

University of Maryland iSchool
Information Policy and Access Center (iPAC)
2019 IMLS National Leadership Grant for Libraries

Counted In: National Forum on Libraries, Census 2020, and New Americans
Proposal Log Number: (LG-16-19-0086)

Abstract

The University of Maryland iSchool is seeking \$101,593 to host the *Counted In: National Forum on Libraries, Census 2020, and New Americans*, a one-day pre-conference event on promoting census participation among immigrants. This forum will take place in conjunction with the annual Conference on Inclusion and Diversity in LIS (CIDLIS). Funding from IMLS under the National Leadership Grants for Libraries, National Forum category will help promote access and increase the capacity to include librarians and immigrant organizations from across the country.

This national forum is unique in that it will result in mechanisms for fostering relationships between libraries and immigrant communities around the 2020 Census, specifically, and civic engagement, broadly. The majority of the forum will be dedicated to interaction between library professionals and immigrant community organizations. Through a design thinking workshop, a visual artist who will graphically synthesize content, activities such as a “conversation tour,” and presentations on the latest developments from census and ALA experts, the forum will center on collaboration and open dialogue. Subsequent to the forum, the co-PIs will work with a marketing firm to design free, customizable, and downloadable library outreach material which, together with other resources, will be disseminated through an online toolkit. The toolkit will be shared through social media, library-related listservs, and the [ALA 2020 Census Outreach and Education Task Force’s](#) website and programs. Also, from January - June 2020, the co-PIs will provide training on using the toolkit and connecting with local immigrant groups. Finally, the *Counted In* forum activities will culminate in a white paper to provide guidance on future census efforts.

Accurate census tabulations are necessary for resource distribution and representation throughout the next decade. The 2020 or 24th iteration of the U.S. census will vastly transform participation dynamics in that online responses are preferred. Some argue that it may be the most difficult in our country’s history.¹ Public libraries, which once played a peripheral role, must now provide frontline technological and informational services. For various social and political reasons - for instance, ongoing debates surrounding immigration policy along with the introduction of electronic census participation - immigrants are at risk of being undercounted.

ALA’s 2020 Census Outreach and Education Task Force is already hard at work to ensure that libraries help in achieving a complete national count. This forum will support their efforts by paying exclusive attention to the needs of New Americans - whether, they are refugees, asylees, lawful permanent residents and naturalized citizens, those with temporary protected status, or undocumented individuals. The [Information Policy and Access Center \(iPAC\)](#) at the [University of Maryland’s iSchool](#) is well-suited to host this national forum because of its proximity to DC-based immigrant organizations and the U.S. Census Bureau. Serving as co-PIs are Dr. Ana Ndumu and Dr. Paul Jaeger.

¹ O’Hare, W. P., & Lowenthal, T. (2015). The 2020 census: The most difficult in history. *Applied Demography Newsletter*. Retrieved from http://www.populationassociation.org/wp-content/uploads/CAD_NEWSLETTER_Fall2015.pdf

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1. Overview:

The University of Maryland iSchool is seeking \$101,592 to host the *Counted In: National Forum on Libraries, Census 2020, and New Americans*, a one-day pre-conference event on promoting census participation among immigrants. This forum will take place in conjunction with the annual Conference on Inclusion and Diversity in LIS (CIDLIS). Funding from IMLS under the National Leadership Grants for Libraries, National Forum category will help promote access and increase the capacity to include librarians and immigrant organizations from across the country. The [Information Policy and Access Center \(iPAC\)](#) at the [University of Maryland's iSchool](#) is well-suited to host this national forum because of its proximity to DC-based immigrant organizations and the U.S. Census Bureau. Serving as co-PIs are Dr. Ana Ndumu and Dr. Paul Jaeger.

2. Statement of Need

Accurate census tabulations are necessary for resource distribution and representation throughout the next decade. The 2020 or 24th iteration of the U.S. census will vastly transform participation dynamics in that online responses are preferred. Some argue that it may be the most difficult in our country's history.¹ Public libraries, which once played a peripheral role, must now provide frontline technological and informational services. For various social and political reasons - for instance, ongoing debates surrounding immigration policy along with the introduction of electronic census participation - immigrants are at risk of being undercounted.

The [ALA 2020 Census Outreach and Education Task Force](#) is already hard at work to ensure that libraries help in achieving a complete national count. This forum will support their efforts by paying exclusive attention to the needs of New Americans - whether, they are refugees, asylees, lawful permanent residents and naturalized citizens, those with temporary protected status, or undocumented individuals. As public institutions, libraries are important to both promoting and facilitating census participation. Approximately \$675 billion of federal support to states, counties, and communities are based on population totals and breakdowns by demographic variables, such as nativity, ethnicity, and race.² Libraries, too, require accurate census data to meet constituents' needs. Despite the federal government's promotional efforts, there are still barriers to census participation for some groups.

