

Plus + one

Be ours for the
2020 Census

2020 Bateman Case Study Competition
West Texas A&M University

Sophia Britto Hannah Frick Jessie Joseph Darby Sparkman Katy Zimmerman
Kim Bruce, Academic Adviser • Kelly Podzemny, Professional Adviser

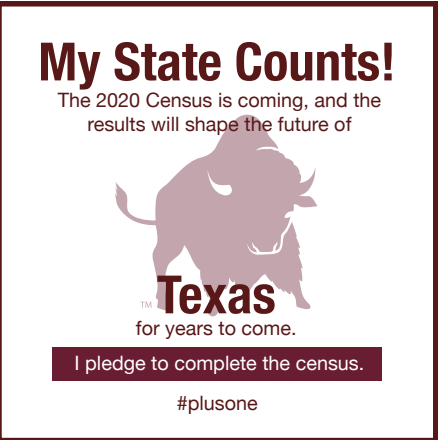
Executive Summary

According to the U.S. Census Bureau, renters and young Black and Hispanic males are at-risk populations of not counting themselves in the 2020 Census, as they were difficult to reach in 2010. The Bateman Team, a group from West Texas A&M University representing the Public Relations Student Society of America, set out to educate and motivate students at WTAMU about the importance of participating in the Census and what it can do for their college community.

The Bateman Team began their Plus One campaign to encourage college students to get excited about the upcoming Census. Our campaign focused on bringing awareness to the importance of students counting themselves, how students could participate, and how they could encourage others to do the same. The future of our community, our state, and our country relies on participation in the Census.

On the 2020 Census website, our team found pledges that could be personalized and shared on social media. Our team knew that having an interactive, personalized element in our campaign was essential in our team's success. By creating our own pledge in a similar format, the Buffs of WTAMU could post the personalized pledges on their own social media pages. Our team then printed and laminated the pledges so they could be used at in-person events we were hosting.

By collaborating with regional Census Bureau representatives, advertising professionals, and on-campus organizations, our campaign was able to grow and bring awareness to thousands of students and community members. It is our sincere hope that the Plus One campaign continues to grow and educate those across the region about the importance of participating in the U.S. Census.



Research

The West Texas A&M University Bateman Team conducted the majority of their primary research through surveys and by collecting information through interviews with local and state professionals. The surveys were sent as convenience samples to WTAMU students so that the team could get a better understanding of what the average college student knows about the Census. The information collected from WTAMU students and professionals laid the foundation of the campaign and ensured a smooth start for the team.

Primary Research

Interview with Clavio Garansuay

On Jan. 14, Clavio Garansuay, a regional representative for the U.S. Census Bureau, met with our team to talk to us about any and all information we needed to know to begin the on-campus research portion of our campaign. We discussed issues faced during the past Census, how participation impacts our community and country, where to find information about the Census, and explored ideas for our events

that were being planned. Our interview with Garansuay helped streamline our focus and enter the campaign confidently.

Opening survey

The opening survey was dispersed throughout WTAMU on Jan. 27 by team members and professors in the communication department. The survey asked participants about the following: their ethnicity, gender, where they lived, if they had access to WiFi, if they knew who was going to count them for the 2020 Census, and if they understood where to find general information about the Census.

The opening survey received 53 responses during the two weeks it was active. Our team found the following:

- 47% of students were renters.
- 35% of students did not know who was going to count them.
- 65% of students did not know how to participate in the Census.
- 52% of students did not know where to find information about the Census.

