The Recruiting Issue
The Denver/Dallas region is Looking for Over 38,000 Applicants this Spring

The DARCC Recruiting Staff AKA the “The Big Twelve Texas Team”, has started 2019 off with bang! The June 9th early operations recruiting goal for our region is 38,666 applicants.

Recruiters, Recruiting Assistants, Recruiting clerks, Office Managers, Area Managers and Partnership Specialists started the year off with an explosive recruiting plan and strategy which included on-line advertising on major job boards, social media advertising, cinema ad advertising, career fairs, transit advertising on city buses and subways, NCAA advertising at sporting events, and old fashioned word of mouth advertising at community events. Their combined efforts have resulted in the accumulation of over 25,000 applicants throughout our region!

Recruiting over 25,000 applicants in our region has not been easy. The recruiting department has overcome several obstacles and challenges which include extremely low unemployment rates.

Join The Census Team
Apply On-Line Today!

The 2020 Census has a wide variety of office and field positions opening soon, we offer temporary full-time to flexible part-time positions. Start your on-line application today! Make your next job count!

For more information about our Field or Office positions please visit us at:
2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)
• Clerks / Supervisory Clerks
• Listers / Enumerators
• First Line Supervisors

For more information about Professional and Management positions please visit us at:
usajobs.gov
• Area Census Office Managers
• Lead Census Field Manager
• Admin Manager
• IT Manager
• Recruiting Manager

Continued on page 2
Join the Team Continued from page 1

Interested applicants can apply at www.2020census.gov/jobs. We will begin selecting applicants for this first operation (Address Canvassing) on June 9, 2019.

Some of the basic requirements for employment are as follows:

- Be at least 18 years old
- Must be a U.S. Citizen
- Must have a valid e-mail address
- Must be Registered for selective service if born after December 31, 1959

Additionally, we will need over 404,000 throughout our region to complete our Non Response Follow (NRFU) operation in early 2020. Help us get the word about these job opportunities!

Feel free to call 1-800-JOB-2020 with any questions!

Or log onto our job site; 2020census.gov/jobs

Or you can use the QR Code above right to instantly connect to; 2020census.gov/jobs

---

**QR Code Success**

*Applying New Technologies for Digital Generation*

The use of QR codes is not new to the world at large, it is used in Asia and Europe to direct people to restaurants, stores and major entertainment events. In America it is seldom used in marketing. But there is a group of tech savvy people who do use it; Young Adults or the people who grew up with smart phones.

These people seldom put their phones down and what is even more important, they seldom write anything down. They are the new digital society.

What QR codes offer this group is a way to instantly connect to any website without retyping a link into their cell phone. It takes a split second to make a QR connection.

This Decennial, the US Census is using QR codes to lure in this generation to their jobs site, (2020census.gov/jobs) and get them on board.

This technology is now on most all smart phones right out of the box. The phones are coming with the software already installed. The demand in Europe and Asia is high enough to make major manufacturers supply the software without a download.

“Just point and click!” Says Jeff Kaski, a Visual Information Specialist for the US Census office in Dallas, Texas.

“We have started to put the QR codes on all of our recruiting materials from posters and fliers to Power Point presentations and videos.

“I like that we can now track how many hits the QR code gets daily. When our recruiters go into the field with a poster, I can literally watch the hits come in at my workstation. That gives us the capability to see what marketing is working and what is not. We plan to use this research as we move past recruiting and into the 2020 Census next year.”

The QR codes can be linked to almost any web page. We can send people to a sign in sheet, a training site, Census information, digital calendars, the list is endless.

Digital success is one click away.

Utilizing just the cell phone camera feature this smart phone found our “jobs” page in a fraction of a second even off a computer screen.
Who Ya Know
2020 Census Recruits on KVIL Radio

The Census was invited to participate in the Who Ya Know job fair hosted at the Star Cowboys Practice Facility in Frisco, Texas.

We received over 50 applicants from the fair that day, which ran for approximately three hours. During the fair, we had the opportunity to do a live broadcast on Facebook discussing the positions we are recruiting for and the overall recruiting process for management and field jobs with the 2020 Census.

Regional Recruitment Challenges
12 State Denver Region

There are many challenges that recruiters in the 12 State Denver/Dallas Region deal with on a daily basis. To obtain their monthly goals Recruitment Specialists need energy and fortitude:

- **Geography** - Deserts and Mountains make the field jobs in those locations arduous.

- **Extreme Temperatures** - 25° below in the northern states to 125° in the South west.

- **Hard to Count Populations** - Homesteads in remote locations, low income, poorly educated and migrant populations are all in the region.

- **Language Barriers** - Higher levels of Spanish and native language groups live in the region.

- **Tribal Lands** - Some tribal lands are restricted to outsiders and some locations are inaccessible during certain seasons.

- **Area** - Many of the states in the region are so vast they require long periods of driving and time away from home to cover.

- **Low Unemployment Rates** - It is hard to find interested candidates when in some of the region’s states the unemployment rate is as low as 2%.