



CALIFORNIA COMPLETE COUNT
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Ditas Katague
Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager (mignonne.pollard@census.ca.gov) if you have any questions.

Please send the completed final report by email Mignonne.Pollard@census.ca.gov by **May 29, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60001
Contract start date	7/1/2019
Contract end date	12/31/2020
Contractor name	Alameda County Office of Education
Contractor business address	313 West Winton Avenue
Contact name	Michelle Smith McDonald
Contact title	Director of Communications and Public Affairs
Contact phone	510-670-4163
Contact email	msmithmcdonald@acoe.org
Total amount of allocation	\$141,914.82
County	Alameda
Region	Region 3
Date of report	11/16/2020

2. Demographic Overview

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	17
Number of students reached	200,000
Percent of students reached who are English language learners	19%

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	SCHOOLS	CENSUS TRACTS (P=PARTIAL)
Alameda Unified	All, focus on: Academy of Alameda: 401 Pacific Ave Earhart Elementary School: 400 Packet Landing Road Encinal High School: 210 Central Ave Lincoln Middle School: 1250 Fernside Blvd	4271-4282 4283.01 4283.02 4284-4286

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DISTRICT	SCHOOLS	CENSUS TRACTS (P=PARTIAL)
	Love Elementary School: 2025 Santa Clara Ave Paden Elementary School: 444 Central Ave Ruby Bridges Elementary School: 351 Jack London Ave Wood Middle School: 420 Grand Street	
Albany Unified	All, focus on: Albany High School: 603 Key Route Blvd	4201-4206
Berkeley Unified	All, focus on: Berkeley High School: 1980 Allston Way Longfellow Middle School: 1500 Derby Street Martin Luther King Jr. Middle School: 1781 Rose Street Rosa Parks Elementary: 920 Allston Way Washington Elementary: 2300 ML King Jr. Way Willard Middle School: 2440 Stuart Street	4211-4236 4236.01 4236.02 4237P 4238 4239.01 4239.02 4240.01 4240.02
Castro Valley Unified	All, focus on: Castro Valley Elementary Castro Valley High Creekside Middle Independent Elementary Marshall Elementary Proctor Elementary	
Dublin Unified	All schools.	4501 4502 4503P 4504P 4505P 4507.21P
Emery Unified	All schools.	4251
Fremont Unified	All, focus on: American High School: 36300 Fremont Blvd Irvington High School: 41800 Blacow Rd Washington High School: 38442 Fremont Blvd Mission High School: 41717 Palm Ave Kennedy High School: 39999 Blacow Rd Walters Junior High: 39600 Logan Dr Cabrillo Elementary: 36700 San Pedro Dr Ardenwood Elementary: 33955 Emilia Ln Durham Elementary: 40292 Leslie St Vallejo Mills Elementary: 38569 Canyon Heights Dr Leitch Elementary: 47100 Fernald St Grimmer Elementary: 43030 Newport Dr Hopkins, 600 Driscoll Rd Mission San Jose, 43545 Bryant St Gomes, 555 Lemos Ln Green, 42875 Gatewood St	4401P 4411 4412 4413.01 4413.02 4414.01 4414.02 4415.03P 4415.21 4415.22 4416.01 4416.02 4417 4418 4419.01 4419.21-4419.23 4420-4429 4430.01