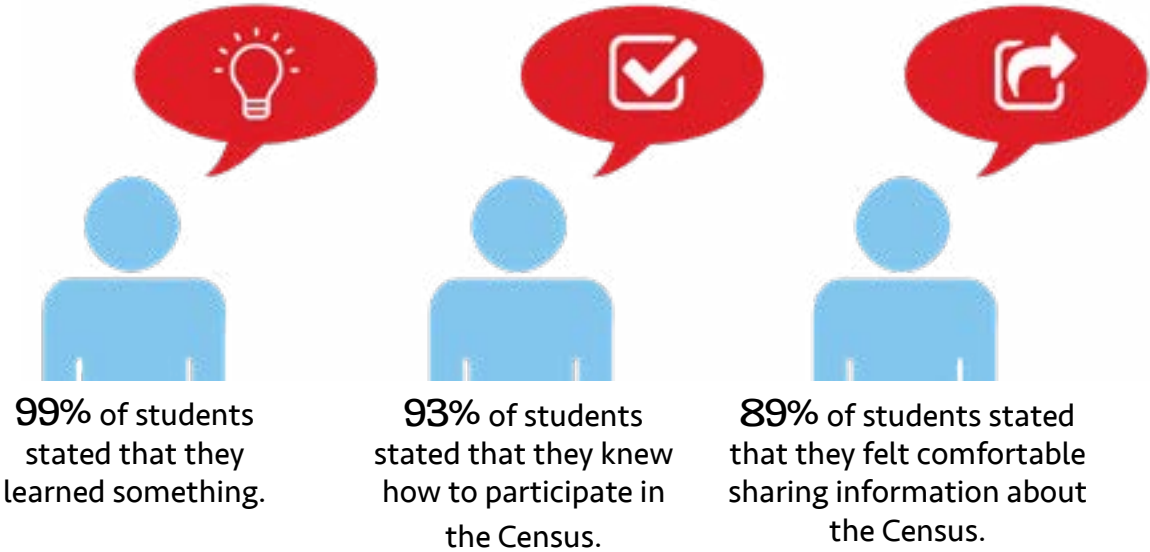
American Advertising Association (AAF) Amarillo Chapter

The American Advertising Association is made up of public relations, marketing, and advertising professionals who meet bi-monthly and advocate for the advancement of the communication industry. The team members were asked to speak at the January meeting of the AAF-Amarillo chapter, a city only a few miles north of Canyon, and used this opportunity to gather ideas and feedback on how to best share our message with the WTAMU community. The professional direction gathered from this organization helped propel the team into action by giving advice about the importance of social media use our campaign, which would give us a foundation to communicate with the WTAMU community.

Post-Presentation Survey

The three-question, post-presentation survey was created to ensure every student learned something worth sharing. By asking if they learned something, if they understood how to participate in the Census, and if they were comfortable sharing information about the Census, our team was able to get instant, concrete feedback to use before the next event and to get a sense of how effective the campaign was.

Out of 104 responses, this is what we found:



Secondary Research

For our team to gain knowledge about the long-standing Census Bureau, our team explored online resources, pamphlets, handouts, and videos for the Census. We focused our research on renters and the young Black and Hispanic population, specifically males aged between 18-24.

Through our secondary research, our team was able to gather the following information:

- The Census Bureau allots \$59 billion in federal funding to Texas.
- College students should count themselves where they are, not where they are from.
- If a student lives in the dorms, residential living counts them in the Census.
- Each person counted in the Census is worth \$1,578 in federal funding per decade.
- Information gathered by the Census is confidential under Title XIII.
- A person is not required to be an American citizen to participate in the Census.

Student Population of WTAMU	
White	59%
Hispanic	26%
African American	5%
Asian American	3%
Native American	1%
Pacific Islander	0%
International	2%
Two or more races	3%
Other or unknown	1%

Languages Spoken in Amarillo	
English	75.13%
Spanish	19.22%
From Asia, Pacific Islands, or other countries	5.65%

Our team used the above information as pillars in our presentations and conversations with the hundreds of WTAMU students we spoke to. We were better able to inform the public of our message by knowing frequently asked questions from the Census Bureau’s website, the demographic of the area we were educating, and knowing how the Census could affect our target audiences.

Key Publics

Target Audiences

- The on and off-campus student population of West Texas A&M University
 - Our off-campus students are primarily renters
- Young Black and Hispanic males

Key Message

We need to educate West Texas A&M students about the importance of the Census, how to participate, and remind students who rent in Canyon, the home of WTAMU, that they are a vital part of their community. The following statements about the 2020 Census will educate and motivate renters and their community to get involved and participate in the Census.

According to the Census Bureau’s official website, the 2010 Census undercounted the Black population across the U.S. by more than 800,000. Being undercounted can impact their families and communities representation for the next 10 years.

There is a significant Hispanic population in the Texas Panhandle and WTAMU is an official Hispanic Serving Institution. Amarillo, Texas has the highest refugee population in the United States per capita and brings the inevitable realization that there may be a number of undocumented immigrants in the area which could lead to hesitation about filling out government forms.

