist in transporting persons experiencing homelessness to the Homeless Connect count we have utilized a portion of our grant to purchase 500 Day Bus Passes to Pioneer Park on the MAC transit system.

FNSB has also been paying an intern and a casual employee to staff the Complete Count Committee and the City of Fairbanks has been donating a beautiful office space and computers for many months.

The Government Subcommittee has a large presence among the Census Grant applicants. The thoughtful use of the funds gives us great pride as good stewards. It is certain the Job Fair will have a high profile and the Homeless Connect efforts will be rewarded with an accurate count!



Ice Sculpture at Springhill Suites Marriott

Special Populations Outreach Subcommittee Report

Ana Richards, Chair of the Special Populations Outreach subcommittee, actively attended CCC trainings and special meetings to prepare for her Census Awareness projects. Ana has researched and compiled a list of

contacts for distribution of language specific Census materials. Utilizing her contacts through her career network at the UAF Office of Multicultural Affairs & Diversity Center, Ana feels confident a huge

gap will be filled with US Census media articles plus product. Ana is also collaborating with the Community-based Chair, Mike Kolasa, to share with the students at the Literacy Council program.

Community-Based Subcommittee Report

The Community-Based subcommittee chair, Mike Kolasa, has been busy spreading the word about Census Awareness. Community-Based Partner Census grant beneficiaries are Fairbanks Counseling and Adoption, Interior AIDS Association, Joel's Place, and the Literacy Council of Alaska. These organizations also will be including Census information in their newsletters, websites, and mailings.

Access Alaska serves over 700



Access Alaska shirt design

community members and provides information and referral to over 1,500 individuals and groups as well as maintains a presence in Tok and Nenana. Access Alaska used Census grants to purchase T-shirts promoting the Census 2010 for distribution.

Fairbanks Counseling and Adoption purchased 124 blankets with their Census grant to be distributed at the Homeless Connect Project on March 29, 2010.

Interior AIDS Association will be embroidering the US Census 2010 logo on fleece beanies to be distributed to our homeless population.

Joel's Place has used



their grant fund to purchase hooded sweatshirts and long-sleeved t-shirts with the Census logo for awareness efforts among the at-risk youth.

Literacy Council of Alaska purchased scarves, hats, and mittens embroidered with the Census 2010 logo to be distributed through the Forget-Me-Not Used Bookstore, Adult and Family Literacy Classes, and during their Mature Adult Seeking Skills Training classes.

The Community Based subcommittee Partners wrote grants in hopes that we might be able to spread Census 2010 awareness while useful material products with the community. All applications were approved!

Education Subcommittee Report

The Education subcommittee co-chairs, Bill Bailey and Scott McCreia, have divided their audience into K-12 and University students.

A National "Census in Schools" Initiative has been launched, targeting K-12 students. Our goal is to ensure that principals and teachers are aware of the need for Census education and the resources available to them. Educational resources are available online, offering teachers creative ways to supplement their curriculum and get students excited about the Census. There is an

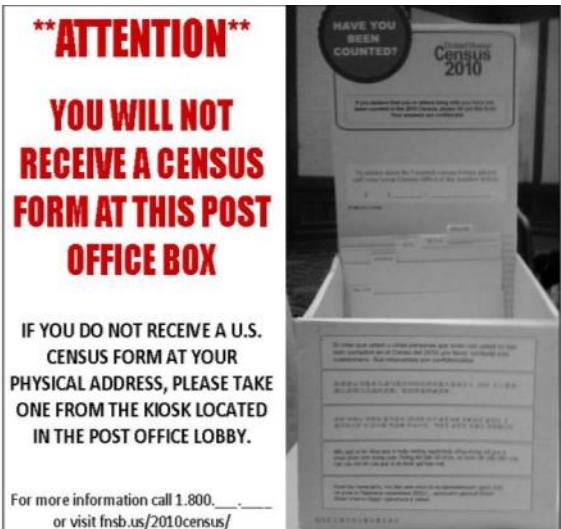
opportunity to educate parents through the school's newsletters, e-newsletter, and during Parent-Teacher conferences in February. The school district's GCI cable channel will also be utilized.