A Traditionally Hard to Count Group

In the 1990s, the Census Bureau developed a Hard to Count (HTC) score and identified data-driven participation hindrances. Those at risk of exclusion, or HTC populations, can be 1.) Hard to locate, 2.) Hard to contact, 3.) Hard to persuade, or 4.) Hard to interview. According to census experts, these groups may not respond because they are not sure what the census does, how the data affects them, or

¹ O'Hare, W. P., & Lowenthal, T. (2015). The 2020 census: The most difficult in history. *Applied Demography Newsletter*. Retrieved from http://www.populationassociation.org/wp-content/uploads/CAD_NEWSLETTER_Fall2015.pdf

² U.S Bureau of the Census. (2018). Operational plan. Retrieved from <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/op-plans.html>

why their participation matters. They might also be concerned about data privacy, particularly having their information used by other federal agencies. Household decision-makers may not speak English. They might also be transient, or they lack the resources to participate. The foreign-born population, which comprises 14% of the U.S. population, is unique in that this segment’s households may fall into *all* of the above categories. Deterrents to participation among immigrants may include language skills, lack of Internet access, high mobility, low levels of civic engagement, and distrust of government.

For the 2020 Census, a new “hard to survey” metric has been developed: the Low Response Score (LRS)³, or the predicted level of Census self non-response at the tract level. Values range from 0-100. So, for example, if a census tract’s LRS=25, the Census Bureau estimates that 25% of households in that area will not self-respond to the Census. Regions with LRS scores higher than 30 are categorized as critically hard to count. Consider the following LRS scores and demographic variables among a sample of census tracts with high densities of immigrant communities:

CENSUS TRACT	LOW RESPONSE SCORE	COUNTY CITY, STATE	FOREIGN-BORN POPULATION (%)	NO ONE IN HH SPEAKS ENGLISH ‘VERY WELL’ (%)	MOVED RESIDENCE IN LAST YEAR (%)	MEDIAN HH INCOME
2.17	30.7	MIAMI-DADE COUNTY NORTH MIAMI, FL	60.81%	22.17%	14.46%	\$36,402
449	32.3	QUEENS COUNTY QUEENS, NY	55.17%	39.97%	11.12%	\$41,813
5351.01	31.4	LOS ANGELES COUNTY LOS ANGELES, CA	40.34%	18.44%	7.91%	\$33,750

Census participation among immigrants is also complicated by other national dynamics. Changes in the political climate have proven to foster misinformation and fears concerning the census.⁴ For instance, although federal judges ruled against the addition of a citizenship question on the 2020 Census, the controversy surrounding litigations negatively influenced perceptions of future use of census data.⁵ Additionally, with 2020 also being a presidential election and Olympic year, leaders must work strategically to raise and maintain high awareness of the census.

Census 2020, Libraries and e-Governance

Perhaps the most significant challenge is the preferred electronic component of the 2020 Census. The census will take place primarily online, yet research substantiates that 22% of immigrant households lack Internet access.⁶ The new technological requirement means that libraries will transition from peripheral to frontline support. According to ALA, libraries are community anchors who 1.) deliver information about the census and host community outreach, 2.) provide Internet access and enable

³ Erdman, C., & Bates, N. (2017). The low response score (LRS): A metric to locate, predict, and manage hard-to-survey populations. *Public Opinion Quarterly*, 81(1), 144-156. Retrieved from https://www.census.gov/research/data/planning_database/2018/docs/erdman_bates_2017.pdf

⁴ O’Hare, W. (2019). “Getting ready for the 2020 census”. In *Differential undercounts in the U.S. Census*. Retrieved from https://link.springer.com/chapter/10.1007/978-3-030-10973-8_15#Sec1

⁵ Lacy, K. (2018). Problems, puzzles, and the production of knowledge: Harnessing census data in the age of Trump. *City and Community*, 17(3), 560-564. doi: 10.1111/cico.12330

⁶ Anderson, M., & Perrin, A. (2017). Tech adoption grows among older adults. *Pew Research Center*. Retrieved from <http://www.pewinternet.org/2017/05/17/tech-adoption-climbs-among-older-adults/>

respondents to complete the Census form, 3.) serve as trusted messengers, and 4.) provide access to census statistics for community members.^{7,8} However, the 2020 census calls for scaled-up efforts.

Libraries are the leading source of no-cost public access to the Internet, devices, and technology training.⁹ Free access is important for the more than 8.1 million immigrants who experience a digital divide.¹⁰ The 2020 Census is the latest entity in a long line of e-Government services for which public libraries function as social guarantors.¹¹ Data supports that as the public's interactions with the government increasingly occur online,¹² this growth in e-Governance prompts new types of disparities.¹³ Libraries mitigate digital inequality. Moreover, many immigrant communities see the public library as a social institution that is culturally ingrained as a neutral, open access point.¹⁴ Especially in the current policy environment, libraries are vital to promoting civic engagement - in this case, census participation.

