



Yumi Sera

Deputy Director of Statewide Initiatives

California Complete Count -- Census 2020

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Yumi Sera serves as Deputy Director of Statewide Initiatives at the California Complete Count – Census 2020 Office. As a member of the Outreach Team, Sera oversees a portfolio which includes statewide community organizations, education, tribal affairs, and language and communication access.

Prior to this role, she served as Regional Program Manager – Northern California Lead for the Census Office. She brings over 30 years of experience working with philanthropic and human rights organizations to develop innovative, inclusive, and results-oriented programs. She has worked at the Disability Rights Fund, where she facilitated strategic partnerships and raised awareness to advocate for the rights of people with disabilities worldwide. She has also managed global programs at the World Bank, focusing on civic engagement, Indigenous Peoples rights, and NGO capacity building at a time of emerging relations between the Bank and civil society. She has a certificate from the World Bank International Program for Development Evaluation and a master's from the Yale School of Management and a bachelor's from Lewis and Clark College.

She is a Returned Peace Corps Volunteer from Senegal, past Co-Chair of the Board of Directors of the International Funders for Indigenous Peoples, and a Trustee of the World Affairs Council of Northern California. She is also a member of the APIs Rise Fund, which seeks to increase API philanthropy in the Sacramento region.

About the Census:

California has launched a statewide effort to ensure an accurate and complete count of its residents in the 2020 census. This is unprecedented investment in a statewide education campaign. To reach more than 11 million of the hardest-to-count Californians, the Census Office has tapped local and tribal governments, community-based organizations, and so many more partners to serve as trusted messengers in our communities.

Key Dates:

Mid-March – July 2020 = Self Response Period – Fill out your form online!

August – October 2020 = Non-Response Follow-Up – Enumerators will knock on your door!



CALIFORNIA COMPLETE COUNT – CENSUS 2020

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