



## California Complete Count – Census 2020 Higher Education

California's colleges and universities enroll more than three million students. The 2020 Census requires college students to be counted where they are as of April 1, 2020. The students that attend these colleges and universities serve as trusted messengers to other students as well as their families. Campuses can communicate to students that they are responsible for completing the census questionnaires if they live in off-campus housing. For those who live with their families, college students can be trusted messengers for completing the Census questionnaire.

The California Complete Count – Census 2020 Office partnered with:

- The Foundation for Community Colleges
- California State University Chancellor's Office
- University of California, Office of the President.

These higher education institutions oversee outreach and education activities at their campuses and actively engage students in identifying effective outreach strategies and tactics to reach their peers about the 2020 Census. Each campus identified an office responsible for census outreach and developed a plan.

The higher education institutions initially planned in-person events, knowing that peer-to-peer outreach is most effective to motivate young people to complete the Census. However, with many of the students returning home due to COVID-19, the usual campus community outreach had to be shifted to on-line tactics.

Please see the next page for a summary of the partnerships.

### **CALIFORNIA COMPLETE COUNT - CENSUS 2020 CONTACT**

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**The Foundation for Community Colleges** employs 50 student ambassadors and created a social media campaign and outreach materials in English, Spanish and Chinese. They partnered with the “I Can Afford College” program. The Foundation for Community College projects approximately 10 million impressions from the distribution of 85,000 collateral items.

**FUNDING ALLOCATION**

\$956,795

**CONTACT INFORMATION**

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**California State University Chancellor’s Office** is conducting outreach to the most vulnerable of their populations by providing incentive grants to campuses based on total population and the percentage of the campus that is hard to count. Each campus will receive a base amount of \$5,000.00. Funding went directly to student organizations for peer to peer outreach. Examples of campus outreach includes: video competitions, on-line events, Census meme challenge, and funding Census Champions for campuses. California State University System serves over 481,000 students annually.

**FUNDING ALLOCATION**

\$325,000

**CONTACT INFORMATION**

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**University of California, Office of the President** provides incentive grants to their 11 campuses consisting of 258,000 students and faculty. These incentive grants are based on the percentage of hard to count students at each campus. UCOP provides \$5,000 per campus to student government organizations to support Census outreach. The university will also provide funding to Basic Needs Centers, Dream Centers, and other organizations that serve the hard to count student populations.

**FUNDING ALLOCATION**

\$200,000

**CONTACT INFORMATION**

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The Census Office is working with the **Association of Independent Colleges and Universities**. They are sharing resource materials, web postings, and newsletter articles. Although they are not a contracted partner, they are reaching hard to count student populations through their member colleges and universities.

**FUNDING ALLOCATION**

N/A

**CONTACT INFORMATION**

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