

WE ARE ONE, STINGERS UP!



2020 Census Outreach Overview



SACRAMENTO STATE



Initial Census Campaign

Prior to Virtual Transition

Getting Started

- Census Collaboration Team
- Census Town Hall
- Count Your Loved Ones

Cancelled Events

- Dolores Huerta Lecture
- Census Isn't About Luck
- Census Mini-Grant



Marketing & Communications Plan

Student Affairs Marketing and Communications Team

MARKETING CAMPAIGN

- Campus Weekly Briefing
- President's Campus Message
- Campus Census Video
- Social Media Campaign
- Campus Census Website



To All Members of the Campus Community:

I know the past couple of weeks have been challenging and unlike anything we have ever seen, not only for our campus but across the world. The impact of COVID-19 has changed how we engage in almost every way. However, there is another major event happening as we speak, and it deserves our attention. The 2020 Census impacts the very healthcare, education, and social service systems that we are currently relying on to help us move forward and overcome adversity.

We know that everyone counts and everyone matters. The U.S. Census is a national population count that occurs every 10 years. More than



<https://youtu.be/kSvigzXJCCo>

Spring 2020: Campus-wide Calendar *(Updated)*

IMPORTANT DATES

March 9 – 20

Plan Virtual Transition for Census Outreach

March 23 - 27

Recruitment of Student Census Ambassadors

April 1st

Census Day (Census Day Challenge)

April 6 - 30

Census Art Challenge

April 7 - 24

Count At Sac State Challenge

May 4 - 15

Hornets Count Challenge

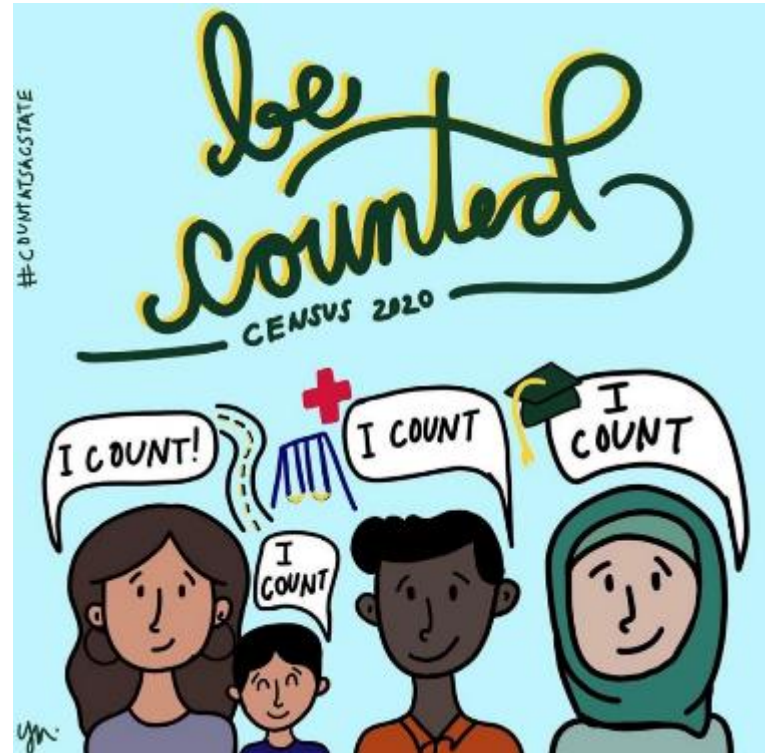


Census Social Media Challenges

Census Challenges

Census Art Contest

- 31 student submissions
- Various artistic mediums
- Artwork symbolizing impact of 2020 Census



Census Social Media Challenges

Census Challenges

Count at Sac State

- 62 total submissions
- 1) Students post a selfie with completed Census (online submission screen or mail-in envelope)
- 2) Students post a photo of something in their community that is funded using Census data

Hornets Count

- Students have option to post either (1) or (2) from prior challenge
- Student club or organization with 1st, 2nd, and 3rd highest participation win cash prizes

2020 CENSUS ART CONTEST

Students will submit works of art symbolizing the impact of 2020 Census on their communities. Submissions will be posted on the Census website and will be evaluated by a committee to determine a winner. The submitter must be the creator and the work must be original.

GIVEAWAY: New Apple iPad Pro (12.9-inch, Wi-Fi, 128GB)

GUIDELINES

- Post your 2020 Census artwork (painting, drawing, graphic, design, etc.). Use #CensusArtChallenge then tag @SacStateCensusCenter
- Share in the caption how your art symbolizes the impact 2020 Census will have on your community.

#COUNTATSACSTATE

For more information contact us at sema-01@csus.edu

DEADLINE APRIL 30TH 5PM

2020 CENSUS #COUNTATSACSTATE CHALLENGE

GIVEAWAY: New Apple MacBook Pro (13-inch, 8GB RAM, 256GB Storage)

INSTRUCTIONS

- Post a picture of something in your community that is funded by Census funding (schools, parks, bridges, libraries, community programs, etc).
- In the caption, include a brief explanation of why this is important/meaningful to you.
- Second, add a selfie to your post of either you with your online submission screen or you with a completed mailed envelope ready to be mailed.
- If you have already submitted your Census form, you may instead submit a photo of a family member or friend submitting the form.
- In your caption include #CountAtSacState and tag 3 friends and @SacStateCensusCenter

#COUNTATSACSTATE

For more information contact us at sema-01@csus.edu

DEADLINE APRIL 24

2020 CENSUS #HORNETSCOUNT STUDENT CLUBS AND ORGANIZATIONS CHALLENGE

GIVE AWAY

The student clubs & organizations with the most entries will earn:

- \$1,000 towards club or organization (first place)
- \$500 towards club or organization (second place)
- \$250 towards club or organization (third place)

INSTRUCTIONS

STEP 1

Order #1
Post a selfie or photo of a friend/family member completing the Census on your social media.

