California Community Colleges/California Complete Count – Census 2020 Update

May 8, 2020
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

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

Northern San Joaquin Valley
• San Joaquin Delta College
• Modesto Junior College
• Columbia 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
Census Digital Toolkit

- Materials available in English, Spanish and Chinese
- Customizable Videos (Includes: CCC/UC/CSU/AICCU)
- Digital Ads
- Bookmark
- Fact Sheet
- Brochure
- Flyer
- Template Social Media
- Template News Article
Census Video & Podcast

https://www.youtube.com/watch?v=AnGPdzJ5RGE&feature=youtu.be

Census Podcast https://www.cccco.edu/-/media/CCCCO-Website/Podcasts/CCC20032.mp3
Census Outreach Post COVID-19

• Digital Advertising Campaign (GeoFraming)
  • Replaced On-Campus Kiosk Advertising
• Revised Digital Co-branded Toolkit w/ new messaging
• Micro-influencer outreach
• Local media outreach (print/online/radio)
• College radio pitch
• Census FAQ article for student media outreach
Student Ambassador Outreach

- 60K HTC Students reached Digitally
  - Social Media
  - Blogs
  - Club Presentations
  - Mass Emails
Digital Advertising Campaign (GeoFraming)

• Dates: March 24-April 30
• Target: 20 HTC Campuses
• Impressions: 8,503,110
• Link Clicks: 173,402
• CTR: 2.04% (Benchmark – 0.60%)
• CPC: $0.26 (Goal $1.00)
California Community College and Foundation Pro-Bono

• Attendance/travel to on-campus events
• Added Census Banners/Headers to Chancellor’s Office campaign websites
• Promoted Census through Foundation and Chancellor’s Office social media handles
• Creation of Census Podcast w/ Chancellor Oakley

• TOTAL: Roughly $20,000