University students need to be educated on where they are to be counted. Posters and literature need to be distributed on campus and at University events. Instructors should be encouraged to include Census materials in their curriculum. The best medium to educated Census parents is the well educated Census student!

Outside the PO Box Subcommittee Report

The Outside the PO Box subcommittee, led by Amber Courtney, developed two crucial elements in our outreach efforts. In addition to obtaining permission from the Post Master to place Census Be Counted Centers in each of the local post offices, they met in December and designed a postcard that will be mailed to approximately 18,000 post office box holders in

the FNSB. This postcard will explain that Census forms are only sent to physical addresses and how to get a form if they do not receive one at their home. The design was submitted to the US Census and we await their input and further instruction. They will meet again in late January to see what other outreach efforts they can provide. A Census grant will pay for postage.



In the News: 2010 census set to start in remote Alaska village

About 640 people live in Noorvik. Give or take. Want the exact head count? Check back next year when the Inupiat Eskimo village is expected to become the first town in America to be counted in the 2010 census.

U.S. Census Bureau officials let news of Noorvik's preliminary selection spill during a presentation Thursday in Anchorage as the bureau prepares for months of counting households in Alaska's remote towns and villages. And the cities too.

The census, conducted nationwide every 10 years, isn't just about counting people. It represents money, with the results used to determine how much Alaska gets in federal funding for Medicaid and other programs. The numbers can even cost politicians their jobs, as the state redraws voting districts after each census. Anchorage and the Mat-Su could pick up a seat in the Legislature, for example, while Southeast Alaska stands to lose one because of population declines, said state demographer Greg Williams.

The 2000 census counted 626,900 people in Alaska, Williams said. The state estimates the population has grown by about 8.4 percent, to 679,700, as of 2008. The latest count comes as researchers puzzle over an apparent migration from Alaska's villages to larger towns and cities. The Aleutian Region School District, for example, plans to close a school in Nikolski in the fall because of low enrollment, according to the state Education Department.

"You can go all the way down the Alaska Peninsula and out to the Aleutian Islands, and all the districts have been declining," said Superintendent Joe Beckford.

A recent report by the state Division of Community and Regional Affairs said the population in rural Alaska dropped by 3.6 percent between 2000 and 2008. High fuel prices last year sparked talk of a rural exodus, but a May 2008 study by the Institute of Social and Economic Research at the University of Alaska Anchorage said the trend can't be blamed on energy costs alone.

"What makes this census particularly timely and anticipated is that there's competing conventional wisdoms and a lot of discussion going on about what is really happening," said Steve Colt, associate professor with the institute. "We don't really even know the extent and nature of migration in terms of who is moving (where), let alone why."

AN EARLY START

The Census Bureau plans to hire about 2,500 census takers to go door-to-door in cities and towns across the state. That means using float planes, snowmachines and dog sleds to reach households across 586,000 square miles, according to the bureau. "The last census, we had people go up the upper Yukon (River) 20 or 30 miles to interview a fur trapper," said Deputy Regional Director Mike Burns.

The census-taker jobs last six to eight weeks, said Mark Tanguay, manager of the Anchorage census office. Currently they pay \$17.50 an hour, though Alaska census officials said Thursday that rate could change.

In remote communities, census takers are expected to visit each household, surveys in hand. City dwellers can expect to get a census questionnaire in the mail. In the past, some households received a "long form" survey, with detailed questions about families' income and education -- whether they've moved in the past five years and how they heat their home. This time, all the surveys are short and focus on just a few questions: How many people live in the house? How old are they? Does the family rent or own?

Census Day for most of the country is April 1. But the bureau plans to get an early start in remote Alaska so census takers can avoid spring break-up and catch villagers before they leave to hunt or fish in warmer weather.

