COVID-19 RESPONSE: CONTINUING ACCESS, OUTREACH & PROMOTIONS THROUGH VIRTUAL COMMUNICATIONS

Cobb County Public Library
(CCPL) Cobb County Public Library
CCPL's 2020 Census Participation
Response to COVID-19
  ◦ Virtual Communications
  ◦ Outreach/Awareness Activities
Upcoming Initiatives & Events
Partners & Collaboration
Tips & Resources
COBB COUNTY PUBLIC LIBRARY

MISSION

The Cobb County Public Library System is a place where we are committed to being a vital resource center by providing equal access to information, materials, and services to enrich people’s lives.

WHO ARE WE

Rank: 3rd Largest County in Georgia
County Population: 760,141
Registered Card Holders: 450,724
Library Director: Helen Poyer, MLS
Property: 15 Buildings; 1 Bookmobile
Size of Staff: 252 Full-time/Part-time
Items Value: $24,183,244.08
1. TRUSED COMMUNITY CENTERS

Public libraries across Georgia are supporting a complete count through technology, outreach events and information sharing.

2. BREAK DOWN BARRIERS

As trusted public institutions, libraries already interface with a number of hard-to-count populations, such as children age 0-5 and their caregivers, those experiencing homelessness and college students.

3. ACCESS, ACCESS, ACCESS (& RESOURCES)

Libraries provide affordable temporary work spaces for Census Bureau field staff, which include hiring and training events.

The Georgia General Assembly dedicated $1 million to libraries specifically for technology to facilitate Census completion.
Response to COVID-19

Campaign: Promote Digital Resources

- Downloads
  - eBooks, eAudiobooks, digital magazines, and streaming video
- Newspapers
- Databases
- Early Learning
- Library PASS
- TutorATL
- Virtual Storytimes
- LIVE Author readings, drawings, and more!

March 15, 2020

“Cobb County officials announced this evening that many facilities where people congregate will not open on Monday,” which includes Cobb County Libraries.
We're Going DIGITAL... Outreach/Awareness Activities

BECAUSE EVERYONE COUNTS
VISIT ANY OF OUR LIBRARIES TO USE OUR CENSUS KIOSKS TO RESPOND TO THE 2020 CENSUS STARTING JULY 6

MY FIRST CENSUS
ACTIVITIES FOR DOWNLOAD!
VISIT COBCCAT.ORG/CENSUS TO DOWNLOAD AND PRINT A SPECIAL EDITION COLORING PAGE AND BOOKMARK FEATURING DEMIY THE CAT CELEBRATING MY FIRST CENSUS!

TEEN CENSUS TRIVIA
AGES 12-18
How well do you know the census? Show off your knowledge with our online teen census trivia and you could WIN A PRIZE. Complete trivia by last day of the month to be entered into drawing.
JULY 23 - AUG 20 • BIT.LY/TEENTRIVIA1
AUG 20 - SEPT 17 • BIT.LY/TEENTRIVIA2
SEPT 17 - OCT 15 • BIT.LY/TEENTRIVIA3

ADULT CENSUS TRIVIA WHEEL
Show us what you know about the Census! Participate in the Adult Census Trivia Wheel by commenting with your answers and get entered to possibly WIN A PRIZE. Three winners will be randomly selected and announced after each trivia date.
To play, join us on Facebook:
AUG 20 | SEPT 17 | OCT 15
@ 10 AM
FACEBOOK.COM/COBBCOUNTYLIBRARY
Upcoming Initiatives & Events

July through October

VIRTUAL PROGRAMMING
OUTREACH

CENSUS MOBILE QUESTIONNAIRE
ASSISTANCE PROGRAM

TECHNOLOGY AND COLLABORATION

www.cobbcac.org/census
(GIS) Census Response Rate Tracking

Provided by: Corey Stegall, Sr. Library Assistant, Lib-Tech Ops

Cumulative Self-Response Rate - Overall - United States Census by Library Service Area
Cobb County Public Library System
July 06, 2020

Response Rate
- 70.0% - 80.4%
- 60.0% - 69.9%
- 50.0% - 59.9%
- 40.0% - 49.9%
- <50%

Overall Cobb County Rate: 64.7%
Final 2010 Self Response Rate: 66.7%

Source:

BE COUNTED IN COBB

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

2010 final Self-reporting: 66.7%
64.6% Counted

July 1, 2020

Cobb County Public Library
Census 2020
Census FAQs

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Assistance Mobile Questionnaire Program

Census Media Kit & Resources
Census FAQs

Ideas: Using the Library from Home

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THANK YOU!

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