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DISTRICT	SCHOOLS	CENSUS TRACTS (P=PARTIAL)
	Robertson, 4455 Seneca Park Ave Mission Valley, 41700 Denise St Millard, 5200 Valpey Park Ave Hirsch, 41399 Chapel Way Azaveda, 39450 Royal Palm Dr Blacow, 40404 Sundale Dr Brier, 39201 Sundale Dr Maloney, 38700 Logan Dr Mattos, 37944 Farwell Dr Niles, 37141 2nd St Parkmont, 2601 Parkside Dr Forest Park, 34400 Maybird Cir Patterson, 35521 Cabrillo Dr Warwick, 3375 Warwick Rd	4430.02 4431.01-4430.03 4432 4433.01 4433.02 4443P 4446P
Hayward Unified	All schools.	4312P 4351.01P 4351.02P 4352P 4353P 4354 4355P 4356P 4357P 4362P 4363P 4364.01P 4364.02P 4365 4366.01 4366.02 4367-4370 4371P 4372P 4373-4379 4380P 4381 4382.01 4382.02 4383 4384 4401P 4506.01P
Livermore Valley Joint Unified	All, focus on: Arroyo Seco Elementary: 5280 Irene Way Christensen Middle: 5757 Haggin Oaks Avenue East Avenue Middle: 3951 East Avenue Jackson Avenue Elementary: 554 Jackson Avenue Joe Michell K-8: 1001 Elaine Avenue Junction K-8: 298 Junction Avenue	4507.21P 4507.42P 4511.01P 4511.02P 4512.01P 4512.02P 4513P 4514.01P

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DISTRICT	SCHOOLS	CENSUS TRACTS (P=PARTIAL)
	Marylin Avenue Elementary: 800 Marylin Avenue Rancho Las Positas Elementary: 401 East Jack London Boulevard	4514.02 4515.01P 4515.02 4515.03 4516.01P 4516.02 4517.01 4517.02P
New Haven Unified	All schools.	4351.01P 4371P 4380P 4401P 4402 4403.01-4403.09 4403.31 4403.32 4415.01
Newark Unified	All schools.	4415.03P 4441 4442 4443P 4444 4445 4446P
Oakland Unified	All, focus on: Hoover Elementary Sankofa Elementary West Oakland Middle School Allendale Elementary Bella Vista Elementary Cleveland Elementary Garfield Elementary La Escuelita Manzanita SEED/Manzanita Community Oakland High School Bret Harte Middle School Castlemont High School Coliseum College Preparatory Academy Elmhurst United Middle School Esperanza/Korematsu Elementary Fremont High School Frick Impact Academy Horace Mann Elementary International Community School / Think College Now Life Academy/United for Success Madison Park Upper New Highland/Rise Academy	4001-4044 4045.01 4045.02 4046-4061 4062.01 4062.02 4063-4089 4090P 4091-4099 4100P 4101-4104 4301P
Piedmont Unified	All schools.	4261 4262

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DISTRICT	SCHOOLS	CENSUS TRACTS (P=PARTIAL)
Pleasanton Unified	All, focus on: Alisal Elementary Valley View Elementary Donlon Elementary Harvest Park Middle School Fairlands Elementary Pleasanton Middle School Lydiksen Elementary	4503P 4504P 4505P 4506.01P 4506.02P 4506.03 4506.04 4506.05 4506.06 4506.07P 4507.01P 4507.03P 4507.21P 4507.22P 4507.41P 4507.42P
San Leandro Unified	All, focus on: Monroe Elementary: 3750 Monterey Blvd John Muir Middle: 1444 Williams St San Leandro High: 2200 Bancroft Ave Garfield Elementary: 13050 Aurora Dr. Jefferson Elementary: 14300 Bancroft Ave Washington Elementary: 250 Dutton Ave. Bancroft Middle: 1150 Bancroft Avenue	4090P 4321-4327 4328P 4330 4331.01 4331.02 4332P 4333-4335 4336P 4338P
San Lorenzo Unified	All, focus on: Hesperian Elementary School: 620 Drew Street, San Lorenzo Corvallis Elementary School: 14790 Corvallis St, San Leandro Bay: 2001 Bockman Rd, San Lorenzo Lorenzo Manor: 18250 Bengal Ave, Hayward Hillside: 15980 Marcella St, San Leandro Bohannon: 800 Bockman Rd, San Lorenzo Arroyo High: 15701 Lorenzo Ave, San Lorenzo San Lorenzo High: 50 E Lewelling Blvd, San Lorenzo	
Sunol Glen Unified	All schools.	