STEP 2

Order #2
Post a photo of something in your community that is funded by Census (schools, parks, bridges, libraries, community programs, etc.).

STEP 3

In your caption use #HornetsCount and tag both your student club/organization AND @SacStateCensusCenter so we can see your submissions!

DEADLINE MAY 15TH 4PM

For more information contact the Seema Center at sema-01@csus.edu
For restrictions and real-time updates visit www.census.gov/2020censuscenter

Student Census Ambassadors

Hard-To-Count Populations

- African American
- Asian & Pacific Islander (API)
- Farm Working Background
- Former Foster Youth
- Formerly Incarcerated
- Housing Insecure
- Latinx
- LGBTQIA+
- Native American
- Residential Students
- Student With Disabilities
- Undocumented/ Mixed-Status



Bowen Neumann

Hi! My name is Bowen Neumann and my pronouns are he/him/his. I am a part of the PRIDE Center at Sacramento State! I am working as a Census Ambassador because I know how important it is to reach the hard to count communities! The LGBTQ community is considered one of the hard to reach communities and it is crucial to me that people in that community are counted! The Census is so important because it allows our county to receive the proper funding for those who need it most!



Tiana Weeks

My name is Tiana Weeks. I am a Senior in the Communications Sciences and Disorders undergraduate program at Sacramento State. Currently, I am a student leader at the Martin Luther King Jr. Center, our mission is to empower students of African descent and ensure their success at Sacramento State. The Census is important to me, because it is the opportunity to get the proper funding for a thorough and quality education.



Nohely Diaz

I'm a Political Science-International Relations major. The communities that I belong to are Latinx and Native American. The Census matters to me because it has the ability to impact numerous communities across the country in a positive manner, especially among our health services, schools, and libraries. As a result, I want to help others have their needs met by making sure that people are counted for Census 2020.

Student Census Ambassadors

Ambassador Outreach

- Engage students in Census Challenges
- Text/Phone Bank with Student Peers
- “Zoom Bank” with Student Peers
- Virtual Presentations for Community Groups
- Points of Contact within their HTC Community
- Attend Weekly Check-Ins/Trainings



Rosio

For this 2020 Census, I am working to get the Undocumented Community counted. The Census is important because it allows for a way to get everyone counted, especially the underrepresented communities. It also enables our communities to receive fundings that will help them develop during the next 10 years.



Darcy

Hello my name is Darcy Nicole Davis. I am a second year here at Sacramento State University majoring in Political Science and minoring in philosophy. Some fun facts about myself is that I am a Resident Advisor here on campus for housing and a program assistant for Full Circle Project. I work with the Asian American and Pacific Islander community at Sac State. The census is so important for me because it's not just a way for us to know how many people are in the community but the census helps the communities get resources that they might desperately need!

Student Census Ambassadors

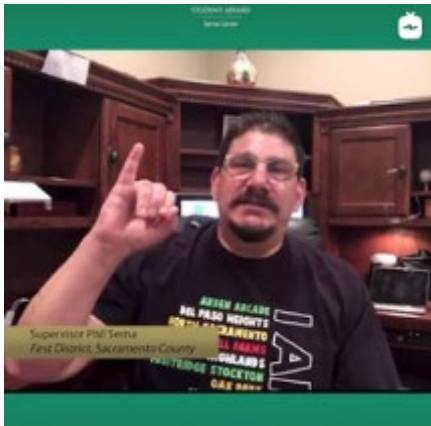
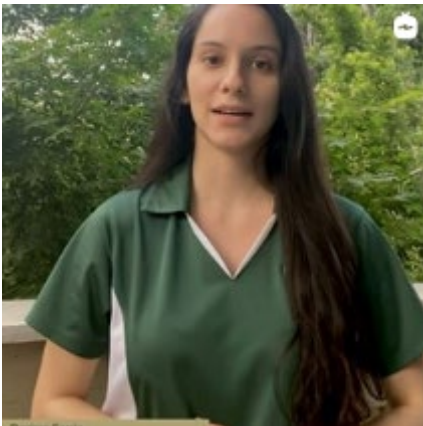
“I didn’t expect to have such a leadership role in representing my entire community” – Tiana W.

“It was very rewarding to have students ask questions about the Census as I assisted them in completing their forms. I thought more people would be familiar with the Census, but it turned out they weren’t until I reached out and talked to them about it.” – Jose G.

Census Short Video Series

Hornets Get That Money \$\$

- One minute videos of students, faculty/staff, and community members
- Share why the completing the Census is meaningful to them & provide a *call to action* for students
- Posted onto social media and will be made into a compilation for the website



Closing Thoughts

Looking Ahead for 2020 & Civic Engagement

- Civic engagement efforts must be inclusive to maximize participation and impact
- Ensure that students have ownership of efforts, with staff support
- Focus on building sustainable infrastructure and coalitions that can be used to catapult into 2020 Election Outreach



WE ARE ONE, STINGERS UP!



Thank you!



SACRAMENTO STATE