Challenges and Opportunities

Challenge A

Individuals from 18 to 25 years of age living in the surrounding campus community are considered a hard-to-count population for the 2020 Census. Of Canyon’s 16,000 residents, 10,029 are students at West Texas A&M University. 2,500 students live on campus and approximately 5,000 students live off campus (prior to COVID-19) this spring semester, suggesting almost half of the population counted in the Census for Canyon will be WTAMU students. This fact poses the chance of poor representation and a lack of sufficient federal funding for the city of Canyon if college-aged students do not count themselves in the Census.

Opportunity 1A: Organize multiple presentations for classes, organizations, and curious students passing through the heart of campus during lunch. This will allow the team to reach a variety of students, from younger individuals living on campus to older individuals who rent houses and apartments off campus. By meeting with these students, we are hoping to first meet the target audiences where they are and to inform them of the significance that lies within participating in the Census.

Opportunity 2A: WTAMU’s Black Student Union partnered with the campus’ Distinguished Lecture Series in bringing Civil Rights activist Joanne Bland to WTAMU. Prior to Bland’s speech on segregation and Civil Rights in the south, the BSU is planning a freedom march honor of the 100th anniversary of the 19th Amendment, which ended gender discrimination in voting. The Bateman Team will have a station at the end-point of the march serving hot chocolate and water to marchers heading into Bland’s speech (A12).

Challenge B

The results gathered from our pre-survey revealed that 65% of respondents said they did not know how to participate in the Census. Due to the fact that more than half of the individuals surveyed were unaware, the team will focus on reaching our target audience via social media outlets. The challenge is to gain successful reach among WTAMU students in the 40-day time frame of the campaign.

Opportunity 1B: As the majority of our target audience spends time on social media, we found it vital to create a virtual pledge via the Facebook Event page option. We created the virtual event, WTAMU Bateman Census 2020, in order to reach out and encourage students (A10).

Opportunity 2B: The team will create an informational 2020 Census video to post to WTAMU’s social media platforms that highlights the students across the campus. The team will write the script, contact participants, shoot the content, and accompany Katy Zimmerman, digital media coordinator, who will edit and post the video before spring break (A14).

Objectives, Strategies, and Tactics

Objective One

Inform 250 individuals of the significance of the Census, how to readily participate in it, and, in turn, further enhance the Texas Panhandle community in which they live.

Rationale: According to primary research with Clavio Garansuay, our regional Census representative, the biggest demographic that needs informative attention is young culturally diverse individuals.

Strategy I: Create events within the dates Feb. 10–March 20 to relay Census information to the hard-to-count populations on WTAMU’s campus.

- **Tactic A:** Present Census information to one of the WTAMU Hispanic Student Association’s bi-weekly meetings to share the importance of participating and familiarize roughly 20 individuals with Census forms. Concluding the presentation, the team should encourage every student to fill out the post - presentation survey to ensure the information shared was direct and helpful (A10).
- **Tactic B:** Create a Valentine’s Day themed photo booth to encourage students to pick their “Plus One” to share information with for the 2020 Census (A11).
- **Tactic C:** Host a table during COMM-e-dy week events, the annual week sponsored by WTAMU’s Department of Communication, in order to share information with the WTAMU community (A11).
- **Tactic D:** Share Census information with those in the Media Communication Association (MCA). We will inform them of the necessity of participating and share the goal of the team’s campaign with peers who are in the same academic realm as the team (A12).
- **Tactic E:** Capitalize on Civil Rights activist Joanne Bland’s lecture and the connected freedom march by greeting marchers attending her speech and providing water or hot chocolate as they enter the event.

Strategy II: Provide an incentive at each presentation and event to appeal to our key public.

- **Tactic A:** Gather donations from West Texas A&M’s campus and community for incentive use.
- **Tactic B:** Conclude with a call-to-action by encouraging interaction with our Facebook Event page. The team will utilize the in-kind donations to offer students who participate a chance to win BuffCASH, money that can be used on campus and in certain locations in the surrounding community (A14).
- **Tactic C:** Generate a giveaway opportunity using t-shirts and 2020 Census water bottles to any students willing to stop by and learn about the Census and how to participate (A13).

Objective Two

Create a necessity in participating in the 2020 Census, by developing ideas of how to digitally ensure students, staff, and faculty on and off campus are informed, aware, and participating, by obtaining at least 5,000 impressions through social media.

Rationale: Through primary and secondary research conducted with local representatives and government-provided information, the team concluded that the best way to obtain college-aged students’ attention was via a virtual pledge on the WTAMU Bateman Census 2020 Facebook event page and a two-minute video highlighting Census information on social media platforms they already regularly visited.

