

California Complete Count – Census 2020

Education and Outreach Manager, Mignonne Pollard, EdD

San Joaquin Central Valley Census Roundtable

October 25, 2019



What's at Stake for California

DRAFT - NOT FOR DISTRIBUTION

POWER

- Congressional Representation
- Reapportionment
- Redistricting

MONEY

- An undercount could cost California $1000 per person annually
- $7 billion for K-12 schools

Federal Education Programs

- Special Education
- After School Programs
- School Nutrition Program
- Head Start programs
- Title I & Title III
- Improving Teacher Quality

County Office of Education Sector Outreach

- $5.75M for 45 County Offices of Education
- Formula is based on weighted average of Title I (School Lunch) and Title III (English Learners) children
- Reaches 98% of targeted population
- $450,000 for a curriculum pilot & rollout



County Office of Education Contracts

- Top 45 Counties based on weighted populations of Title I and Title III students

- Use of facilities as Question Assistance Centers (QACs)

- School participation in Census Week

- Use of *Count Me In! Census 2020 Inquires* curriculum

- Participation in visual and performing arts competition

County Office of Education Census Outreach

35 of 46 County Offices of Education have opted-in to receive state funding for Census outreach:

- Alameda
- Butte
- Colusa
- Contra Costa
- El Dorado
- Fresno
- Humboldt
- Imperial
- Kern
- Kings
- Lake
- Los Angeles
- Madera
- Marin
- Mendocino
- Merced
- Monterey
- Napa
- Nevada
- Orange
- Placer
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Francisco
- San Diego
- San Joaquin
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Shasta
- Siskiyou
- Solano
- Sonoma
- Stanislaus
- Sutter
- Tehama
- Tulare
- Tuolumne
- Ventura
- Yolo
- Yuba

COE Contracts
•42 out of 45





2020 CENSUS
A GUIDE FOR CALIFORNIA'S SCHOOL-BASED OUTREACH

Students Count

The Curriculum: Census 2020 Count Me In

A campaign designed to educate students and teachers on the US Census:

- Historical importance
- Function of the Census (how it works)
- Use of Census data
- Importance of a complete count
- Ways to ensure that a complete count occurs (advocacy projects)



Best Outreach Practices For K-12

1. Work with local Complete Count Committee
2. Bring school-based programs that serve Hard to Count population to the table
3. Assets After school program to produce media/messaging
4. Produce professional videos for targeted communities
5. Pass a resolution through your school board to support Census week
6. Create a web-page just for census information and updates
7. Partner with local businesses
8. Invite the U.S. Census Partnership specialists and Regional Program Managers to give talks
9. Bilingual/Multilingual Speakers Bureau
10. Host workshops on storytelling/building your narrative
11. Integrate census activities with activities that already occur (football games/parent nights)
12. Encourage high school students to do census outreach as a part of senior service project
13. Block parties/County Fairs/ Other community events

Higher Education Sector

- California Community Colleges
- California State Universities
- University of California
- Independent and Private Universities

Engaging all universities and colleges

University of California

California State Universities

Independent and Private Universities

California Community Colleges

Agreements to:

