Census Field Staff Recruitment Program

LAST UPDATED
May 15, 2019

Community
ConnectLabs

Purpose

This toolkit is for county, city, and local nonprofit partners utilizing CommunityConnect Labs' Field Staff Recruiter tool to build and engage a pipeline of qualified local candidates for Census field jobs.

Program Partners will be supporting local field staff recruitment through marketing and outreach as well as by providing computing resources.

> Marketing/Outreach: Advertising the opportunity using the collateral provided in this toolkit; inviting candidates to text into the Field Staff Recruiter Tool

> Computing Resources: Making available computers with Internet access for local job candidates who need them

Toolkit Contents

This toolkit has been developed by CommunityConnect Labs, a California-based 501(c)(3) nonprofit that provides Census outreach technology and training to government and nonprofit organizations. For more information, visit www.censusoutreach.org.

Quick Facts

Information about Census field jobs: https://2020census.gov/jobs/job-details.html

Process & Timeline

Same central application process for all part-time field jobs (address listers and Census takers). Applicants for part-time / full-time office jobs (recruiters, partnership specialists, etc.) must go through a different process: https://www.census.gov/fieldjobs.

	Address Listers	Census Takers (Enumerators)
Peak Recruitment (Online Application / Assessment)	May – June 2019 (application open now)	Sept. 2019 – Feb. 2020 (application open now)
Interviews, Onboarding Forms, & Background Check	June – July 2019	Feb. – Mar. 2020
Paid Training	July – Aug. 2019	Mar. – Apr. 2020
Work	Aug. – Oct. 2019	Apr. – July 2020

About the Field Staff Recruiter Tool

- Technology tool sponsored by local government / nonprofit recruitment efforts, NOT provided by the U.S. Census Bureau
- Functions as a virtual job coach through the application process
- Designed and developed with input and feedback from U.S. Census Bureau (the Opportunity Project 2019 Accelerator program), county and city agencies, job training staff, and a diverse group of potential job candidates
- Text message tool available in English and Spanish — no app required! Works on basic phones
- Only individuals who text into it and give opt-in permissions will receive messages; no one is spammed
- Invite candidates to text into the number and the tool takes care of the rest
- Regardless of if a candidate texts into this tool or never hears of it, ALL candidates are directed to apply via the Census jobs website

How the Texting Tool Works

1. Candidate learns about the opportunity via flyer, bulletin, newsletter post, social media, mailing, caseworker, etc.

2. Candidate texts a unique code (called a "startword") to a phone number (see your organization's flyer for details and language access)

3. Candidate receives a message in English/Spanish asking if they'd like to receive info about Census field jobs from your organization
    a. If candidate opts out, they do not receive future messages
    b. If candidate does not respond, they receive one reminder message

4. Candidates who opt in will take a brief screener asking for their ZIP code, languages spoken, and eligibility requirement (U.S. citizen 18+ years)
    a. Privacy measure: Eligibility requirements are asked as a compound question so if a candidate responds "no," the reason is unclear.

5. Eligible candidates receive an e-mail with application instructions, tutorial videos, and link to jobs site

6. Candidates receive reminders and nudges to complete their online application
    a. Candidates who indicate they've completed their application will receive information on next steps (e.g., interviews)
    b. Candidates who have not yet completed their application are directed to online, phone, or in-person resources

7. Partner organizations will receive updates on:
    a. How many candidates from their organization participated
    b. Where these candidates live (ZIP codes)
    c. What languages these candidates speak
    d. Whether these candidates completed the job application (self-reported)
    e. Whether these candidates were referred to a local organization for computing resources as part of the reminder process

Resource Videos

Candidates texting into the tool will be sent the following resource videos:

Pre-Application Checklist (2 min)
- English: http://bit.ly/vid3ENGcc
- Spanish: http://bit.ly/vid3SPAcc

Application Overview (3.5 min)
- English: http://bit.ly/vid4ENGcc
- Spanish: http://bit.ly/vid4SPAcc

Assessment Overview (3 min)
- English: http://bit.ly/vid5ENGcc
- Spanish: http://bit.ly/vid5SPAcc

Marketing & Outreach

Partner organizations participating in marketing and outreach for this program have each been provided a personalized flyer. To note:

- The phone number (e.g., "to 408-418-9914") is unique to your organization and allows us to track how many referrals came from your marketing and outreach efforts.

- As seen on the flyers, the word "jobs" will initiate text messages in English, and the word "empleo" will initiate messages in Spanish.
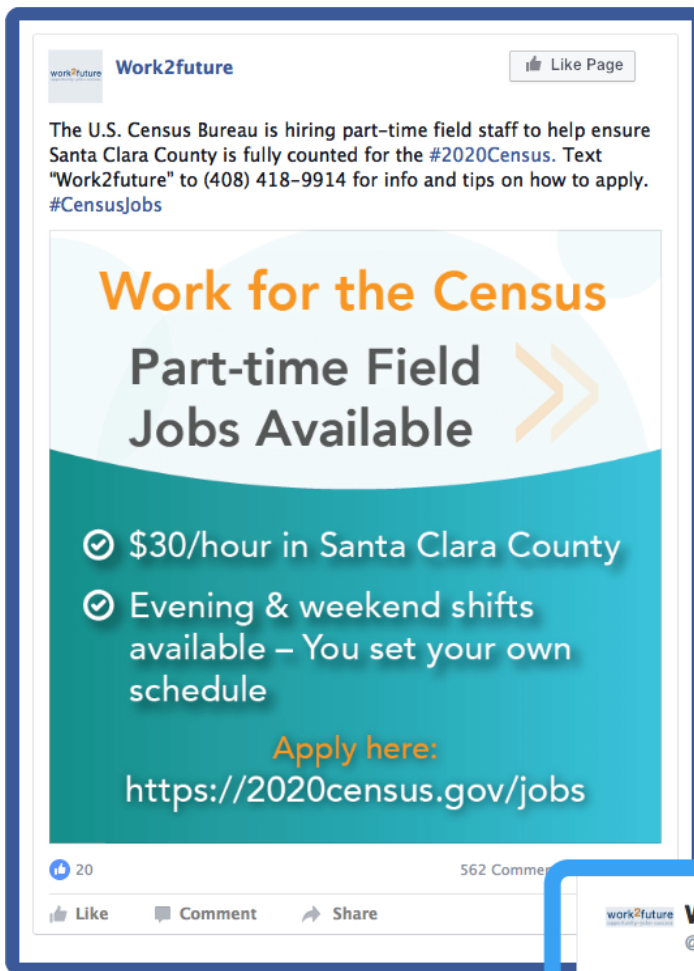
Suggested Messaging

