

County Office of Education

Final Report



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 **November 16, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60005
Contract start date	July 1, 2019
Contract end date	November 30, 2020
Contractor name	Humboldt County Office of Education
Contractor business address	901 Myrtle Avenue, Eureka, CA 95519
Contact name	Jenny Bowen
Contact title	Director of Personnel Services
Contact phone	707-445-7039
Contact email	jbowen@hcoe.org
Total amount of allocation	\$27,685.67
County	Humboldt
Region	2
Date of report	November 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	31
Number of students reached	18,106
Percent of students reached who are English language learners	Number - 1.319 Percent - 0

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

- See attached spreadsheet

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DISTRICT	Census Tracts

DISTRICT	Census Tracts

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	Posters, Signage, Flyers, Social Media messaging
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	We did not plan QAC
Have all activities been uploaded into SWORD?	Yes	
What activities replaced Census Week?		Social media campaign
How was language access provided?		We provided all our printed materials in both English and Spanish.
Did you participate in monthly meetings?		Yes, as available.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?		The curriculum was sent out to all 31 school districts across the county.

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Did you participate in the train-the-trainer workshop for the curriculum?		no
Were any "poster or public service announcement contests" at the schools?		We had a big contest planned prior to COVID that had to be cancelled and wasn't able to be rescheduled.
Was an evaluation conducted?		no

4. Narrative Report

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

The Humboldt County Office of Education is committed to reaching the most people in order to have a complete census count. We are a remote area in Northern California, located approximately 270 miles north of San Francisco and stretching over 4,000 square miles. As of the 2010 census, the population was 132,646.

Humboldt County has 31 separate school districts, encompassing a little over 18,000 students. Our strategy was to target as many of these students as possible with our outreach efforts, especially in our hard to count populations. We built a webpage to house information, graphics, and curriculum that could be utilized by our schools and community. (www.hcoe.org/census). We developed a marketing campaign to push out regular notification and information relative to census. We collaborated and partnered with our regional lead, California Center for Rural Policy at Humboldt State University to coordinate efforts, cross-promote activities and provide information out to our community.

We developed an on-line portal within our website to house curriculum that could be used by our 81 school sites and our community at large. We developed a PSA commercial and radio spot and distributed to our media outlets and had on our website.

We did a lot of outreach early on to connect with our school districts and provide info about the census. We encourage them to couple existing family events they already had planned with census information and outreach. This was very well received. We printed and organized a lot of collateral for our schools and sent them information to have in their offices, around campus and at their events. We provided both English and Spanish versions of materials. I provided talking points they could use to emphasize importance and security of census collection. We had a handful of schools take advantage of these events prior to COVID which are reflected in our event spreadsheet for SWORD. Coloring books were also big hit. We printed these out in both English and Spanish and distributed them at all the events but especially our playgroup events.

In addition, we partnered with another local agency receiving funding for census outreach – Northern California Indian Development Council to showcase a movie night. We paid for the license to show Lilo and Stitch and they prepared a learning outcome (attached) from the movie content. Here is the [link](#) to their event.

We had planned for a huge county-wide poster contest to promote the census. A lot of work was put into the planning, time-line, prizes and judging aspects for how this competition would roll out. Unfortunately, it was scheduled to push out right when COVID hit and our shelter in place orders took effect. As a COE, we were juggling a lot of information and trying to be responsive to our districts, therefore, a determination was made to cancel the contest. Our schools didn't want one more thing to think about during that time. It was unfortunate and never got rescheduled due to the challenges and time-constraints our schools communicated with us.

Once COVID hit, all of the activities that had been planned and were in the planning stages stopped. We had to turn all efforts into virtual communications, which I believe we were very successful at. We launched a social media campaign with targeted messaging that went out on

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all our social media channels (Facebook, Instagram and Twitter). We developed radio ads that ran on all our local radio stations and doubled up on sending out collateral to our schools that they could cross share with their students and families. Most of our schools follow us on social media and in most cases, anytime we would share census related info, we saw it being re-shared out by our schools. We also did a series of print ads in our local newspapers for further communications.

We utilized the census toolkit for images and messaging to ensure consistency.

Print ads: [Search results - Google Drive](#)

PSA: [Search results - Google Drive](#)

[census tracking - Google Sheets](#)

[Census outreach materials - Google Drive](#)

[Graphics - Google Drive](#)

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

We moved to primarily virtual outreach and conducted an outreach campaign utilizing radio, social media, and website. We created a PSA video and sent to media and had on our website.

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

Continued social media outreach.

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?

Having toolkits available really helped a lot for consistent messaging and awareness. Ready to print and manipulate as needed supported brand awareness and targeted approach to our unique population.

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

Our hope is that it did reach some of our hard to count populations. By connecting outreach activities to existing school events in our hard to reach locations, we were able to connect with more families on a more personalized level. Having information avail and support from the school communities really helped drive the messaging home.

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.

- Having the toolkit ready and available when outreach begins will help limit unnecessary confusion and provide a more streamlined approach. It was challenging due to delays in accessing info.
- Having a funneled approach for school outreach was helpful and allowed the COE to support district outreach plans and cross message events to greater audiences.
- It was helpful to have a support team in the census office who was available when needed.

5. Please provide additional comments below