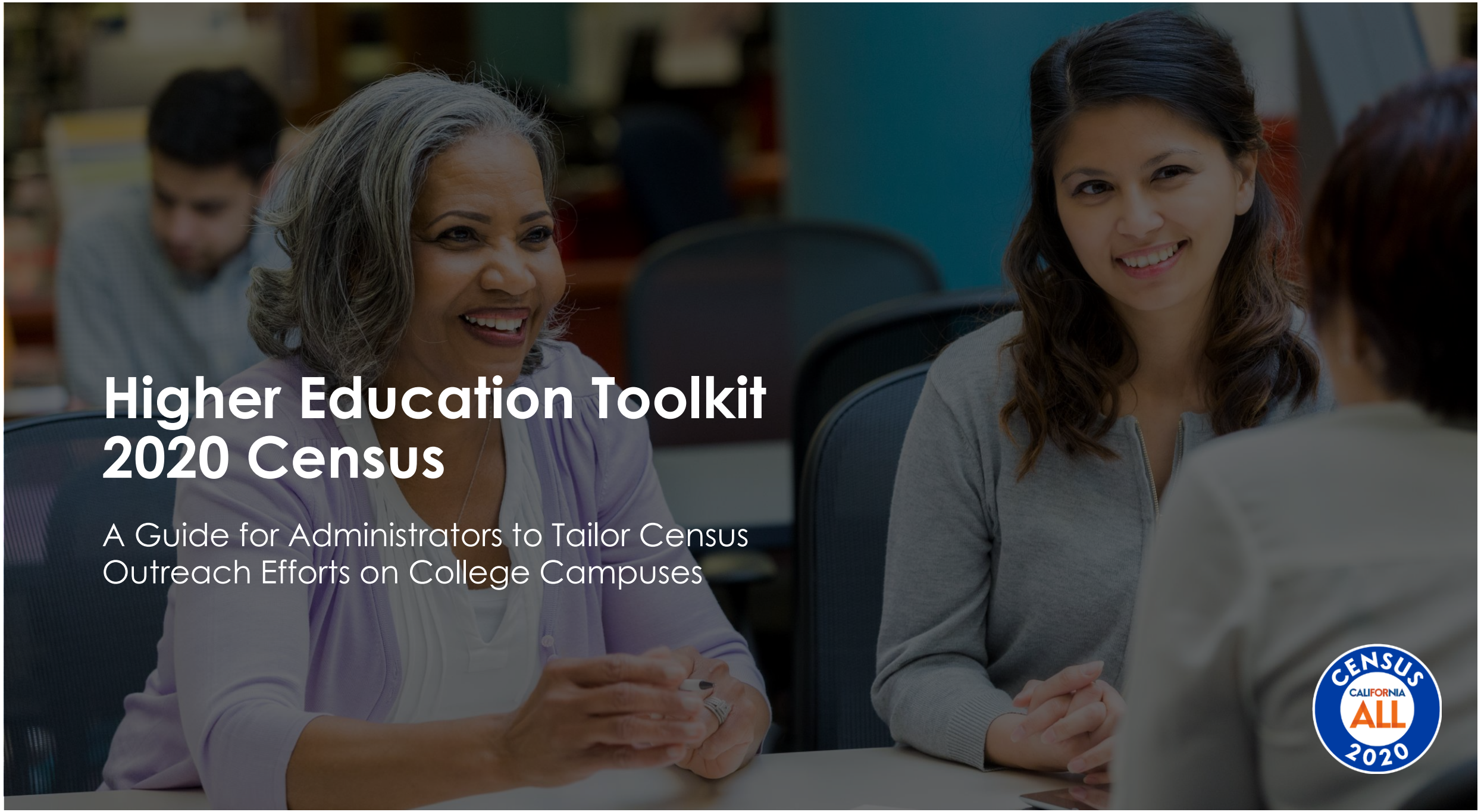
1) Work with Local Complete Count Committees

