



CALIFORNIA COMPLETE COUNT
400 "R" Street, Suite 350
Sacramento, CA 95811
(916) 852-2020

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-18-60003
Contract start date	8/12/2019
Contract end date	6/30/2020
Contractor name	El Dorado County Office of Education
Contractor business address	6767 Green Valley Road, Placerville, CA 95667
Contact name	Dina Gentry
Contact title	Communications Director
Contact phone	(530)457-7597
Contact email	dgentry@edcoe.org
Total amount of allocation	\$20,552.43
County	El Dorado
Region	1
Date of report	May 29, 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	15
Number of students reached	27,875
Percent of students reached who are English language learners	7%

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

DISTRICT	CENSUS TRACTS
Black Oak Mine Unified School District	Captured in Sword
Buckeye Union School District	Captured in Sword
Camino Union School District	Captured in Sword
El Dorado Union High School District	Captured in Sword
Gold Oak Union School District	Captured in Sword
Gold Trail Union School District	Captured in Sword
Indian Diggings School District	Captured in Sword

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DISTRICT	CENSUS TRACTS
Lake Tahoe Unified School District	Captured in Sword
Latrobe School District	Captured in Sword
Mother Lode Union School District	Captured in Sword
Pioneer Union School District	Captured in Sword
Placerville Union School District	Captured in Sword
Pollock Pines Elementary Union School District	Captured in Sword
Silver Fork School District	Captured in Sword
Rescue Union School District	Captured in Sword

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.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	Yes	Materials were printed in English and Spanish and sent to every school site in El Dorado County. Toolkit resources were also emailed to school sites electronically, and many school disseminated them through electronic platforms. Social media posts were also created from the materials provided in the toolkit.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	
Have all activities been uploaded into SwORD?	Yes	Hundreds – captured in Sword.
What activities replaced Census Week?	Yes	In-person activities were replaced with social media posts.
How was language access provided?	Yes	Schools received all information in English and Spanish. Many social media posts included a variety of languages.
Did you participate in monthly meetings?	Yes	Monthly meetings with Dr. Pollard were extremely helpful, and she provided much guidance that was incorporated into our campaign strategy.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	No	
Did you participate in the train-the-trainer workshop for the curriculum?	No	

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3b) Optional Activities	Completed / Utilized yes / no	Comments
Were any "poster or public service announcement contests" at the schools?	No	
Was an evaluation conducted?	No	

4. Narrative Report

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

Campaign in a Box – To ensure physical materials (flyers in English/Spanish, marketing collateral including chap stick, band aids, key chains, etc.) were disseminated to every school/program site in El Dorado County, EDCOE created 100 campaign boxes that included display instructions. Once created and disseminated to all sites, several sites were visited, and materials were clearly displayed. This work was conducted in January, so materials were displayed for many weeks before school facilities closed due to COVID-19.

Electronic materials – Electronic materials in English/Spanish were regularly emailed to sites, and many sites forwarded these materials to their families.

Consistent social media posts – Every week, several social media posts were created through Facebook, Twitter and Instagram. They received engagement from our followers, and when various languages were used (Indian for example), we received comments on how much people appreciated the diversity of the posts.

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

As the physical materials had been disseminated, received by school sites and given to families, electronic communications continued. Given the current situation, posts were not generated as often as our followers were primarily interested in our school closure information.

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

Electronic distribution of materials and social media posts will continue through June. This will include the uploading of activities to Sword.

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?

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The Campaign in a Box worked well, as schools were able to easily display materials for families to take home.

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

Our physical materials and electronic communications reached our students, families and school site staff. Our social media posts reached thousands in the community and beyond.

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.

1. Although accountability is important, the Sword reporting was extremely cumbersome. Reporting on activities took longer than the actual activity.
2. There were many partner calls that happened weekly/bi-weekly that contained information not relevant to education. This took time away from producing additional outreach activities.
3. As the campaign evolved, expectations changed which caused ambiguity and stretched resources.

5. Please provide additional comments below

The Census work has been extremely fulfilling, and it has been an honor to partner during this crucial campaign. EDCOE will continue to promote the Census beyond our contract end date, because of its direct impact to our schools and communities.



1. Stay home.
2. Wash your hands.
3. Complete your #2020Census form (9 questions - 10 minutes - 10 YEARS of funding for our communities)

Visit my2020census.gov to complete your form!

CENSUS 2020



1. STAY HOME

2. WASH YOUR HANDS

3. COMPLETE YOUR CENSUS FORM

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#2020Census #CaliforniaforAll #ICount #EveryoneCounts

Completing your Census now means no in-person visit!

Take it online, by phone or mail!

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