3. Forum Objectives and Outcomes

Who better than librarians to motivate immigrant communities? Fortunately, “at the heart of every community that seeks to achieve a complete count, there is a trusted and valuable resource: the library,” to quote Senator Jack Reed.¹⁵ Over 6,000 libraries hosted Census Bureau outreach sites in 2010, and 99% of Hard-to-Count census tracts have a public library located within five miles.¹⁶ However, the unique and high-stakes nature of this iteration of the census necessitates dedicated attention to immigrant communities. The co-PIs have met with ALA Policy Deputy Director and Census 2020 liaison, Larra Clark, to discuss how they can be action partners. Resultantly, while ALA aims to meet the needs of the entire population (especially HTC communities), the *Counted In* forum is a targeted approach focused on new Americans. The overall objective is to support the ALA Census 2020 Task Force's efforts. In doing so, the forum will help realize the Census Bureau's mission of “counting everyone, only once, and in the right place” and IMLS's vision of transforming lives and communities.

The *Counted In* forum entails a strategic, collaborative event where up to 40 community, library, and census leaders will convene to distill approaches for garnering census participation among immigrants. The forum will begin with presentations on the latest efforts and areas for strengthening. Afterward, participants will conceptualize outreach material and techniques. The event will culminate in streamlined library marketing tools, a toolkit, training, and white paper. This project will advance the

⁷ American Library Association (2018). *Libraries and the 2020 Census*. Retrieved from <http://www.pewinternet.org/2017/05/17/tech-adoption-climbs-among-older-adults/>
<http://www.ala.org/advocacy/sites/ala.org/advocacy/files/content/ALACensusBrief.pdf>

⁸ Clark, L. (2018) Gearing up for the 2020 Census. *ALA District Dispatch*. Retrieved from <https://www.districtdispatch.org/2018/04/gearing-up-2020-census/>

⁹ LA, 2018

¹⁰ Bertot, J.C., Real, B., Lee, J., McDermott, A., & Jaeger, P. T. (2015, Oct 1). *2014 Digital inclusion survey: Findings and results*. Retrieved from <http://digitalinclusion.umd.edu/sites/default/files/uploads/2014DigitalInclusionSurveyFinalRelease.pdf>

¹¹ Jaeger, P. T., & Bertot, J. C. (2011). Responsibility rolls down: Public libraries and the social and policy obligations of ensuring access to e-government and government information. *Public Library Quarterly*, 30, 1-25.

¹² Jaeger, P.T., Greene, N.N., Bertot, J.C., Perkins, N., & Wahl, E.E. (2012). The co-evolution of e-government and public libraries: Technologies, access, education, and partnerships. *Library and Information Science Research*, 34(4), 271-281. doi: 10.1016/j.lisr.2012.06.003

¹³ Yu, B., Ndumu, A., Mon, L. M., & Fan, Z. (2018). E-inclusion or digital divide: an integrated model of digital inequality. *Journal of Documentation*, 74(3), 552-574. <http://doi.org/10.1108/JD-10-2017-0148>

¹⁴ Jaeger, P. T., & Burnett, G. (2005). Information access and exchange among small worlds in a democratic society: The role of policy in redefining information behavior in the post-9/11 United States. *The Library Quarterly*, 75(4), 464-495.

¹⁵ ALA, 2018

¹⁶ *Ibid*

library field by concentrating on a fundamental aspect of immigrant social inclusion: census participation. To frame the forum, the co-PIs have developed meta- as well as applied goals:

Guiding questions: *Why are immigrants hard to count? How can we address this problem?*

To develop solutions, forum participants will:

Objective 1: Learn about challenges and efforts toward promoting census participation among immigrant groups	Activity 1: Prior to the forum, participants will learn historical context regarding immigrant population counts, common census terminology, and current census developments
Objective 2: Synthesize strategies for increasing census participation among immigrant groups	Activity 2: Participants will share ideas during during a design thinking workshop to create materials and training for promoting census participation among immigrants

Guiding question: *What do librarians need to promote census participation among immigrants?*

The desired outcome of the forum is to:

Outcome 1: Design library materials to promote census participation among immigrant groups	Deliverable 1: Toolkit containing library marketing templates (e.g., free, downloadable, and customizable flyers, banners, posters)
Outcome 2: Provide training on engaging with immigrant groups	Deliverable 2: Webinars for libraries across the country
Outcome 3: Develop recommendations for future census outreach to immigrant groups	Deliverable 3: White paper on strategies for library outreach to immigrants

4. Forum Design

The *Counted In* forum will be accomplished in three phases:

PLANNING July-Sept 2019	EXECUTION Oct-Dec 2019	DISSEMINATION Jan-June 2020
Hire and train Program Assistant	Host forum	Launch toolkit
Meet with Steering Committee	Meet with marketing team	Promote toolkit
Plan forum logistics	Design marketing material	Host training webinars
Meet with design and marketing teams	Get Steering Committee and forum participant feedback	Evaluate project outcomes
Recruit and select participants	Schedule training webinars	Write white paper

Planning

As a first step in planning the forum, given that there will be three months to plan logistics, the co-PIs will hire and train a Program Assistant whose organizing duties will be to maintain attendee and speaker records; liaise between the co-PIs and forum vendors; manage forum supplies; secure participants' travel and accommodations; moderate online streaming and social media engagement during the forum; assist during post-forum webinars, and aggregate data for the program evaluation and white paper.