Strategy I: Provide a social media opportunity for students to pledge to take the Census, access information, and share the team’s 2020 Census media content.

- **Tactic A:** Create a virtual Facebook event to run for the duration of the team’s campaign. This event page will be utilized to keep a count of individuals from the team’s presentations who pledge to participate in the Census by selecting “going,” “interested,” or by commenting on the event page.
- **Tactic B:** Attend WTAMU’s Student Government Association meeting to express the necessity of participating in the Census and how to participate by utilizing our presentation and call-to-action format. This will not only allow those students to share their passion for citizen participation in U.S. government events, but will also draw them to the WTAMU Bateman Census 2020 Facebook event page.

Strategy II: Encourage participation and involvement in the 2020 Census by reaching WTAMU students via social media during the week of spring break.

- **Tactic A:** Write, scout locations, cast, shoot, edit, and share a video to highlight WTAMU students’ thoughts on how the Census directly affects them. This creative opportunity will allow the team to engage and inform additional students, staff, and faculty who were not reached at in-person presentations.

Evaluation

Objective One: Exceeded

Objective one: Our main focus was to engage with 250 young adults across West Texas A&M’s campus and the surrounding community by creating events and presentations that left each individual educated and motivated to participate in the Census. Of 104 responses, 103 of students learned something from the information shared and 90 of them learned how to participate in the Census. This demonstrates our team’s hard work to succeed in this objective through diligently taking time to educate, motivate, and urge participation among students in order to make a difference in their surrounding community for the 10 years following the Census.

- The team dubbed our campaign t-shirt and 2020 Census water bottle promotional table the most effective measure taken to engage with WTAMU students in-person. At this table, which was placed in a high-traffic area between the Fine Arts Complex and Classroom Center, we shared Census information with at least 165 students. As students stopped by the table for information, they could

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- pick up a Census t-shirt or water bottle which were all handed out within 2 hours.
- Our team partnered with WTAMU’s Hispanic Student Association to encourage young Hispanic males – a traditionally hard-to-reach group in the Census – on how participation helps their community. We informed 100% of the male members, of the 22 members total in the HSA, and informed them all data shared with the Census Bureau was confidential to ease any worries concerning citizenship.
 - Our team joined WTAMU’s Black Student Union for their Distinguished Lecture Series Speaker Joanne Bland, who had marched for Civil Rights at Selma. The BSU hosted a freedom march prior to her speech where our team provided marchers with bottles of water and hot chocolate afterwards. We served 15 marchers who said they rent off campus or live with their parents.
 - To capitalize on our campaign theme’s natural connection to Valentine’s Day, we launched the “Plus One” logo with a photo booth, props, and Valentine’s candy during lunch hour for students going through the heart of campus. The table allowed the team to engage with at least 50 students by sharing Census information, asking who their plus one is for the Census, and providing free pictures and candy after listening to the presentation.
 - With the in-kind donations received, the team announced at each presentation a drawing for BuffCASH if they engaged with the WTAMU Bateman Census 2020 Facebook event created. This incentive brought 84 interactions to the Facebook page. As a result of the donations, we were able to give away \$25 BuffCASH to six students and \$50 BuffCASH to one student.

Objective Two: Exceeded

Objective Two: Our team deemed it necessary to incorporate social media into our campaign to reach the hard-to-count population of renters. The main goal for our social media use was to receive at least 5,000 social media interactions across our WTAMU Bateman Census 2020 Facebook event page and video. The team grew apprehensive as the rising COVID-19 concerns took priority over the posting of our Census video to West Texas A&M University’s social media. Despite our worries, the video was posted across multiple WTAMU accounts on March 18, just days before the end of the campaign. The team then received social media reports from WTAMU’s Facebook, Instagram, Twitter, LinkedIn, and YouTube pages. We exceeded our goal of 5,000 social media views with a total of 6,374 impressions. These results suggest the team was able to educate and motivate an additional 6,000 individuals to participate in the 2020 Census (A16).

- Our WTAMU-centered Census video including eight featured students received the most interactions of our digital aspect of the campaign. The team agreed to partner with established WTAMU social media accounts across as many platforms as possible to successfully reach the goal number of students, staff, and faculty at WTAMU.
- Our team gained a handful of impressions via the virtual pledge created through the WTAMU Bateman Census 2020 Facebook event page. At the end of every presentation, the team used this page as a call-to-action for the newly informed students. The presentation that gave the most impressions towards the Facebook event page was the Student Government Association presentation. This presentation was given to 40 students focused on advocating for WTAMU’s future and was one of the largest groups the team presented to. Overall, the Facebook event page collected 84 interactions throughout the duration of our campaign.