2) Host U.S. Census recruitment fairs

3) Designate Wi-Fi enabled locations

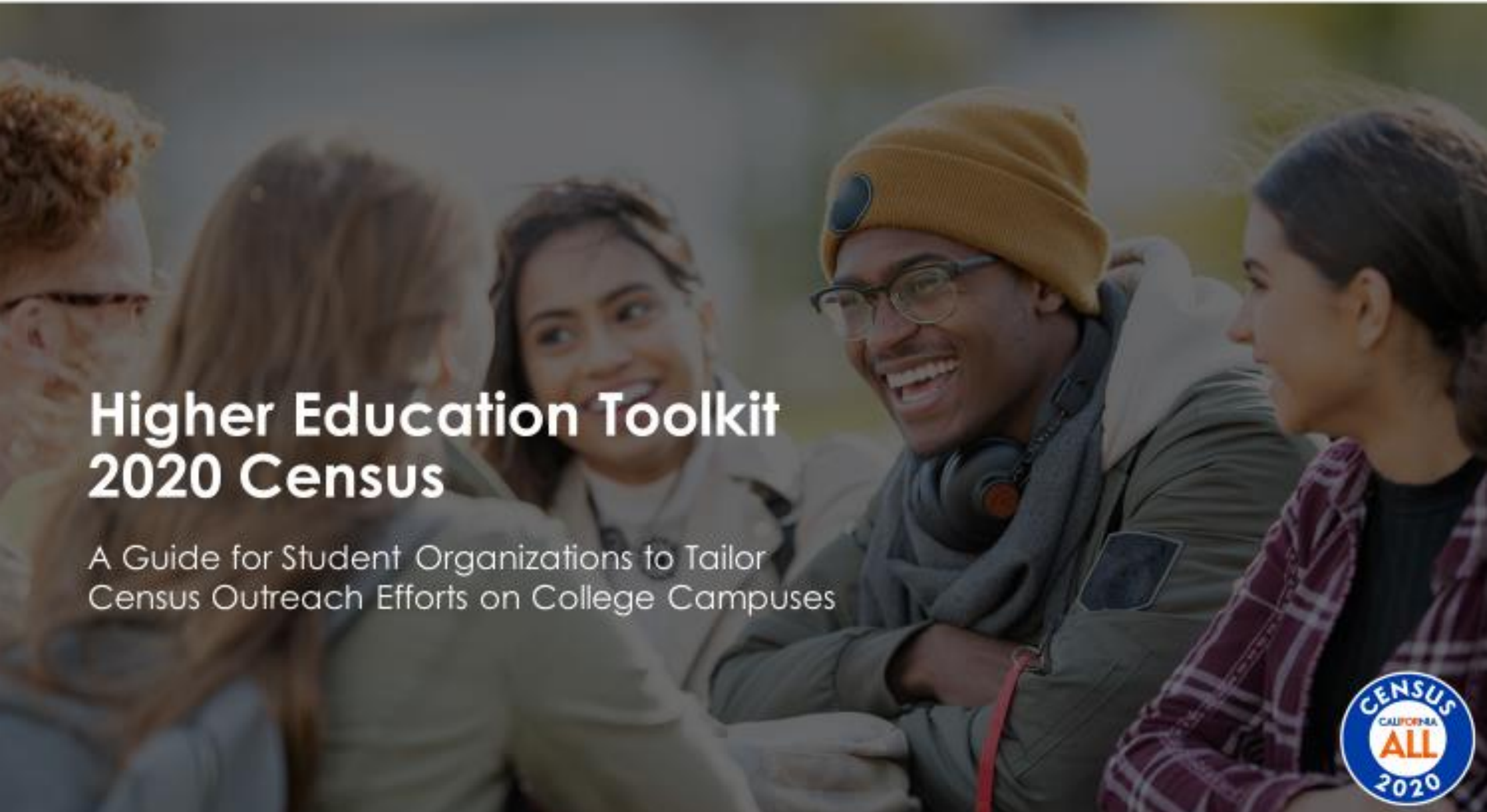
4) Host education outreach events

5) Invite public to campus



Higher Education Toolkit 2020 Census

A Guide for Administrators to Tailor Census Outreach Efforts on College Campuses



Higher Education Toolkit 2020 Census

A Guide for Student Organizations to Tailor Census Outreach Efforts on College Campuses

What you can do now!

1.Information distribution via social media

2. Promote with Census Week March 30-April 3, 2020

3. Include basic census information at a parent's night or open house event.

4. Link to official websites that provide census information: www.census.ca.gov or www.2020census.gov

5. Invite speakers from Local Complete Count Committees, U.S. Census, or one of California Complete Count's Regional Program Managers.


Thank You!
CENSUS
CALIFORNIA
ALL
2020

California Complete Count – Census 2020

info@census.ca.gov
916-852-2020