3. Activities


Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

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3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	Yes	<p>This toolkit was shared with an appropriate contact in each of our 18 public school districts and a contact at each of the 58 charter schools operating within Alameda County.</p> <p>Of Alameda's 18 school districts, 17 designated a Census Liaison who was on a distribution list that received resources on an ongoing basis, and found the social media toolkits developed by California Complete Count very helpful.</p>
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	<p>Originally planned to host a QAK at Alameda County Office of Education, but cancelled after Alameda County's Shelter in Place order issued and building was closed to public.</p> <p>Districts chose not to offer QAKs after state guidelines were released in December 2019, became too complicated to host.</p>
Have all activities been uploaded into SwORD?	Yes	<p>How many activities were entered into SwORD?</p> <p>By November 13, ACOE uploaded 147 unique activities into SwORD.</p> <p>Our SwORD upload contains links to all videos, press releases, newsletters, Twitter posts and more: https://drive.google.com/file/d/1dtXJbq4EBhKJMZRx8AG6d80NhDzqhAqb/view?usp=sharing.</p> <p>Note: Social posts from Twitter are included in the SwORD upload. Facebook and Instagram posts were often duplicated or posted at same time and were not included in this report.</p>
What activities replaced Census Week?	Yes	<p>Please state activities (digital, etc.) that occurred around this time</p> <p>School closures and much uncertainty around Census Day pushed school-centered activities back from the mid-March, early-April timeframe when Census Week activities were scheduled.</p> <p>ACOE and our districts identified the week of April 20-24 (or when possible thereafter) to do an outreach push at student meal distribution sites.</p> <p>ACOE provided 14 participating districts 25,000 bags (allocated based on reported need) with Census 2020 logo and questionnaire url with "Everyone Counts" in 7 languages (see image below and here).</p>

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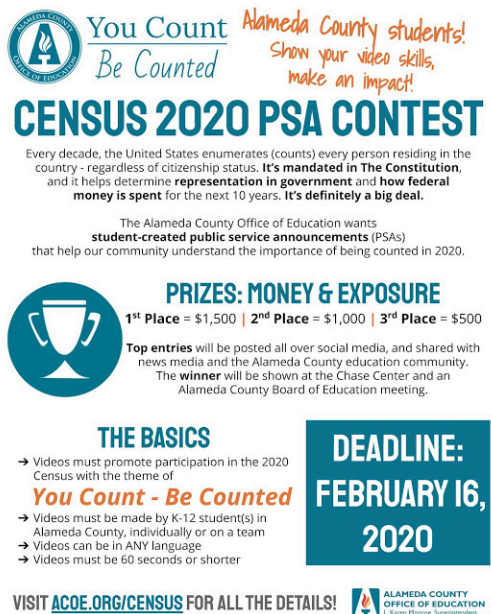
3a) Required Activities	Completed / Utilized yes / no	Comments
		 <p>Additionally, Census 2020 buttons for staff working in frontline, public-facing positions were supplied by ACOE.</p> <p>Finally, Census 2020 vinyl banners, pop-up signs, and sandwich boards for customized signage were provided by ACOE to districts for use at meal/tech/supply distribution sites. These materials were rotated around locations based on need and scheduled distribution events.</p>
How was language access provided?	Yes	<p>The focus of ACOE's outreach was at school meal distribution sites. The logos used on meal bags featured the top seven languages spoken as home languages by Alameda County students:</p> <ol style="list-style-type: none"> 1. English 2. Spanish 3. Cantonese 4. Mandarin 5. Arabic 6. Vietnamese 7. Filipino <p>Census 2020 buttons in English, Spanish, or Cantonese were supplied by ACOE for staff working in frontline, public-facing positions.</p> <p>Census 2020 banners, pop-up signs, and sandwich board signage was provided by ACOE to districts and were rotated around locations. These signs were in English and Spanish.</p>