Simultaneously, the co-PIs will meet with the Steering Committee that will 1.) provide guidance on the program's structure and presenters, 2.) approve the forum's online application and attendant

selection criteria, 3.) select attendants, and eventually 4.) approve library marketing templates. Committee members will take part in two virtual meetings. The following experts (CVs included) have expressed a willingness to serve as Steering Committee members:

1. Johnna Percell, Outreach and Inclusion Librarian, D.C. Public Library
2. Dr. Clara Chu, Project Welcome Director and Mortenson Distinguished Professor, University of Illinois Urbana-Champaign
3. Ajoke Kokodoko, Reference Services Librarian II, Oakland Public Library
4. Guerline Jozef, Executive Director, Haitian Bridge Alliance, Inc.
5. Dr. Jose Sanchez, Assistant Professor, School of Library & Information Science, Queen's College
6. Allete Geffrard, Secretary, Life Impact Center, Inc. (Tentative)

Having established a Steering Committee of community organizers, librarians, and researchers, the co-PIs will be able to rapidly begin scaling the project.

The next step will be to procure the services of marketing and design thinking teams. The co-PIs are prepared to partner with [Gauge Digital Media](#) to create marketing content. A full-service agency that delivers print, graphic and web services, Gauge Digital Media demonstrates the capacity to help execute the mission and aims of the *Counted In* project. For the design thinking workshop, the co-PIs have invited “innovation instigators” from the University of Maryland’s [Academy of Innovation and Entrepreneurship \(AIE\)](#). Mira Azarm, an innovation professional with over 20 years of experience, has already expressed a commitment to lead this portion of the event. Design thinking is a problem-solving methodology that combines strategic and active reasoning (cognitive, group-oriented, artistic, and modeling techniques) to create results. The co-PIs, the Gauge Digital Media team, and AIE innovation instigators will meet to select the most effective activities for ideating library outreach material and tactics.

Intimate and open discussions are key to brainstorming. For this reason, the forum will be capped at 40 participants. Information about the forum will be shared with a wide range of library professionals and community leaders. The forum will be shared with our community networks (e.g., [NAKASEC](#), [UndocuBlack](#), [Haitian Bridge Alliance](#), [Unidos US](#), and more); ALA’s ethnic caucuses (Black Caucus of ALA, REFORMA, the American Indian Library Association, and the Asian/Pacific American Library Association, and the Chinese-American Librarians Association); ALA roundtables and subsidiary groups (e.g., EMiERT, YALSA, RUSA). The opportunity to attend the forum will be shared via social media, email listservs, and a dedicated forum website through which people can apply to participate. Selected participants will be provided with educational material for context setting prior to the forum. These articles and videos will explain the history of immigrant population counts, common census terms, and current census and ALA promotional plans. They will be linked through the forum website. Finally, participants will be able to discuss the material and forum logistics in a pre-conference virtual meeting that will be recorded for those who are unable to attend.

Execution

The program will take place in early October, one day before the annual Conference on Inclusion and Diversity in LIS (CIDLIS), which is co-chaired by one of the co-PIs of the this proposal. While CIDLIS will focus on libraries’ roles in facilitating immigrants’ overall civic engagement, the pre-conference *Counted In* forum will focus exclusively on census participation among immigrant groups with the aim of creating tools. The 2019 CIDLIS theme is *Helping Immigrants Integrate*. CIDLIS is free to attend

and typically hosts 100 national and international attendees. Together, the *Counted In* and CIDLIS events will center on best practices for promoting inclusion and representation among refugees, asylees, lawful permanent residents, those with temporary protected status, and undocumented individuals. The following is a tentative forum itinerary:

8:30 am - 9:30 am	Registration
9:30 am - 10:30 am	<p>Welcome Keith Marzullo, UMD iSchool Dean Paul Jaeger, iPAC Director, <i>Counted In</i> Team, UMD iSchool Ana Ndumu, <i>Counted In</i> Team, UMD iSchool</p> <p>Tentative Opening Speakers Larra Clark, ALA 2020 Census Outreach and Education Task Force Gavin Baker, ALA 2020 Census Outreach and Education Task Force</p> <p>Tentative Topic: <i>Census 2020 & Libraries</i></p>
10:30 am - 10:45 am	Break
10:45 am - 11:30 am	<p>Tentative U.S. Census Bureau Presentation Cheryl V. Chambers, National Partnership Program, U.S. Census Bureau</p> <p>Tentative Topic: <i>Census 2020 & Immigrant Communities</i></p>
11:45 am - 12:45 pm	<p>Lunch & Learn: “Conversation tours” with various immigrant community groups</p> <p>Tentative Topic: <i>Our Communities, Completely Counted</i></p>
12:45 pm - 1:00 pm	Break
1:00 pm - 3:00 pm	<p>Design Thinking Workshop Facilitated by Academy for Innovation & Entrepreneurship University of Maryland</p>
3:00 pm - 3:30 pm	<p>Discussion and Next Steps Ana Ndumu</p>
3:30 - 4:00 pm	<p>Concluding Thoughts and Acknowledgements Paul Jaeger Larra Clark</p>

In the first half of the *Counted In* forum, participants will hear reports on the latest census outreach efforts from ALA’s Census 2020 leaders, Larra Clark and Gavin Baker, as well as a Census Bureau’s Integrated Partnership and Communications representative. Topics will center on successes and challenges to reaching immigrant communities across the country. This new insight will further participants’ pre-conference knowledge. A visual artist will record presentations; graphic recording leverages the value of visual learning and helps highlight the big ideas of a meeting. In keeping with the forum’s emphasis on collaboration, interaction, and ideation, the visual artist component will help make the content of each session understandable, memorable and shareable. The visual content will also catalyze designing or prototyping. Additionally, to maximize impact, the first half of the *Counted In* forum will be streamed online. Online participants will be able to pose questions and participate in a Twitter chat that will be moderated by the program assistant.

