

# Education Sector Outreach Update

Schools, Community Colleges, Universities, and Libraries

Prepared by: Mignonne Pollard, Ed.D.

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**CA**  
**CENSUS**  
**2020**



# TABLE OF CONTENTS

## I. INTRODUCTION

## II. OUTREACH TO SCHOOLS K-12

A. OVERVIEW

B. THE CURRICULUM PILOT- COUNT ME IN

C. THE K-12 COUNTY CONTRACTS TO 40 COUNTIES WITH HIGH  
TITLE I & TITLE III POPULATIONS

## III. HIGHER EDUCATION OUTREACH

## IV. LIBRARIES

## V. NEXT STEPS

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# I. INTRODUCTION

The approach in the 2020 Census Outreach Campaign is to use trusted messengers in trusted places. There are \$2.25 million dollars of the California Complete Count Census 2020 budget was allocated to fulfill the task of outreach to K-12 schools, colleges, and libraries. The education sector outreach approach incorporates lessons learned from 2010 as well as new and innovative approaches. Education sector outreach efforts are focused on reaching hard to count (HTC) populations.

## II. Outreach to Schools- K-12

### Overview

One innovative approach to outreach is the development of curriculum that will be used in schools to educate students about the importance of the U.S. Census. K-12 students serve as trusted messengers to family members and will be an important source of information about the Census, especially in recent immigrant and other limited-English-speaking families.

Census education as a permanent part of the civics curriculum benefits all Californians. Census education has long-term and short-term positive effects. In the short-term, high school students engaged in learning about all the implications of the Census are more likely to participate in 2020. In the long-term, elementary school students engaged in critical thinking around the Census are more likely to participate in the future. Overall, Census education as a permanent part of the civics curriculum creates an informed and engaged population.

The final report of the 2010 Census outreach efforts recommended curriculum adaptation of U.S. Census materials and support of teachers in the implementation of curriculum for effective outreach efforts to schools (*California Complete Count: Counting 2010 and Planning for 2020 Final Report*, p. 35). Therefore, in the 2017 Budget Act, \$250,000 of the total sector outreach budget was allocated for a school curriculum pilot. The California Complete Count Census 2020 Office contracted with Sacramento County Office of Education (SCOE) to develop and pilot educational support materials about the 2020 Census for students and teachers in California.

## The Curriculum Pilot- Count Me In!

The curriculum project began in July 2018 and will end June 2019. The pilot involves the three phases

- Phase I: Identifying 20 teachers to begin to develop curriculum based on the census to meet the California social studies standards.
- Phase II: The 20 teachers tested the curriculum in their classrooms and refined it for final publication.
- Phase III: The curriculum will be piloted in 10 school sites that include Fresno, Sacramento, and Los Angeles school districts.

The pilot is currently in Phase III.

Education Specialists at Sacramento County Office of Education (SCOE) and Los Angeles County Office of Education (LACOE) engaged a group of 20 teachers in curriculum design. The targeted grades are 5<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>. In grades 5, 8, and 11 California's Social Studies standards outline different aspects of *U.S. History and Geography*. At the 12<sup>th</sup> grade level, the focus becomes *Principles of American Democracy and Economics*. The teachers developed lessons that are organized as historical research and *Take Action Now!* modules that are hands-on, interactive, and build civic awareness projects around the census.

- In July 2018, the teachers were provided an overview of the Census in general and outreach and implementation plans for Census 2020. The teachers were introduced to the *College, Career, and Civic Life (C3) national framework* with its Inquiry Arc as a foundational educational pedagogy due to its emphasis on preparation for civic life. Sacramento county teachers lead the development for the 5<sup>th</sup> and 8<sup>th</sup> grade curriculum. Los Angeles area teachers lead the development for the 11<sup>th</sup> and 12<sup>th</sup> grade curriculum.
- In September 2018 – December 2018, this group of teachers (both LACOE and SCOE) met and refined inquiry-based lesson plans that reflect their current communities. The teachers are now piloting the refined lessons in their classrooms.
- In January 2019, the teachers met again for additional refinement of the curriculum. They created final drafts of the curriculum for the statewide

pilot. The final product, *Count Me In! Census 2020 Inquiries* will be used as for basis for the implementation of a statewide pilot.

The *Count Me In! Census 2020 Inquiries* curriculum provides a key component in the outreach effort.

During the spring of 2019, Fresno County Office of Education (FCOE) along with Sacramento and Los Angeles counties, will identify schools in their region to pilot the curriculum. The pilot will last until the end of the school year. The results of the pilot will frame professional development and provide a group of teachers who are ready to implement the curriculum in the 2019-2020 school year.