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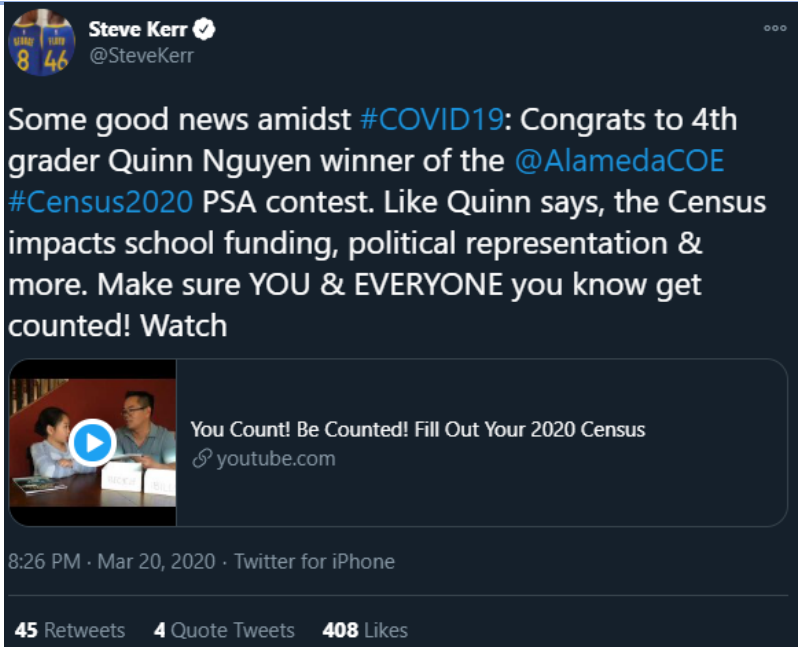
3a) Required Activities	Completed / Utilized yes / no	Comments
		
Did you participate in monthly meetings?	Yes	Participation by 1-2 staff members in nearly all scheduled state, regional, county and educational calls.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	No	Not used.
Did you participate in the train-the-trainer workshop for the curriculum?	No	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	Yes	Alameda County Office of Education ACOE hosted a video PSA contest from December 2019 to February 2020. The contest was open students in kindergarten through 12th grade who attended school in Alameda County.



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3b) Optional Activities	Completed / Utilized yes / no	Comments
		 <p>The poster for the CENSUS 2020 PSA CONTEST features the Alameda County Office of Education logo and the theme "You Count Be Counted". It includes handwritten-style text: "Alameda County students! Show your video skills, make an impact!". The main title is "CENSUS 2020 PSA CONTEST". Below the title, it states: "Every decade, the United States enumerates (counts) every person residing in the country - regardless of citizenship status. It's mandated in The Constitution, and it helps determine representation in government and how federal money is spent for the next 10 years. It's definitely a big deal." It also mentions that the Alameda County Office of Education wants student-created public service announcements (PSAs) that help the community understand the importance of being counted in 2020. A trophy icon is next to the "PRIZES: MONEY & EXPOSURE" section, which lists: "1st Place = \$1,500 2nd Place = \$1,000 3rd Place = \$500". It notes that top entries will be posted on social media and shared with news media, and the winner will be shown at the Chase Center and an Alameda County Board of Education meeting. A "THE BASICS" section lists: "Videos must promote participation in the 2020 Census with the theme of You Count - Be Counted", "Videos must be made by K-12 student(s) in Alameda County, individually or on a team", "Videos can be in ANY language", and "Videos must be 60 seconds or shorter". A dark blue box with white text says "DEADLINE: FEBRUARY 16, 2020". At the bottom, it says "VISIT ACOE.ORG/CENSUS FOR ALL THE DETAILS!" and includes the Alameda County Office of Education logo and name.</p> <p>The videos needed to be on the theme "You Count, Be Counted" with other guidelines on length, copyright, etc. Full contest entry details are available at https://www.acoe.org/site/Default.aspx?PageID=952.</p> <p>ACOE received 29 entries, though not all usable. All videos used for outreach are available at https://www.acoe.org/domain/282.</p> <p>The winning video was meant to be played at the Chase Center, home of the Golden State Warriors. After Alameda County began sheltering in place, Warriors Head Coach Steve Kerr instead posted the video on Twitter.</p>