Budget

The Bateman Team utilized every dollar contributed to the campaign, and after team discussions, made decisions on how to budget our money. Below is a report of each expense and donation the team used:



Conclusion

The Census is more than a government-authorized population count. The Census ultimately provides a first-generation student with a college scholarship. It is the reason for safe roads and how a nurse can save lives. It is how we all become represented in the government. It is our opportunity to literally show our place in the world. The Census reveals the incredible diversity of our communities, yet it also shows what unifies us.

Through the Plus One campaign, West Texas A&M students learned not only how to participate, but the importance of their participation in the 2020 Census. We gained interest through our events, like the Valentine’s Day photo booth held in the heart of campus, and every college student’s favorite: free t-shirts. Events like these reeled in students to get on board with us on the significance of the 2020 Census.

The Hispanic Student Association, Black Student Union, Media Communication Association, Student Government, and other organizations welcomed us in to share vital information about the Census. Our team gained more than 400 interactions with our diverse WTAMU student community, and overall, we attracted over 6,000 impressions on social media.

The Plus One campaign provided unity at WTAMU by teaching each student that the more we all come together, the more our individual voices will be heard. Our team was eager to educate and motivate our community to count themselves and make a 10-year difference by being our Plus One for the 2020 Census.

“We are buffaloes through and through, we found our family at WT.”
“Somos buffaloes para siempre, encontramos nuestra familia a WT.”

Appendix

Creating and Choosing a Logo

Our team brainstormed multiple phrases for themes such as: One in a Million, Count Me In, Help Our Community Grow, and Plus One. Ultimately, we decided on Plus One to mirror a type of recruitment message and a way to relate to college students' dating lives.



Sophia Britto, creative director, created the Plus One campaign symbol with a palette of red, white, blue, and black to keep our look simple and bright, but also feel patriotic. The bold font was selected to ensure recognition and allow easy readability. The colors and both fonts selected would be consistent throughout the campaign in presentations and graphics to maintain consistency.

Creating an Infographic with Canva

Jessie Joseph, copy editor, created an infographic as an informational talking point for events on campus. This was also used digitally in a social post, the campus-wide email, and on the virtual Facebook event. As Joseph was creating the graphic, she had the campaign logo and goal in mind. The color scheme, as well as the font, matches the campaign logo seamlessly to provide a cohesive look throughout the campaign. Additionally, she created the graphic with the audience in mind. Since many



people prefer images over words, she decided to include graphics that caught the reader's attention and would lead them to information placed beside them. Looking at this graphic, viewers would notice it includes when the Census is happening, who can participate, what the Census is, why the Census is important, and how one can participate. By sticking to the overall campaign theme, utilizing clear imagery, and keeping text minimal, she was able to create an ideal talking point at campus events that put emphasis on the most important aspects of the Census as well as an ideal image for sharing via social media.

Creating a Facebook Event

The WTAMU Bateman Census 2020 Facebook event was created to launch Feb. 10 in order to bring a virtual element to the Census pledge. The team created the event for WTAMU students to engage with while attending our events. After discussing how to approach social media, it was decided that the event function on Facebook was one of the best ways for our team to get a concrete number of students who attended our presentations. Students could select the "going" or "interested" options, comment, or share the event page as a way to show their pledge to participate in the 2020 Census. By the end of the campaign, the page reached **84** interactions. Additionally, the Facebook event provided the team with a place to post more information about the Census, host giveaways, and share pictures from hosted events.

Hispanic Student Association Meeting

Katy Zimmerman, digital media coordinator, messaged Miguel Gutierrez, the Hispanic Student Association president, about speaking to the HSA organization during one of their weekly meetings. Our team knew that this was an important demographic to reach out to as statistics show young adult Hispanic males are a hard-to-reach group in the Census and HSA are leaders in the Hispanic community on WTAMU's campus.