### **K-12 Contracts To 40 County Offices of Education With High Title I & Title III Populations.**

Census education activities and events will occur both in the classroom and in out of school time programs. Contracts are offered to 40 county offices of education that are in HTC areas. Schools are funded based on a combined weighted average of the total population of students in Title I schools and Title III students. This approach reaches 97% of all youth in HTC areas. County Offices of Education that choose to enter into contracts with the State Census Office will present implementation plans of activities and events. They have an opportunity to implement the curriculum and receive professional development. Schools are scheduled (expected) to open their doors to the broader community for two weeks leading up to and right after Census Day (April 1, 2020) to become Questionnaire Assistance Centers (QACS) and Questionnaire Assistance Kiosks (QAKs). The last date for schools to opt-into the contract is May 1, 2019.

CENSUS 2020  
COUNTY OFFICE OF EDUCATION  
FUNDING ALLOCATION TABLE

<b>County</b>	<b>Allocation</b>
Alameda	\$ 56,863.59
Contra Costa	\$ 41,088.33
El Dorado	\$ 8,930.01
Fresno	\$ 63,771.33
Humboldt	\$ 12,589.58
Imperial	\$ 17,312.96
Kern	\$ 62,647.34

<b>County</b>	<b>Allocation</b>
San Bernardino	\$110,879.27
San Diego	\$134,783.83
San Francisco	\$14,903.21
San Joaquin	\$37,620.45
San Luis Obispo	\$9,986.78
San Mateo	\$27,742.21
Santa Barbara	\$26,268.31

County	Allocation	County	Allocation
Kings	\$ 11,630.16	Santa Clara	\$63,645.44
Los Angeles	\$ 421,576.82	Santa Cruz	\$12,779.77
Madera	\$ 12,039.67	Shasta	\$12,469.02
Marin	\$ 12,510.01	Solano	\$13,600.22
Mendocino	\$ 7,217.82	Sonoma	\$26,772.75
Merced	\$ 23,792.23	Stanislaus	\$36,529.34
Monterey	\$ 30,375.17	Sutter	\$9,475.50
Napa	\$ 5,322.64	Tehama	\$17,608.67
Orange	\$119,683.63	Tulare	\$43,219.30
Placer	\$ 16,252.24	Ventura	\$37,009.47
Riverside	\$ 112,228.02	Yolo	\$8,811.52
Sacramento	\$57,916.76	Yuba	\$5,658.20
San Benito	\$6,488.43	Butte <sup>1*</sup>	
<b>Total County Office of Education Funding</b>		<b>\$1,750,000</b>	

### III. Outreach to Higher Education Institutions

Colleges and universities play a key role in gathering the undercount of young adults. Leveraging school leadership groups and libraries to mobilize college students in civic engagement is one outreach strategy. The California Complete Count Census 2020 Office will collaborate with the California's community colleges across the state to reach several HTC populations. Community Colleges will work with regional and local California Complete Count Committees as an integrated part of the outreach plans. California State University, University of California, and independent colleges will also be engaged. College students will be counted where they are located on April 1, 2020. A coordinated enumerator effort statewide will be negotiated to achieve a complete count. The California Complete Count Census 2020 Office will work with student centers, libraries, the housing officers to develop a strategy for outreach for a complete count.

### IV. Libraries

The California State Librarian has worked with the California Complete Count Census 2020 Office in organizing public libraries around the state that will host workshops and serve as QACs and QAKs. The libraries will use Storytime to share

<sup>1</sup> \*Butte allocation is included with Tehama County Office for regional assistance.

information with young children and their parents. Displays will be placed in high traffic areas with phone numbers for U.S. Census support in multiple languages. Libraries will engage Teen Advisory Boards & youth media to promote U.S. Census and post U.S. Census jobs. Volunteer groups that support libraries or meet at libraries will be informed of the U.S Census. Tutoring or literacy programs will focus on Census. U.S. Census bureau delegates will provide information via speaker's bureaus at libraries. Libraries play a key role in Census outreach. Libraries are trusted places, with trusted messengers.

## V. Next Steps

The next steps for the Education Sector Manager include working with County Offices of Education to develop outreach plans. Additionally, the Education Sector Manager will work on a timeline for higher education outreach that considers the academic school year. The work will continue with libraries. Education Sector Program Manager will work as a part of the State Agency Working Group (SWAG) with the Department of Education.