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3b) Optional Activities	Completed / Utilized yes / no	Comments
		 <p>Oakland Unified School District</p> <p>Oakland USD hosted a poster contest that was meant to end in mid-March with the announcement of winners coinciding with its Census Week activities. The contest was delayed by the closure of schools.</p> <p>In response to some outreach activities being cancelled and because of the quality of the entrants, OUSD announced expanded winning entries, with first, second and multiple third place winners at the elementary, middle and high school levels.</p> <p>Hundreds of students entered the contest. A team in Superintendent Kyla Johnson-Trammell’s office narrowed it down to the posters that showed the most creativity, best composition, and greatest effectiveness at sharing the important points about the 2020 Census.</p> <p>OUSD used the posters to be used in web-based outreach after the county’s shelter-in-place order.</p>

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3b) Optional Activities	Completed / Utilized yes / no	Comments
		<p data-bbox="678 310 1437 604">  </p> <p data-bbox="678 642 1446 737"> OUSD printed 15,000 flyers and 100 posters in English, Spanish, & Chinese to post in schools and at the 24 summer school meal distribution sites. </p> <p data-bbox="678 772 1390 867"> Top entries and more information are included in a press release from Oakland USD: https://t.e2ma.net/message/lvfpzc/95jl13. </p> <p data-bbox="678 936 1446 1129"> San Lorenzo Unified School District A poster contest in San Lorenzo Unified School District brought in a total of 300 submissions, 48 of those submissions were forwarded to a judging panel composed of the Census Committee. A total of 11 winners were identified and awarded with a certificate and gift cards. </p> <div data-bbox="829 1157 1289 1770" data-label="Image">  </div>
Was an evaluation conducted?	No	If yes, please provide any evaluation reports when completed

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4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

The Alameda County Office of Education launched our public-facing Census 2020 work with a [press release](#) on June 27, 2019 in response to the United States Supreme Court decision that prevented a citizenship question from being included on the census questionnaire. This press release was also representative of our planned outreach at that point: messages to our mailing list, statements on the importance of a full and accurate count, social media posts, and press releases highlighting the connection between education and the census.

ACOE's Education Outreach Plan outlined our goal of identifying an appropriate contact in each of our 18 public school districts to act as a Census Liaison. Creating a network is a hard undertaking, particularly with limited resources/funding offered to districts, and a good amount of work asked of each.

When ACOE received additional funding for census outreach, we immediately planned to share that with districts, with a base amount for each district and additional funding based on HTC population, to support the outreach efforts they were being asked to undertake. Ultimately, 15 of 18 districts accepted funds to promote participation in Census 2020, and two additional districts committed to promoting participation without funding.

Some of our districts worked with their city government or local organizations on coordinated Census outreach to their community and used funding provided by ACOE to augment these existing plans.

Our timeline and scheduled activities through February 2020 proceeded as planned:

- In August 2019, ACOE staff met with Oakland USD staff, as that district is home to our county's highest levels of historically undercounted residents, to start a conversation around how ACOE could dedicate resources to making an impact in schools in historically undercounted neighborhoods.
- From October to December 2019, ACOE secured the support of graduate fellow from the UC Berkeley Goldman School of Public Policy to support ACOE's goal of getting each of our 18 school districts' boards of education to pass a resolution in support of the census and Census Week planning. Ultimately 17 of 18 districts did pass a resolution in support of Census 2020.
- All Census Liaisons were invited to a planning session in December 2019 to develop ideas and request needed resources for Census outreach.
- In January 2020, each of our 18 school districts was offered funding for Census outreach through an MOU, 15 districts accepted the funds.
- Also in January 2020, ACOE secured the part-time assistance of a Census Content Expert through the end of our contract period. This limited-term employee served as the main contact for districts and charter schools for Census matters, from Census Week planning, to MOU completion, to passing resolutions in support of Census 2020.