Following the ALA Census 2020 Task Force and Census Bureau presentations, there will be an opportunity for participants to learn about the experiences and work of different immigrant groups through a “conversation tour” activity. Rather than a moderated panel, participants from libraries will be able to converse in rotating small group sessions with representatives from immigrant organizations. There will be six to seven tables comprised of various types of groups.

The second half will entail a facilitated brainstorming workshop where the AIE innovation instigators will lead participants in prototyping outreach material through design thinking. The AIE team’s results-based approach is ideal for eliciting ideas for high-impact, library-specific Census 2020 marketing material to engage with immigrant communities. The marketing team will be required to attend the forum in order to successfully execute ideas.

Dissemination

IMLS funding would allow us to have greater reach and impact. The goal of this grant is to provide more than an event and report, but specific tools and training for libraries. The products that will be created through the *Counted In* forum include: 1.) free, customizable, and downloadable outreach templates (e.g., posters, banners, flyers, etc.) and cognate resources to engage with immigrant groups; 2.) an online toolkit to serve as a repository of the above-mentioned material and cognate resources; 3.) 2-3 training webinars on using the toolkit; and 4.) a white paper at the completion of the program.

Dr. Ana Ndumu, a co-PI on the project, has extensive experience in toolkit development and created the [Toolkit for Library Services to Black Immigrants](#). Additionally, together with Ophelia Morrey, the Community Outreach Services Librarian at the University of Buffalo, she created an adapted conceptual framework on creating toolkits for social change. According to the framework, toolkits should be doable (or worthwhile), understandable, actionable, accessible, and sustainable. Examples of tools include how-to guides, reports, outreach templates, games or quizzes, simulations or models, discussion starters, advocacy tips, checklists, examples of successful programs or cases, and research results. A copy of the toolkit framework is available as a supplementary item.

As noted above, the *Counted In* toolkit will include not only the forum-derived library outreach templates such as posters, banners, flyers, and bookmarks, but also:

- Checklists: users will be given instructions on how to customize and print material
- Discussion starters and how-to guides: users will gain recommendations for strategically disseminating material, connecting with communities, preparing to meet needs for census participation, building long-term relationships, and promoting civic engagement
- Cases: users will be able to share photographs, social media posts, and testimonials of how their library systems customized and utilized the outreach material
- Reports: users will have access to the same Census Bureau and ALA Census Task Force reports and terminology that the forum attendees were provided with
- Research: users will be provided with a bibliography on the role of libraries in immigrant communities along with e-governance, including many of the references listed herein
- A popular experiential or simulation tool called [The Immigrant Experience](#), made possible by Northeastern University’s Experience Magazine

The marketing firm will materialize ideas immediately following the forum. The co-PIs will hold monthly meetings with the designers to address concerns and ensure fidelity to forum recommendations. They will also garner feedback on drafts of marketing templates from

representatives of immigrant groups who attended the forum. The Steering Committee will be responsible for final approval of the toolkit and marketing material, which will launch on January 1, 2020. The toolkit of resources will be included on the ALA Census 2020 Task Force's site.

The co-PIs will promote the toolkit by engaging with various library systems (i.e., Miami-Dade Regional Library System) along with regional and state library associations (i.e., [Florida] Panhandle Library Access Network, or PLAN; Texas Library Association) to establish webinars on using material to encourage census participation among immigrant groups. Moreover, the co-PIs will plan webinars in partnership with ALA's ethnic caucuses, roundtables, and subsidiary groups. They will especially promote materials on National Census Day, or April 1, 2020.

Evaluation:

Outcomes-based evaluation will be applied in order to measure or verify the *Counted In* forum's impact. We will investigate whether the different aspects of the forum design, execution and dissemination along with the toolkit, resources, and training were effective. Project evaluation will entail five components:

- Forum evaluations: participants will be asked to complete post-forum surveys
- Webinar evaluations: webinar registration and attendance will be tallied, and participants will be asked to complete post-webinar surveys
- Toolkit usage statistics and registration: users will be asked to register prior to downloading material, and after implementation they will be asked to complete a survey
- Artifacts: Photographs, social media posts, and testimonials of implementation
- Field notes: Principal investigators' reflections

These assessments, combined with Census Bureau and ALA Census Task Force insight, will be integrated into a white paper. The hope is for this white paper to inform 2030 library outreach efforts geared toward immigrant communities.

