

# 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

### 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

# 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

BROUGHT TO YOU BY THE  
California Community Colleges

## Make your voice heard. Complete the Census today!

When you respond to the Census, you help your community get its fair share of funds for vital programs. Let's ensure all California community college students are counted so we can put those resources to use on campus and in the community!

**Being counted benefits college students by funding:**

- STUDENT FINANCIAL AID
- HEALTHCARE
- HOUSING
- TRANSPORTATION
- OTHER IMPORTANT STUDENT SERVICES

**Your voice matters.**

When filling out the Census, make sure to use the address where you would have been on April 1, 2020. If on this date you would have lived in off-campus housing not owned or managed by your college, make sure you and your roommates submit only one self-response questionnaire that includes everyone who lives there, regardless of their citizenship status.

If on April 1 you were to live in on-campus housing—like a residence hall, dorm, or apartment—or in off-campus housing that is owned or managed by your college, your college will include you in their count. You will NOT have to complete the Census form.

**Three Ways to Complete the Census**

It has never been easier to respond to the Census on your own, whether online, over the phone or by mail—all without having to meet a Census taker.



**ONLINE:** For the first time, the Census form will be available online in 13 languages and will only take about 10 minutes to complete for each person living in your household.

**PHONE:** The Census form can be completed in 13 languages right from your cell phone or home phone.

**MAIL:** A limited number of households will receive a hard copy Census form, available in English and Spanish, that can be mailed back to the U.S. Census Bureau upon completion.

Visit [MY2020CENSUS.GOV](https://my2020census.gov) or call 844-330-2020 to complete the Census today!

The U.S. Supreme Court ruled that your immigration and citizenship status **will not** be asked in the Census. Your 2020 Census data is safe, protected and confidential.

## Want Census

### Three Ways to Complete the Census

The quickest and easiest way to complete the Census form is online or by phone but you can also complete it by mail.

**ONLINE:** For the first time, the Census form will be available online in 13 languages and will only take about 10 minutes to complete for each person living in your household.

**PHONE:** The Census form can be completed in 13 languages right from your cell phone or home phone.

**MAIL:** A limited number of households will receive a hardcopy census form, available in English and Spanish, that can be mailed back to the U.S. Census Bureau upon completion.

2020 Census letters will be mailed, explaining how to complete the Census form

3/16-4/3 Reminder notifications mailed

4/1 Check your campus and community for Census Day activities

4/8-4/27 Hard copy of Census form and final reminder notifications mailed

4/28 All home in-person follow-ups begin to households that have not filled out the Census

Visit [CALIFORNIA.CENSUS.ORG](https://CALIFORNIA.CENSUS.ORG) or call 800-923-8282 for more information



# 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>

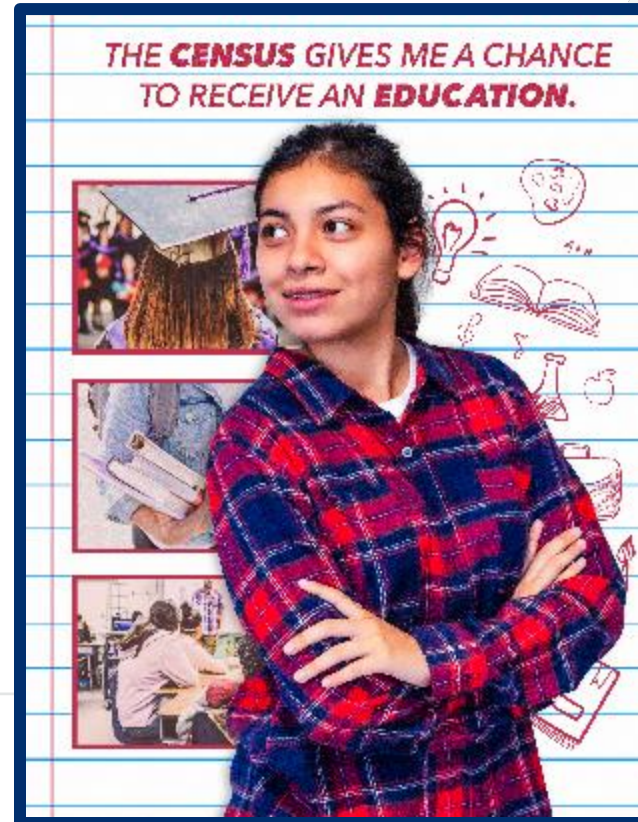


# Census Outreach Post COVID-19

- 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
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- **TOTAL: Roughly \$20,000**