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- From December 2019 to February 2020, ACOE received entries for our student PSA contest.
- From December 2019 to February 2020, ACOE supported each district to plan for a Census Week in March or April, with a stand-alone kick-off event, or coordinated outreach during that window with its schools. ACOE's network of liaisons built Census Week plans and collaboratively created a [bank of ideas and resources](#) (that was maintained through October 2020) to share among all Alameda County school districts, and a [web-based document](#) that held plans and links to resources from California Complete Count, the USCB's Statistics in Schools, and many other reliable sources.
- In February 2020 we identified a contact at each of the 58 charter schools operating within Alameda County and shared [resources for Census outreach efforts](#) with each.

It was at this point when further plans were halted and needed to be redesigned. Amazing plans and many hours of hard work were derailed as we sheltered in place to reduce the spread of COVID-19. Those who were best situated to rebuild plans in a new context (distance learning coordinators, school communications staff, district leadership) were necessarily focused on other tasks.

All that being said, our network of Census Liaisons quickly pivoted to online outreach.

ACOE focused communications on deadlines, how to access and complete the questionnaire, and the importance of census data to help our schools and our community, particularly around issues highlighted by the pandemic. ACOE could no longer host a QAK with our offices closed to the public, and sent all signage and materials we had on hand to support the QAK to school sites (mostly meal distribution points) that were open to the public.

Our outreach was scheduled to wrap by summer break, and agreements with our school districts ended in June. Many continued posting content on social media and kept information prominently placed on websites and school sites through the close of the census window.

The following prompt addresses outreach from March to October 2020.



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4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

Continuing from response above, the education community pivoted to web-based outreach, with social media posts and Census 2020 promotion and [activities](#) included in messages sent to families during school closures.

ACOE sent our mailing list [You Count, Be Counted in Census 2020](#) on April 1 to mark Census Day with the education community, announce the winners of our [Census 2020 Student Video Contest](#), and share ways to complete the questionnaire.

For in-person outreach, ACOE identified the student meal service throughout summer 2020 as an opportunity for outreach and for us to support our districts' efforts.

ACOE and our districts chose the week of April 20-24 (or when possible thereafter) to do an outreach push at student meal distribution sites. ACOE provided 14 participating districts 25,000 bags (allocated based on reported need) with Census 2020 logo and questionnaire url with "Everyone Counts" in 7 languages (image [here](#)). Census 2020 buttons for staff working in frontline, public-facing positions were supplied by ACOE. Additionally, Census 2020 vinyl banners, pop-up signs, and sandwich boards for customized signage were provided by ACOE to districts for use at meal/tech/supply distribution sites. These materials were rotated around locations based on need and scheduled distribution events.



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The United States Census Bureau offered outreach materials for schools to share at meal distribution sites during the summer. Berkeley USD distributed 1,200 bags with Census 2020 branded items that included: pens, lip balms, post-its, flyers, books, water bottles, webcam covers.



In September 2020, ACOE ordered an additional 25,000 Census 2020-branded bags for distribution at meal sites in the same 14 districts. This was a final push before the deadline, which at the time of planning was September 30.



ACOE created [this video](#) of the meal service outreach with photos submitted by our districts.

Through October 15, when the extended window to complete the census was ultimately closed, ACOE continued to promote participation in Census 2020 on social

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media and with a final message, [ACOE Spotlight: Final Call For Census](#), to our distribution list on October 15.

4c) What activities, if any, do you have planned for June?

Our outreach was scheduled to wrap by summer break, and agreements with our school districts ended in June.

However, ACOE committed to continuing outreach through the end of the census window, and extended our agreement end date to December 31, 2020.