5. National Impact

If funded, the *Counted In* forum would positively impact libraries and their communities. U.S. society benefits when all of its residents are included and represented; the census is indispensable to this end. This project will help libraries educate immigrants about the census and importance of their participation in it. The efforts from this forum will amplify the work already being done around hard to count communities by granting strategic attention to immigrants.

For over 100 years, America's libraries have provided exclusive services to immigrants. Immigration has historically been a defining characteristic of U.S. society, and many of the services that most define libraries - from children's storytime to job seeking courses - originally began as ways to support new members of their communities. Most U.S. citizens (broadly construed) can trace their familial ties to foreign countries, and immigrants are an essential library clientele. Currently, the U.S. is home to the world's largest and most diverse composition of foreign-born people - approximately 19% of the worldwide 244 million migrants from every nation in the world. This amounts to 46 million immigrants originating from 195 countries. Ensuring that these new Americans are included in the census is a vital contribution that libraries can make in their communities across the nation.

6. Diversity Plan

The forum, particularly the conversation tour, as well as the toolkit and training, will acknowledge the various intersections of immigrant identities. The co-PIs are committed to achieving full representation and inclusion. By including various constituent groups in the forum planning, program and evaluation, the co-PIs strive to address the needs of a range of new Americans, including:

- immigrants of color such as Asian, Black, or Latinx groups
- those who are forcefully displaced such as refugees and asylees
- religious minorities such as Muslim immigrants
- those who belong to relatively new immigrant groups - for instance, Sub-Saharan Africans who currently comprise the fastest-growing immigrant group
- those who are of Hispanic, Francophone or other linguistic heritages and for which English is a second language
- those who have not achieved lawful permanent residence or naturalization such as TPS holders, DACA recipients, and undocumented immigrants
- those with disabilities, physical and invisible
- those who identify as LGBTQ+

The co-PIs are intentional about the groups that will be invited to take part; they recognize that many immigrants activists and organizers work on behalf of a broad spectrum of community members. For example, while UndocuBlack focuses primarily on undocumented African, Afro-Caribbean, and Afro-Latinx immigrants, the organization also advocates on behalf of LGBTQ immigrants who are fearful of facing persecution in their home countries if deported. They also work on behalf of Black Muslim immigrants and others.

The *Counted In* material will be available in several languages, with diverse images, and using Section 508 accessibility standards. Moreover, co-PIs will encourage librarians to embed outreach material in well-known immigrant information grounds, as theorized by Fisher.¹⁷ Information grounds are local spaces that function as social hubs such as places of worship, markets, laundromats, restaurants, or neighborhood parks and centers where groups spontaneously and serendipitously exchange information resources.

7. Project Resources: Budget, Personnel, and Time

Budget

The total budget requested is \$101,592. The proposed budget will allow us to employ a Program Assistant to help organize and execute the forum (\$17,000 plus \$1,360 in fringe benefits); support principal investigators (\$14,935 plus \$1,194 in fringe benefits); provide travel and accommodations for out-of-town participants (\$20,000); procure forum venue, food, and supplies (\$10,000); compensate the steering committee (\$1,500) and the design thinking team (\$2,500); create a toolkit of marketing material and resources (\$10,000 for marketing firm); and support University of Maryland's indirect costs (\$23,103).

Personnel

The project will be lead by Dr. Ana Ndumu and Dr. Paul Jaeger through iPAC, a UMD iSchool think tank dedicated to studying how policies and/or technologies lead to equitable and inclusive

¹⁷ Fisher, K. (2006). *Information grounds: Theoretical basis and empirical findings on information flow in social settings*. In "New Directions in Human Information Behavior," Eds., A. Spink & C. Cole. New York: Springer.

information access, a digitally-literate population, and an informed and engaged public, among key examples. iPAC focuses on three major areas of research and education:

- Libraries, Cultural, and Public Institutions - Research on institutions, such as public libraries, school library media centers, archives, museums, and government agencies that are the sources of information, resources, services, and unifying space within their communities.
- Policy - Analysis of the policies that shape the ways in which these institutions can serve their communities, as well as the roles of these institutions as access points for and providers of government and other information and services in society.
- Diverse Populations - Advocacy and emphasis on the ways in which institutions and policies can promote inclusive information access and services for individuals and communities, including the underserved, underrepresented, and disadvantaged by embracing innovative approaches to diversity.

The co-PIs are uniquely qualified to conduct this forum. Dr. Ndumu's research and teaching focus on issues of immigration and information, while Dr. Jaeger studies the intersection of human rights and information, particularly the roles of libraries in supporting rights and justice in their communities.

8. Communications Plan

Although the National Leadership Grant - National Forum Grant does not require a communication plan, the toolkit that is developed as a result of the forum will be widely shared through library organizations, social media, and webinars.

9. Sustainability

Although the National Leadership Grant - National Forum Grant does not require a sustainability plan, this project will ensure long-term impact through the development of a white paper to inform efforts toward the 2030 national census. Also, the website containing resources will be archived for future use.