On Feb. 10, team members Jessie Joseph and Katy Zimmerman were guest speakers at WTAMU's HSA, which is approximately **40%** male. For this presentation, the team walked students through a general presentation of what the Census was, how they could participate, and why it is important to participate in the Census. During the presentation, the team utilized former Census forms found on census.gov and had copies for students to review in both English and Spanish. The team provided these documents and encouraged students to ask questions about the Census in hopes that the team could ease any apprehensions of participating and filling out this government form by April 1. After the presentation, our team asked students to join our virtual event: WTAMU Bateman Census 2020. By clicking "going," students were pledging to participate in the Census either online, by mail, or by phone. Before members of the association left, they were invited to take a post-presentation survey with three short questions. With approximately **20** students in attendance, our team received nearly full participation in the survey. The results of the survey helped the team gauge how effective the presentation and activities were to HSA.

WTAMU Bateman Team

Jack B. Kelley Center Promo Table

On Feb. 13, our team set up a promotional table in the Jack B. Kelley Center where students all across campus come to enjoy lunch and coffee. Since it was so close to Feb. 14, the table had a Valentine's Day theme. During this event, our team encouraged students to participate in a photo booth. The props for the booth included paper hats and hearts, a "Plus One" card where students could write who their plus one was going to be for the Census, and a print out of the team's Census pledge. While getting ready for the photo booth, the infographic Jessie Joseph made was shown to students as a visual while the team spoke about the Census. Our team was able to quickly tell important facts, debunk myths, and answer questions. After students heard about the Census, they were offered the team's post-presentation survey. Most students agreed to participate and upon completion, were given a piece of Valentine's candy.



During this event, Katy Zimmerman and Joseph took pictures of students. These pictures were then edited and put on the WTAMU Bateman Census 2020 Facebook event page with the team's logo for students to access and share.

Table Talk Communication Week

Every year the WTAMU Communication Department hosts a week of events to get students aware and involved in the department. During this year's Communication Week on Feb. 17, our team asked to have a table at Table Talk, one of the university's Communication Week events where students are given the chance to interact with alumni. At this event, our team set up a table where students could stop by and learn about the 2020 Census. Students who stopped by the Bateman Team table and virtually pledged



their participation in the Census were entered for a chance to win \$50 BuffCASH, which are deposited on a student's Buffalo Gold Card and can be used in the campus bookstore, at restaurants on-campus, and in community restaurants and stores.

Prior to this event, Katy Zimmerman spoke to Kimberly Cornelsen, director of Student Engagement and Leadership, to obtain a donation from the Office of Student Engagement and Leadership to create a student giveaway. OSEL gave the team the \$50 donation of BuffCASH that was given away at Table Talk.

Media Communication Association

On Feb. 20, the team met with the Media Communication Association, a meeting where all media organizations on campus come together once a month to share interests, field announcements, and listen to a guest speaker. Darby Sparkman, researcher and team leader, Hannah Frick, event coordinator, and Sophia Britto spoke to MCA not only about the team's client, the 2020 Census, but also about the in's-and-out's of a public relations campaign from start to finish. They openly discussed questions and concerns about the Census and shared the R.A.C.E. (research, action, communication, evaluation) format of the team's campaign.

WT Students Instagram Story

On Feb. 25, Evelyn Montoya, the content creator for the WT Students Instagram account, joined our meeting to help direct a [short video](#) to post on the account's Instagram story. Each member of the team described their position, what they were doing in the campaign, and information about the Census. Our team also promoted upcoming events within our campaign. The Instagram story was available for WTAMU students to see for 24 hours.

Joanne Bland

Distinguished Lecture Series Event

In order to ensure that other community members were being counted, the Bateman Team joined West Texas A&M's Black Student Union in their open-to-the-public Distinguished Lecture Series. Speaker Joanne Bland, spoke on Stories of Struggle: Segregation and Civil Rights in the South. Prior to Bland's speech, the BSU organized a freedom march across campus in honor of Bland marching with Martin Luther King Jr. in Selma in 1965 as one of the youngest marchers at Bloody Sunday. The team was stationed at the end of the route ready to



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serve hot chocolate and water to those concluding the march and heading into Bland's discussion. The team was able to converse with many different students and community members while preparing and handing out hot chocolate. A volunteer from 1910 PR, WTAMU's student-run public relations agency, came to help as well. This event provided an opportunity to share Census information with many of the 75 audience members.

Student Government Association Presentation

Katy Zimmerman messaged Scout Odegard, vice president of the university's SGA, to speak with the association during one of their weekly meetings. Reaching out to this organization was important to the team because these students are campus leaders who come from a variety of backgrounds and majors. The team knew that this organization could help spread our message about the Census throughout the campus.