Our SwORD upload contains links to all videos, press releases, newsletters, Twitter posts and more:

<https://drive.google.com/file/d/1dtXJbq4EBhKJMZRx8AG6d80NhDzqhAqb/view?usp=sharing>.

Of note was the outreach at meal distribution sites in April and September mentioned in previous response.

4d) What approach(s) worked well for outreach to students and their families that could inform subsequent Census outreach efforts in school districts? Why did it work well?

Schools and districts happened to have high web traffic and high interest in messaging during the census windows as schools were closed. This brought more attention to the web-based messages districts had posted before the pandemic, and additional messages sent thereafter. Typically our websites and social channels would reach a more limited audience of enrolled families and staff.



For non-pandemic outreach, our schools planned to highlight census messaging during town halls, community events, etc. that touched on the many overlapping topics between the census and education. Focusing on that overlap and bringing Census 2020 into events held for affinity groups, community health, entertainment, etc. is key to selling the deeper importance of completing the census. Making it easy to bring QAKs or MOAs into these events is an important focus for the future.

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Every year student meals are served on school days and at many locations throughout the summer. These services are vital to our families and a great avenue for reaching HTC families - consider allocating resources there to bolster existing services and get messaging out at the same time.

In another year, student PSAs, chalk and coloring contests would be a good use of census resources at school sites.



With distance learning and the need for supplies to be picked up and entries to be submitted by families (rather than completing at school), these contest did not take off in the same way.



Going forward, we will more carefully use dates in our materials for any outreach, as some of our student-created materials and printed signage became unusable with the changes to the census deadline. This was unavoidable in 2020, but it was a good reminder that more information is not always better.

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

Our outreach at meal service sites, both the big pushes with bag distributions and regular promotion with Census 2020 signage, reached families in HTC communities.

Our social media posts and mailing list messages reached an audience primarily of school staff, while district messages had an audience of families with enrolled students.

All school channels happened to have high traffic at this time with school closures, but typically our websites would reach a limited audience of enrolled families and staff.

4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

It would be great to have coordination of meetings, events, resources, and messaging among the local, regional, state and federal partners from the start of outreach. This is a massive undertaking (and is partially fulfilled by the amazing SWORD tool), but we often found we were duplicating efforts or inefficiently building plans.

ACOE was contacted regularly by United States Census Bureau representatives, who asked for a high level of support from ACOE in coordinating educational outreach. ACOE staff acted as gatekeepers to schools, which felt necessary during school closures to preserve a buffer between school employees who were working through a

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crisis and USCB staff who wanted to use schools as outreach points. Support from our state partners in liaising with USCB, such as incorporating their messages in the Partners Portal and/or having them present to all COEs on an education-focused meeting would be helpful.

Our districts quickly declined to host a QAK after the guidelines were issued by California Complete Count. ACOE remained committed to hosting a QAK (did not host when our offices closed to the public), but it was a challenge to get our software/hardware in alignment with guidelines. Data security is very important, but the guidelines made hosting a QAK without additional staff to support the effort prohibitive for our partners.

ACOE did not use the curriculum, but having video resources for teachers who wanted to bring the lessons to classrooms without attending curriculum training could have been helpful, particularly with distance learning. Web-based activities instead of/in addition to printables would also be helpful.

Finally, ACOE used the second allocation of grant funding to create a limited-term position to support outreach. This employee was an invaluable resource, as there was no position at ACOE or any of our districts that had census outreach built into its duties. We sought permission from California Complete Count, and it was quickly granted, to hire this position with grant funding, but a list of job duties could be shared with partners in future agreements to get a sense of what staffing they might need to provide effective outreach.

5. Please provide additional comments below

Photos taken throughout the grant period are available here:

<https://photos.app.goo.gl/59qhSURUAbcxn7Xx5>.

Our SwORD upload contains links to all videos, press releases, newsletters, Twitter posts and more:

<https://drive.google.com/file/d/1dtXJbq4EBhKJMZRx8AG6d80NhDzqhAqb/view?usp=sharing>.