

ROTARY PRESS

THE ROTARY CLUB OF SYRACUSE • CLUB #42 • ROTARY INTERNATIONAL DISTRICT 7150 • CHARTERED 1912 • FRIDAY, JULY 19, 2019

A Look Ahead

JULY 26

12:00 pm

RCS Club Meeting
Members Lounge

Program:

Tory Russo,
Syracuse Census Coordinator

AUGUST 2

12:00 pm

RCS Club Meeting
Members Lounge

Program:

Syracuse Rotary Foundation, Inc.
Annual Meeting
Rotary Club of Syracuse, Inc.
Club Assembly

AUGUST 9

12:00 pm

RCS Club Meeting
Members Lounge

Program:

Dr. Brian Leydet, ESF
Lyme Disease

AUGUST 16

11:00 am

COMBINED AUGUST MEETINGS
of the Board of Directors &
The Foundation Trustees

12:00 pm

RCS Club Meeting
Members Lounge

Program:

Garth Johnson, Paul Phillips
and Sharon Sullivan, Creator of
Ceramics, Everson Museum

HAVE AN IDEA FOR A PROGRAM?

Email Program Chair, Jim Yonai at:
jyonai01@gmail.com

This Week: Syracuse Census Coordinator 2020 Census community cooperation & participation

Program Committee

In 2010, the population of Syracuse was 145,170 with a median age of 30.

As mandated by the U.S. Constitution, our nation gets just one chance each decade to count its population. The U.S. census counts every resident in the United States. It is mandated by Article I, Section 2 of the Constitution and takes place every 10 years. The data collected by the census determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities.

The next census in 2020 will require counting an increasingly diverse and growing population of around 330 mil-



Tory Russo, Census Coordinator

lion people in more than 140 million housing units. To get an accurate count, the Census Bureau must build an accurate address list of every housing unit, maximize self-response to the census, and efficiently follow up with those who do not respond.

In the years leading up to 2020, research was conducted in four areas that focus on the major cost drivers of the census: 1) Using the Internet to increase self-response; 2) Using existing government data sources to answer census questions and reduce follow-up workload; 3) Automating operations to increase productivity and reduce staff and offices; 4) Using existing maps and address to reflect changes rather than walking

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Scene & Herd Reboot: Recap of July 19

Editor

Friday, July 19, 2019 ~ 'Twas a very hot summer day, but we had a record crowd of Rotarians and guests today. Go figure. You'd think the lake or some cooler place would be a bigger lure, but it was nice to have such a robust group to welcome Rotarian Ginny Carmody and her Literacy Coalition colleagues. Prez Charlie presided, with his usual aplomb, leading us in the pledge, calling upon a rousing rendition of (PP Brad's

favorite) God Bless America and introducing Kim Dwyer for a most apropos and well done prayer for literacy.

PP Kevin drew for the Red Queen, but alas his luck finally failed him, leaving the \$5 to... Kevin (what did I say about luck??). Lots of happy dollars again today including one from Bob Sargent (happy to celebrate the 50 year anniversary of the moon landing), another from PP Dan (about to depart for a fun

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PRESIDENT
CHARLES BEACH

PRESIDENT-ELECT
THOMAS DWYER

SECRETARY
JOHN BERTRAM

TREASURER
DAN MORROW

SERGEANT-AT-ARMS
JAMES MORROW

Successful campaign drives adults to area education and literacy services << from pg. 1

weekend with his two granddaughters, with Papa Jim's permission....), one from Ginny (saluting her four women literacy guests), still another from PP Jim Glad (celebrating his 50 year high school reunion), one from Butch (good fishing), another from Ray Leach (he too celebrating the Apollo 11 moon landing) and finally one from PP Kevin (happy to be just a participant).

We wished a very happy birthday to PP Dan. PP Brad reminded us of the upcoming Matthew 25 golf tournament on Saturday, August 17 at the Sunset Ridge Golf Club, urging (in language which Brad self described as "salty") all swingers to play.... PP Dan announced that 60% of annual member dues have already been paid and called for prompt payment of the remainder 40%. Prez Charlie reminded us that next week our program will feature Syracuse's Census Director, Tory Russo, prompting PP Jim to quip that we'd all better show up and be counted....

As Executive Director of the Literacy Coalition and point person for the

team, Ginny introduced our program which included presenters, Michele Bello, Director of Marketing at Pro-Literacy Worldwide and Kelli Cooney, Data Manager and Literacy Liaison for the Syracuse City School District Adult and Continuing Education. Kelli led off, identifying the numerous local partners in their adult literacy program and the wide ranging beneficiaries including those seeking to obtain a high school diploma. Kelli estimated that their efforts are presently serving about 4000 adults in greater Syracuse. Thanks to the support of Syracuse Rotary, the Adult Education Roundtable was formed in 2017, now the leadership of Ginny's Literacy Coalition. Its initial objective was to start a media campaign designed to drive adults in our community to the many services offered by the several existing literacy organizations. Michele jumped in to flesh out the goals of the campaign which hopes to raise new literacy awareness in the community, recruit new students and generate additional financial and

other support including volunteers. An updated website has shown great promise in this regard, drawing many more "clicks" than the previous one. It can also be viewed in a variety of languages. We learned that an astounding 15% of the US population is in need of some literacy assistance which amounts to about 36 million people country-wide. And studies show that typically 100 hours of adult literacy ed equates to about a \$10,000 pay increase, so the benefits of adult literacy education are real and potentially enormous for all of us. The Roundtable still needs more help to accomplish its goals, particularly in the area of volunteers and financial support. Michele and Kelli's presentation concluded with a powerful video featuring an adult ed graduate, Arlethia Del Rio, who joined us for lunch. For more info, see the Roundtable's website at www.CNYLearns.org. They're doing great work and deserve our continued help. ☞

City of Syracuse creates new position for Census 2020

<< from pg. 1

every block in every neighborhood in the country.

The decennial census is the largest mobilization and operation conducted in the United States and requires years of research, planning, and development of methods and infrastructure to ensure an accurate and complete count.

Syracuse Mayor Ben Walsh appointed Tory Russo to the position of Census Coordinator for the United States Census Bureau 2020 Census count. Russo is the city's point person in coordinating with the Census Bureau, state and local government, as well as with private and non-profit organizations, volunteer groups, and other community organizations which represent people impacted by the census.

"The census occurs just once a decade, but it has a daily impact on the City of Syracuse and every single person who lives here," said Syracuse Mayor Ben

Walsh. "The census results play a large and lasting role in the allocation of federal dollars, ensuring our fair share of federal funding for schools, hospitals, and housing. Much depends on getting a complete and accurate count."

The Census Bureau has announced changes to the count procedures in 2020, including the ability to respond online, by phone, and by mail. According to the bureau, it will also "use data the public has already provided to reduce follow up visits," which indicates less door-to-door counting by Census representatives.

"The changes in the 2020 Census mean we need to do everything we can to educate people about the process and the importance of being counted. Tory has worked directly with many of the organizations already engaged in the Census and during the past year she's become very familiar with neighbor-

hoods all across the city," Mayor Walsh said. "This is a critically important position for our community, and Tory has the right skills and experience for the work."

Russo has served as Mayor Walsh's public information officer since January 2018. Before entering public service, she worked with PEACE, Inc. and with Hopeprint in communications and youth programming positions, respectively. She is a 2016 graduate of Syracuse University with a dual major in Magazine Journalism from the S.I. Newhouse School of Public Communications and International Relations from the Maxwell School of Citizenship.

Russo transitioned to the full-time Census focus in April. Initial funding for the new position is being provided by a grant from the CNY Community Foundation.