The 2000 census began in the Western Alaska village of Unalakleet. Burns said the selection of Noorvik to start next year's count is preliminary and that the bureau was looking at other villages, too. But during the Thursday workshop in Anchorage, the Noorvik selection was presented as a certainty followed by a "you didn't hear that" from census officials.

Acting Noorvik City Administrator Bobby Wells said he hadn't heard for certain Thursday whether his hometown will begin the count. But if so, he said, the Kobuk River village will be ready to feed any visiting census takers the town's traditional Native food -- from caribou to sheefish chowder. "You'll have the moose barbecue. There's always beaver and bear," he said. "Seal, all the animals that we hunt and fish up here."



By: Kyle Hopkins
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** Please note there have been a few changes since the last newsletter.



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** Please let us know if there are any corrections**

Calendar of Events

Jewelz Nutter (Events chair) and Janet Davison (Volunteer chair), along with our Fairbanks Census Partnership Team, have actively participated in many events. We are already planning a Census presence at the events highlighted in blue. Contact us with event updates or if you would like to volunteer.

| Event | Presenter | Venue | Date |
|---|---------------------------|----------------------------|---------------|
| UAF Nanooks Hockey vs Miami | Census Partnership Staff | Carlson Center | Jan 22-23 |
| Interview with KJNP-TV | Janet Davison, Don Woodke | KJNP Station | Jan 26 |
| UAF Visitor Industry Job Fair | Census Partnership Staff | UAF Wood Center | Feb 3 |
| UAF Nanooks Hockey vs Michigan State | | Carlson Center | Feb 5-6 |
| UAF SOM Spring Semester Ice-Breaker | Kristi Weis | Carlson Center | Feb 6 |
| Yukon Quest | | Downtown Fairbanks | Feb 6-9 |
| FIL-AM Valentine Masquerade Ball | Census Partnership | Westmark Hotel | Feb 12 |
| UAF Nanooks Hockey vs Lake Superior State | | Carlson Center | Feb 19-20 |
| 27th Annual Tesoro Iron Dog Gold Rush Classic | | Downtown Fairbanks | Feb 21-27 |
| UAF Nanooks Hockey vs Alaska Anchorage | | Carlson Center | Feb 27 |
| World Ice Art Championships | | Ice Park | Feb 23-Mar 28 |
| Festival of Native Arts | | UAF Wood Center/Great Hall | March 4-6 |
| Ice Dogs Hockey vs Texas | Census Partnership Staff | Big Dipper | March 5-6 |
| Limited North American Championship Sled Dog Race | | Musher's Hall | March 12-13 |
| Ice Dogs Hockey vs Wichita Falls | | Big Dipper | March 12-13 |
| Tanana Chiefs Conference Annual Convention | | TCC | March 15-18 |
| UAF Nanooks Hockey vs Lake Superior State | | Carlson Center | March 19-20 |
| GCI Open North American Dog Mushing Championship | | Carlson Center | March 20-21 |
| ADOL Fairbanks Job Center Career Expo & Job Fair | Census Partnership Staff | Carlson Center | March 22 |
| Greater Fairbanks Chamber of Commerce GML | Don Woodke | Carlson Center | March 23 |
| UAF Career Expo | Census Partnership Staff | UAF Wood Center | March 24 |
| Ice Dogs Hockey vs Wenatchee | | Big Dipper | March 26-27 |
| UAF Nanooks Hockey vs Alaska Anchorage | | Carlson Center | March 27 |
| Homeless Connect Count | CCC Chairs | Carlson Center | March 29 |
| Greater Fairbanks Chamber of Commerce GML | Janet Davison | Carlson Center | March 30 |
| Greater Fairbanks Chamber of Commerce GML | Don Woodke | Carlson Center | April 6 |
| A Woman's Affair | | Carlson Center | April 9-11 |

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