DIGITAL PRODUCT FORM

Introduction

The Institute of Museum and Library Services (IMLS) is committed to expanding public access to federally funded digital products (e.g., digital content, resources, assets, software, and datasets). The products you create with IMLS funding require careful stewardship to protect and enhance their value, and they should be freely and readily available for use and re-use by libraries, archives, museums, and the public. Because technology is dynamic and because we do not want to inhibit innovation, we do not want to prescribe set standards and practices that could become quickly outdated. Instead, we ask that you answer questions that address specific aspects of creating and managing digital products. Like all components of your IMLS application, your answers will be used by IMLS staff and by expert peer reviewers to evaluate your application, and they will be important in determining whether your project will be funded.

Instructions

All applications must include a Digital Product Form.

Please check here if you have reviewed Parts I, II, III, and IV below and you have determined that your proposal does NOT involve the creation of digital products (i.e., digital content, resources, assets, software, or datasets). You must still submit this Digital Product Form with your proposal even if you check this box, because this Digital Product Form is a Required Document.

If you ARE creating digital products, you must provide answers to the questions in Part I. In addition, you must also complete at least one of the subsequent sections. If you intend to create or collect digital content, resources, or assets, complete Part II. If you intend to develop software, complete Part III. If you intend to create a dataset, complete Part IV.

Part I: Intellectual Property Rights and Permissions

A.1 What will be the intellectual property status of the digital products (content, resources, assets, software, or datasets) you intend to create? Who will hold the copyright(s)? How will you explain property rights and permissions to potential users (for example, by assigning a non-restrictive license such as BSD, GNU, MIT, or Creative Commons to the product)? Explain and justify your licensing selections.

If funded, the "Counted In" forum will result in digital marketing material. While the University of Maryland's iPAC will retain copyright, users will be able to freely access and customize material under a Creative Commons (CCO) license. All rights will be granted and there will be no restrictions on reproducing, editing or disseminating material.

A.2 What ownership rights will your organization assert over the new digital products and what conditions will you impose on access and use? Explain and justify any terms of access and conditions of use and detail how you will notify potential users about relevant terms or conditions.

The "Counted In" material will be considered Free Cultural Works, thereby granting users permission to freely use the work, the information in the work. They can also share the work as well as remixes or derivatives of the work.

A. 3 If you will create any products that may involve privacy concerns, require obtaining permissions or rights, or raise any cultural sensitivities, describe the issues and how you plan to address them.

Users will be asked to register in order to download and customize marketing material or templates. Registration will allow the co-PIs to compile usage statistics and also follow up with users, who will be asked to complete surveys. All of this information will be used to evaluate the project's effectiveness.

Part II: Projects Creating or Collecting Digital Content, Resources, or Assets

A. Creating or Collecting New Digital Content, Resources, or Assets

A.1 Describe the digital content, resources, or assets you will create or collect, the quantities of each type, and the format(s) you will use.

The Counted In forum will culminate in:

- a website or toolkit
- free, downloadable and customizable marketing templates (e.g., brochures, posters, flyers, bookmarks)
- a white paper

A.2 List the equipment, software, and supplies that you will use to create the content, resources, or assets, or the name of the service provider that will perform the work.

The co-PIs are prepared to partner with Millennium Marketing Solutions, if funded, on the Counted In Forum project. A quote for their services is available in the supplementary material.

A.3 List all the digital file formats (e.g., XML, TIFF, MPEG) you plan to use, along with the relevant information about the appropriate quality standards (e.g., resolution, sampling rate, or pixel dimensions).

The digital marketing material or templates will be available as edited PDFs, XML, TIFF, and MPEG using a minimum of 640x480 pixels (standard screen resolution). The website or toolkit will adhere to all ADA section 508 standards.

B. Workflow and Asset Maintenance/Preservation

B.1 Describe your quality control plan. How will you monitor and evaluate your workflow and products?

The digital content will be designed in consultation with the Counted In Forum stakeholders such as the Steering Committee members, library leaders from around the country, and representatives of immigrant organizations. The co-PIs will meet regularly with the marketing firm in order to ensure fidelity to forum-derived recommendations. Finally, users will be asked to provide feedback through surveys.

B.2 Describe your plan for preserving and maintaining digital assets during and after the award period of performance. Your plan may address storage systems, shared repositories, technical documentation, migration planning, and commitment of organizational funding for these purposes. Please note: You may charge the federal award before closeout for the costs of publication or sharing of research results if the costs are not incurred during the period of performance of the federal award (see 2 C.F.R. § 200.461).

Digital marketing will be archived on the iPAC website. As back ups, the website will be entered into the Internet Archive as well as the University of Maryland Archives.

C. Metadata

C.1 Describe how you will produce any and all technical, descriptive, administrative, or preservation metadata. Specify which standards you will use for the metadata structure (e.g., MARC, Dublin Core, Encoded Archival Description, PBCore, PREMIS) and metadata content (e.g., thesauri).

None

C.2 Explain your strategy for preserving and maintaining metadata created or collected during and after the award period of performance.

None

C.3 Explain what metadata sharing and/or other strategies you will use to facilitate widespread discovery and use of the digital content, resources, or assets created during your project (e.g., an API [Application Programming Interface], contributions to a digital platform, or other ways you might enable batch queries and retrieval of metadata).