- Great side gig opportunity: part time, you set your own schedule
- Pays well: $15-30/hour in California (look up your county's pay rates here: https://www.censusoutreach.org/census-pay-rates)
- Impactful: Help get your community counted for Census 2020 and get the public funding and political representation it deserves
- Build transferable skills desired by employers: problem solving, relationship building, solution-finding

Sample Blurbs

Distribution channels: newsletters, social media (Facebook, Instagram, Twitter, etc.)

- The U.S. Census Bureau is hiring part-time field staff to help ensure [area] is fully counted for the 2020 Census. Text "jobs" to [phone number] for info and tips from [organization name] on how to apply.

- Job Alert! Field positions with the U.S. Census Bureau. Part time, flexible, pays $[pay]/hour in [County Name]. Text "jobs" to [phone number] for info and tips from [organization name] on how to apply.

- Census is hiring more than 2K people in 2019–2020 for part-time work. $30/hour, you set your schedule. Text "jobs" to [phone number] for info and tips from [organization name] on how to apply.

Social Media Samples

Work2future   👍 Like Page

The U.S. Census Bureau is hiring part-time field staff to help ensure Santa Clara County is fully counted for the #2020Census. Text "Work2future" to (408) 418-9914 for info and tips on how to apply. #CensusJobs

Work for the Census

Part-time Field Jobs Available

⊘ $30/hour in Santa Clara County

⊘ Evening & weekend shifts available – You set your own schedule

Apply here:
https://2020census.gov/jobs

👍 20   562 Comme[nts]

👍 Like   💬 Comment   ➤ Share

Work2future
@work2future

Job Alert! Field positions with the U.S. Census Bureau. Part-time, flexible, pays $30/hour in Santa Clara County. Text "work2future" to (408) 418-9914 for info and tips on how to apply #CensusJobs

1:01 PM - 1 Apr 2019

Work for the Census

Part-time Field Jobs Available

⊘ $30/hour in Santa Clara County

↩   🔁 416   ♥ 647   •••

Providing Computer Resources

All Census field job candidates must submit an online application and assessment here: https://2020census.gov/jobs

Candidates without computer or Internet access will be referred to partner sites that have indicated they can provide computing resources.

If job candidates will be completing applications on one of your organization's computers, please do your part to ensure their personal data is not compromised in the process.

The following recommendations can actually apply to any center that serves as a place where people can submit job applications, whether or not they're for Census.

Preparing Computers for Job Applicants

- Create physical privacy measures
    a. Locate or designate computers where it would be difficult for someone to observe from behind without being noticed (e.g., in a small office, near a wall, in a cubicle)
    b. Consider purchasing a "privacy screen" to prevent onlookers (~$50 for a laptop, ~$80 for a desktop)

- Ensure that every computer has regularly updated anti-virus software, anti-malware software, and web browsers.

- Automatically schedule an anti-malware and anti-virus scan 1x per week

- Configure web browsers to limit tracking
    a. Windows: https://securityinabox.org/en/guide/firefox/windows/
    b. Mac: https://securityinabox.org/en/guide/firefox/mac/

- Post signage reminding job seekers to take computer security precautions.
    a. **Sample message:** *"This is a public computer. Do not leave this computer unattended while you are using it. Make sure you log out of your e-mail and job application accounts before you leave."*

Daily Computer Maintenance Checklist

At the end of each day, please designate a staff member to:

1. Ensure all e-mail accounts are logged out and deleted (Gmail, Yahoo, etc.)

2. Ensure the Census jobs site is logged out:
    https://recruitment.2020census.gov/ats/careersite/census.aspx?site=1&c=census

3. Delete any saved usernames or passwords
    a. https://blog.dashlane.com/view-delete-saved-passwords/

4. Clear history for ALL web browsers (Chrome, Firefox, Safari, etc.)
    a. https://www.howtogeek.com/304218/how-to-clear-your-history-in-any-browser/

5. Delete any files users may have downloaded or uploaded to the computer using a free product that overwrites files
    a. Windows: https://eraser.heidi.ie/
    b. Mac: https://macpaw.com/cleanmymac
    c. Double-check the Desktop and Downloads folders to ensure all files are deleted and the Recycle Bin is empty

6. Check printers and shred any printed application materials that might have been printed and left behind

Additional Resources

*   Library Privacy Guidelines for Public Access Computers and Networks:
    http://www.ala.org/advocacy/privacy/guidelines/public-access-computer

*   Library Privacy Checklist for Public Access Computers and Networks:
    http://www.ala.org/advocacy/privacy/checklists/public-access-computer