The team was given 30 minutes on the March 2 agenda to educate leaders from each college about the 2020 Census and how to complete the Census as a student. The team presented a powerpoint informing the organization about the Census and the process of running a public relations campaign. At the end of the presentation, the team encouraged students to participate in the virtual Facebook pledge on the WTAMU Bateman Census 2020 Facebook event page. The team also provided Twinkies and Ding Dongs, as well as some official U.S. Census college-focused handouts.

First-Year Seminar Presentation

Katy Zimmerman emailed Gretchen Henley, academic adviser and professor, to schedule a time to meet with her first-year seminar class, which consists of primarily freshman students. This class focuses on teaching new students the skills necessary for academic, personal, and professional success, and is taught by instructors who have been hand selected to inspire and motivate students.

On March 2, the team met with the class. Sophia Britto presented the team's powerpoint, conducted the follow-up survey, and encouraged students to participate in the virtual pledge. Britto then gave out Census pens to the class members and offered Twinkies and Ding Dongs as well.

T-Shirt Order and Giveaway

After a donation from West Texas A&M Philanthropy, the team decided to use part of the budget to order t-shirts with the campaign logo on them. Using Crown Trophy as the

vendor, the team ordered 100 white shirts with "Plus One, be ours for the 2020 Census" printed on the front.

On March 10, the Bateman team set-up a table outside of the Jack B. Kelley Center during the lunch hour to give away shirts with the team's campaign logo on it. The team started at 10:30 a.m. and finished distributing by 1 p.m.. Hannah Frick set up the table with 100 shirts and 2020 Census water bottles to

give away to students. They engaged passing students by asking "what do you know about the Census?" as they passed between the Fine Arts Center and the Classroom Center. The team gave each person that stopped general information about the Census and how to count themselves in the 2020 Census. The team noticed that most students expressed they had little to no prior information about the Census as they distributed all 100 t-shirts.



Giveaways

At every event hosted by the team, students were encouraged to participate in the virtual pledge found on the WTAMU Bateman Census 2020 Facebook event page. Those who participated were then eligible to have their names drawn in one of the seven giveaways the team hosted. The first giveaway was \$50 in BuffCASH, money that can be used on campus and in certain locations in the surrounding community, and the other six were \$25 in BuffCASH. The team chose the student winners at random and found that it was a great way to heighten participation on the event page.

Video Planning

After watching a Census 2020 video, there was inspiration to create a similar informational video more personal to the West Texas A&M University campus. The team wanted this video to be relevant and relatable to each student on campus.

Our team decided that it was critical for the video to be posted during spring break as that week fell at the end of our campaign. A decision was made that the video would be posted on all of WTAMU's social media platforms as well as another of our university's social media outlets called WT Students.

The team knew it was important to show WTAMU in a true manner. Efforts were put into place to make the video highlight different aspects of students' lives and how the Census impacts them all.

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Writing our script: The team wanted to convey the message that no matter who you are, you count in your community. It was important that viewers were being told Census information by West Texas A&M students, so the team used campus leaders from different majors who would be easily recognized. It was important to ensure that the phrase "Plus One" was included at the end and that each speaker invited viewers to be ours for the 2020 Census.

Filming: The team was able to film students across many locations on West Texas A&M's campus. On the first shoot, Jessie Joseph and Katy Zimmerman went to the Sigma Nu balcony with two Greek-life members, one Sigma Nu and one Alpha Sigma Alpha. These two students were excited to represent their organizations.

