

Getting Your College Ready for the 2020 Census

Friday, November 22nd, 2019

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Outline

- What is the Census and why is it important?
- Census Overview, Timeline and Resources for California Community Colleges
- System-wide Student Outreach
- Ways to Promote Census 2020 on Your Campus



What is the Census and Why is it Important?

- As mandated by Article I, Section 2 of the U.S. Constitution, the census takes place every 10 years.
- The U.S. Census counts every resident in the United States once, and only once.
- Answers are Protected by Title 13. The Census is Confidential and required by Law.
- The data collected by the census determines...
 1. The number of seats each state has in the U.S. House of Representatives (a process called apportionment) and
 2. How much federal funding is distributed to state and local governments



What's at Stake for California

- **Power**
 - Congressional representation
 - Reapportionment and redistricting
- **Money**
 - ~\$7 **Billion** annually (California Department Education)



U.S. Census Bureau Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.



Roles — Federal vs State

US Census 2020

- Conducts the enumeration
- Ensures everyone is counted one time, in the right place

CA Census 2020

- Conducts a state-wide campaign
- Ensures the hardest-to-reach Californians are educated and motivated to participate



What's Different About the 2020 Census?

Challenges and opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count and Low Responding
- Engaged Foundations and Local Jurisdictions



How Do We Do This Important Work?

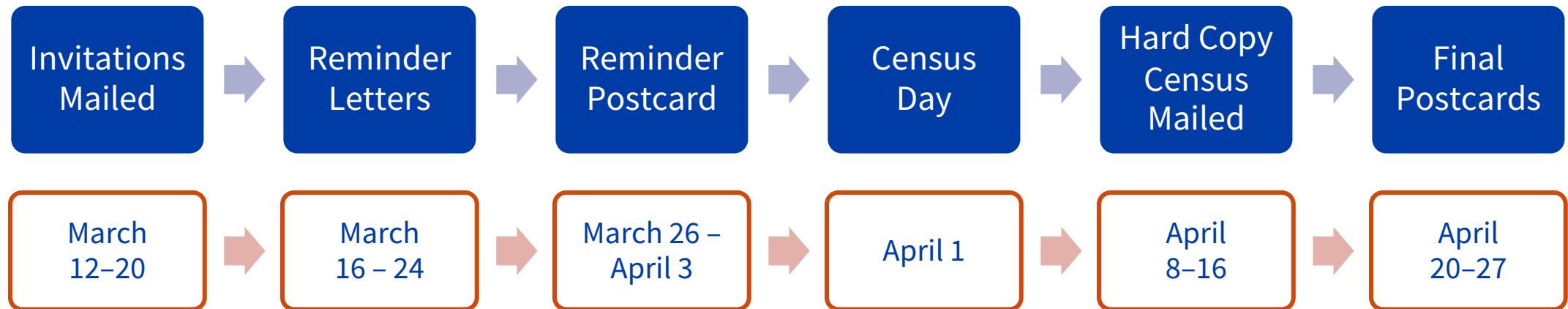
Partners, partners, and partners

- Many types of contractual partners, like:
 - Administrative CBOs
 - State-wide CBOs
 - Sectors and Industries
 - K-12 and Higher Education
 - Tribal Governments
- Partners may extend their work to include other subcontractors/messengers that are trusted in each community



When is the Census?

Invitations to complete the 2020 census questionnaire online will be mailed.



Branding

Language Specific

- The brand was intentionally built to be versatile
- The California Census media campaign is focused on being culturally congruent