None

D. Access and Use

D.1 Describe how you will make the digital content, resources, or assets available to the public. Include details such as the delivery strategy (e.g., openly available online, available to specified audiences) and underlying hardware/software platforms and infrastructure (e.g., specific digital repository software or leased services, accessibility via standard web browsers, requirements for special software tools in order to use the content).

The Counted In Toolkit will be freely available to the public through an online website.

D.2 Provide the name(s) and URL(s) (Uniform Resource Locator) for any examples of previous digital content, resources, or assets your organization has created.

Faculty at the University of Maryland iSchool have developed the Connected Lib Toolkit (<https://connectedlib.github.io/>) as well as the Toolkit for Library Services to Black Immigrants (blackimmigrantsinlibraries.com), which was developed by co-PI Ana Ndumu.

Part III. Projects Developing Software

A. General Information

A.1 Describe the software you intend to create, including a summary of the major functions it will perform and the intended primary audience(s) it will serve.

None.

A.2 List other existing software that wholly or partially performs the same functions, and explain how the software you intend to create is different, and justify why those differences are significant and necessary.

None.

B. Technical Information

B.1 List the programming languages, platforms, software, or other applications you will use to create your software and explain why you chose them.

None.

B.2 Describe how the software you intend to create will extend or interoperate with relevant existing software.

None.

B.3 Describe any underlying additional software or system dependencies necessary to run the software you intend to create.

None.

B.4 Describe the processes you will use for development, documentation, and for maintaining and updating documentation for users of the software.

None.

B.5 Provide the name(s) and URL(s) for examples of any previous software your organization has created.

N/A

C. Access and Use

C.1 We expect applicants seeking federal funds for software to develop and release these products under open-source licenses to maximize access and promote reuse. What ownership rights will your organization assert over the software you intend to create, and what conditions will you impose on its access and use? Identify and explain the license under which you will release source code for the software you develop (e.g., BSD, GNU, or MIT software licenses). Explain and justify any prohibitive terms or conditions of use or access and detail how you will notify potential users about relevant terms and conditions.

NONE.

C.2 Describe how you will make the software and source code available to the public and/or its intended users.

NONE.

C.3 Identify where you will deposit the source code for the software you intend to develop:

Name of publicly accessible source code repository:

N/A

URL:

N/A

Part IV: Projects Creating Datasets

A.1 Identify the type of data you plan to collect or generate, and the purpose or intended use to which you expect it to be put. Describe the method(s) you will use and the approximate dates or intervals at which you will collect or generate it.

Forum and webinar participants will take part in anonymous surveys. Between January and June 2020, toolkit users will be asked to register in order to download marketing material. This would allow co-PIs to obtain usage statistics and follow-up evaluations.

A.2 Does the proposed data collection or research activity require approval by any internal review panel or institutional review board (IRB)? If so, has the proposed research activity been approved? If not, what is your plan for securing approval?

IRB approval will be obtained in order to make it possible to gather registration information and follow-up with users to obtain evaluations. Forum and webinar participants will take part in anonymous surveys.

A.3 Will you collect any personally identifiable information (PII), confidential information (e.g., trade secrets), or proprietary information? If so, detail the specific steps you will take to protect such information while you prepare the data files for public release (e.g., data anonymization, data suppression PII, or synthetic data).

Registrants will be asked their names, email addresses, positions, and places of work. Registrants' personal information, or the raw data, will be anonymized and stored on a password-protected, encrypted file on a password-protected computer on co-PI Ana Ndumu's computer. Registrants will be assured of their privacy rights and confidentiality.

Each registrant's information will be substituted with a participant number. In all analysis and reporting, only the anonymized data will be utilized.

Toolkit users will be able to opt-out of registration by directly calling the co-PIs to obtain direct access to the marketing material.

A.4 If you will collect additional documentation, such as consent agreements, along with the data, describe plans for preserving the documentation and ensuring that its relationship to the collected data is maintained.

Registration consent forms will also be secured in a password-protected, encrypted file on co-PI Ana Ndumu's personal computer.

A.5 What methods will you use to collect or generate the data? Provide details about any technical requirements or dependencies that would be necessary for understanding, retrieving, displaying, or processing the dataset(s).

Forum and webinar participants will be asked to participate in anonymous surveys (personal information will not be requested). Toolkit registrants will be asked to complete a follow-up anonymous online survey, which will be created using Qualtrics software. All data will be analyzed using SPSS software.

A.6 What documentation (e.g., data documentation, codebooks) will you capture or create along with the dataset(s)? Where will the documentation be stored and in what format(s)? How will you permanently associate and manage the documentation with the dataset(s) it describes?

None.

A.7 What is your plan for archiving, managing, and disseminating data after the completion of the award-funded project?

The toolkit registrant information will be kept secure for three years, per University of Maryland IRB standards. The anonymous data will be synthesized and reported in the white paper.

A.8 Identify where you will deposit the dataset(s):

Name of repository:

IPAC

URL:

ipac.umd.edu

A.9 When and how frequently will you review this data management plan? How will the implementation be monitored?

Per UMD IRB standards, data management plan will be assessed every six months by changing passwords and re-encrypting files.