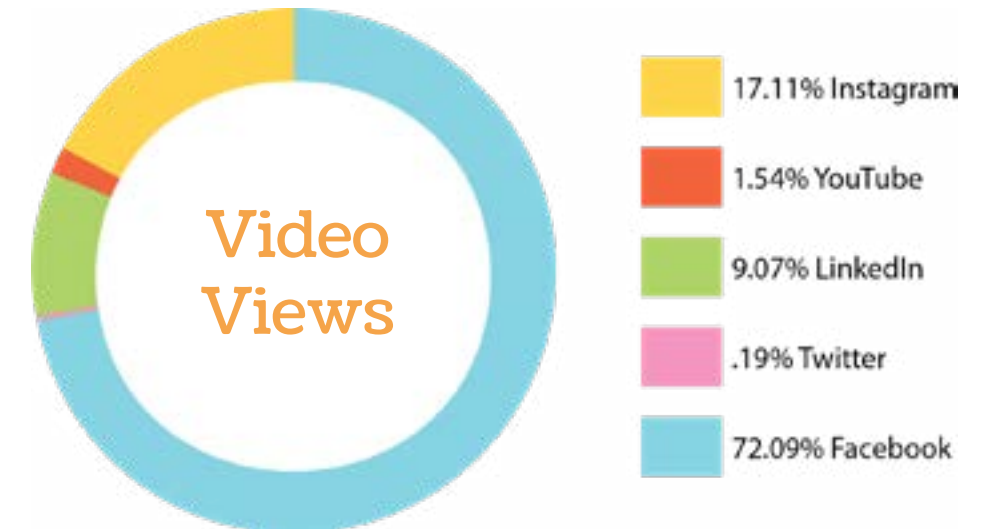


While Joseph spoke with the students and informed them about the Census, Zimmerman was given time to adjust her camera settings and check her microphone. Throughout the seven shoots, the team took turns accompanying Zimmerman to help spread information about the Census and keep the filming on track. The students being filmed supported our efforts and were eager to see a final product and share the video with their friends in effort to inform as many people as they could about the 2020 Census.

Five more shoots were done with a diverse selection of students. Participants in the video were students who were Hispanic and members of Greek-life organizations, involved in residential living, participated in study abroad and communication programs, engineers, agriculture majors, and Black members of the First Gen organization.

Editing: Once the video was shot, the editing process began. There were some audio issues that came into play, but the team extended themselves to overcome the problem by reaching out to professors and watching many Youtube video tutorials. The before and after of the audio issues are remarkable. Finally, the team put effort into ensuring that the video was of a certain length and quality that would grab the attention of students scrolling through social media.

Releasing the video: After our [WT Census video](#) was posted on social media, Darby Sparkman gathered the video data from Darcy Lively, the social media coordinator for WTAMU. The team was informed that due to the responsibilities of our university officials concerning COVID-19, the video release was impacted as it was not posted on the homepage of the WTAMU website like our team expected. Nonetheless, WTAMU's Facebook, Twitter, LinkedIn, and YouTube had a total of 5,162 views and 144 interactions in just three days. The video also gathered 1,068 views from the WT Students Instagram page. Altogether, the views reached a total of 6,374.



Campus-Wide Email and News Release

COVID-19 hit our campus just like so many others in the country. Classes were suspended on March 13 and students started moving home and off campus. Before our team was affected by the pandemic, an email was created to be sent out to the campus' 10,029 students. The distribution of the email was delayed until March 20 because of COVID-19.

The email included a message about how even though classes and events were being cancelled, the Census was not. It then went on to state several facts about the Census and why student participation is important. The infographic made by Jessie Joseph was included in the email as an easy way for students who did not read the entire email to receive quick information about the Census. The link to our 2020 Census video and the link to the website of the Census Bureau were attached as well.

The cancellation of student events impacted our team. Campus writer Jon Mark Belieu's stories were delayed as well. Belieu had been working on a [feature story](#) highlighting the efforts of the Bateman team and included the link to the Census Bureau's website as well. He planned to post and distribute the story before March 20, but when COVID-19 hit campus, the release was delayed until March 24.

WTAMU Bateman Team

Darby Sparkman is a senior digital media and communication major from Quanah, Texas. She's currently a pre-k teacher and a full-time musician, writing and producing her own music. Once she graduates, she hopes to become a successful woman in the music industry.



Plus + one
Be ours for the
2020 Census



Katy Zimmerman is a senior digital media and communication major from Lubbock, Texas. She is a Rogers LEAD WT Scholar and is currently a video intern at Trinity Fellowship Church. After graduation, she wants to utilize her passion for Jesus, Spanish, and media in a career where she is surrounded by all three.



Jessie Joseph is a junior advertising and public relations major from Haslet, Texas. She is a Rogers LEAD WT Scholar and loves serving others, drinking coffee, and capturing adventures and experiences that make memories for a lifetime! After graduation, she wants to write for and run social media at a Christ-centered, non-profit organization.

Sophia Britto is a freshman broadcast journalism major from Amarillo, Texas. She likes to try new recipes at home, painting, and reading. After graduating, she wants to have a career in food journalism working for the Food Network or writing for a food and travel magazine.



Hannah Frick is a junior corporate communication major from Amarillo, Texas. This semester, she works for Buff \$mart by mentoring students on financial literacy. After her graduation, she wants to work for a non-profit organization or a church.