ARABIC



ARMENIAN



CHINESE



ENGLISH



FARSI



JAPANESE



KHMER



KOREAN



PUNJABI



RUSSIAN



SPANISH



TAGALOG



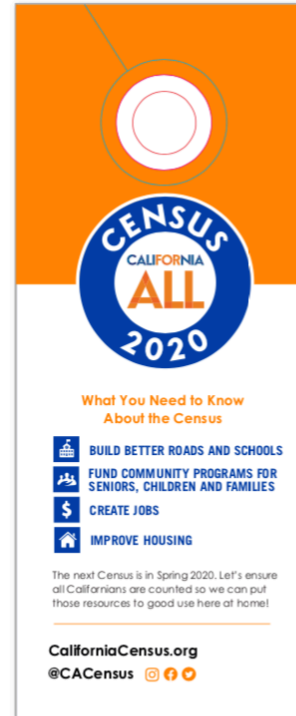
VIETNAMESE



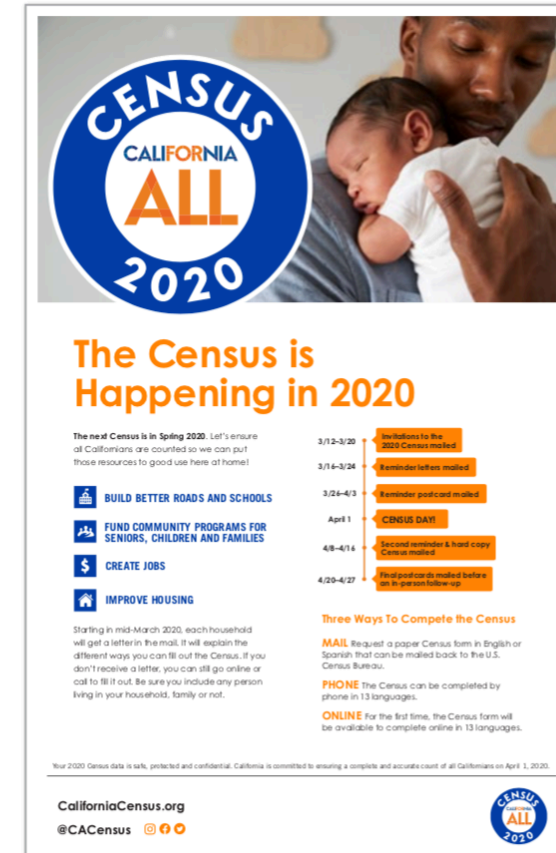
Branding

Collateral Samples

- The campaign will produce various types of collateral
- Included here is a simple door hanger and flyer



DOOR HANGER



POSTER/FLYER



@CACensus

Instagram

- Content for the Public and HTC
- Colorful, bright, relatable, diverse, sharable content like: produced videos, commissioned artwork, partner events
- Still has aspects of the CA Complete Count site (orange, blue, white blended in)



System-Wide Student Outreach

- Chancellor's Office and Foundation for California Community Colleges
- Co-branded/template toolkit sample and stand-up signs
 - To be mailed to each college and outreach center
- Social Media
- On-campus events promoting Census 2020



System-Wide Student Outreach

- Video
- Census Day April 1, 2020 promotion (iHeart Media)
- Media relations
 - Student media roundtables
 - Template articles for student papers



Census 2020 Student Ambassadors

- The Foundation's Ambassador Programs train community college students to serve as advocates on campus and in their surrounding communities
- 50 Student Ambassadors recruited from colleges in counties with high hard-to-count indexes in all 10 regions, will work to reach approximately 50,000 students
- Participants will receive comprehensive training to educate their peers in how to complete the census and why it is so important to communities across California
- Ability to speak languages other than English is a plus



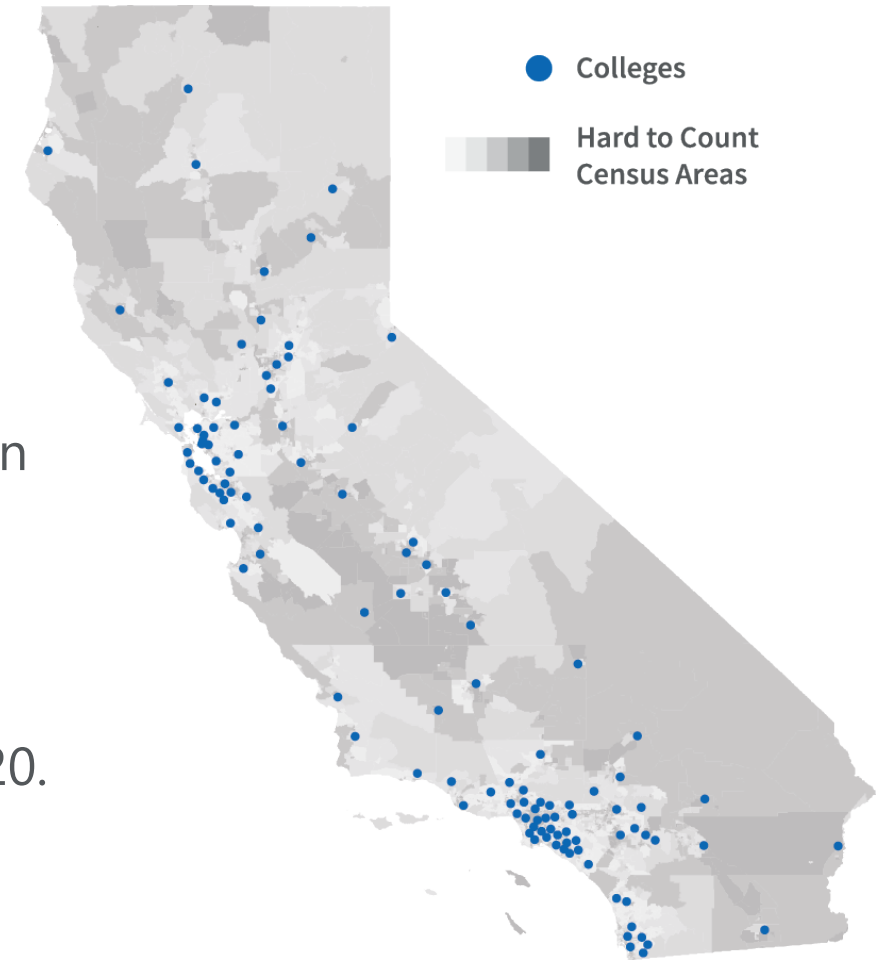
Student Network Activation

- Leverage the existing networks of student government groups, clubs, and community-based organizations serving CCC students to ensure Census participation
- California community college affiliated organizations or student groups in all 10 regions will be eligible for scholarships up to \$5,000
- Funding will support outreach events in their community and on campuses to promote the Census
- Focus efforts on organizations that can provide targeted outreach to historically underrepresented students



Priority Colleges

- Priority Colleges are colleges located in California Hard-to-Count (CA-HTC) communities determined by the California Census.
- The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate.
- Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.



Prioritized Colleges by Region

North and Central

Superior California

- Lassen College
- American River College
- Cosumnes River College
- Sacramento City College
- College of the Siskiyous
- Yuba College

North Coast

- Mendocino College
- Napa Valley College
- Santa Rosa Junior College

San Francisco Bay Area

- College of Alameda
- Berkeley City College
- Laney College
- Contra Costa College
- Los Medanos College
- San Jose City College

Northern San Joaquin Valley

- San Joaquin Delta College
- Modesto Junior College
- Columbia College

Central Coast

- Monterey Peninsula College
- Cuesta College
- Allan Hancock College
- Santa Barbara College
- Oxnard College

Southern San Joaquin Valley

- Fresno City College
- Reedley College
- Bakersfield College
- Taft College
- Porterville College



Prioritized Colleges by Region

Southern

Inland Empire

- Palo Verde College
- Norco College
- Copper Mountain College
- San Bernardino Valley College
- Riverside City College
- Barstow College

Los Angeles County

- Compton College
- Long Beach City College
- LA City College
- LA Harbor College
- LA Southwest College
- LA Trade-Tech College
- Pasadena City College
- Santa Monica College

Orange Coast

- Orange Coast College
- Cypress College
- Irvine Valley College
- Saddleback College
- Fullerton College

San Diego — Imperial

- Imperial Valley College
- San Diego City College
- San Diego Mesa College
- San Diego Miramar College



Refer a Student Organization

Contact

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(916) 498-6708

www.foundationccc.org/census2020

Applications for student ambassadors and student organizations will be accepted through December 2019.



CCPRO is on Board!

- In collaboration, Community College Public Relations Organization and the Community College League of California is dedicated to informing our students, CEOs, trustees, administrators, and staff at California's community colleges about the 2020 Census and its relevance.



How Your PIO can Support the Efforts

A MiraCosta Perspective

Promote Job Opportunities



How Your PIO can Support the Efforts

A MiraCosta Perspective

- With political uncertainty and the new online platform, public education is critical
- Tactics used to inform the community:
 - Campus monitors
 - ASG Endorsement
 - Electronic Newsletter(s)
 - Posters
 - Coffee sleeves
 - Computer desktops
 - Social media
 - Website landing page



Resources

- California For All – Census 2020
www.californiacensus.org
- Foundation's landing page
www.foundationccc.org/census2020

Project Manager – Chancellor's Office

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Questions?

