



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-18-60006
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	IMPERIAL COUNTY OFFICE OF EDUCATION
Contractor business address	1398 SPERBER ROAD, EL CENTRO, CA 92243
Contact name	J. TODD FINNELL
Contact title	SUPERINTENDENT
Contact phone	760-312-6194
Contact email	todd.finnell@icoe.org
Total amount of allocation	\$41,759.97
County	IMPERIAL
Region	10
Date of report	5-29-2020

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	16
Number of students reached	39,000
Percent of students reached who are English language learners	42%

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

DISTRICT	CENSUS TRACTS
Brawley Elementary	104, 105, 106, 107
BRAWLEY UNION HIGH	104, 105, 106, 107
CALEXICO UNIFIED	119, 120.01, 120.02, 121, 122
Calipatria Unified	101.01, 101.02
Central Union High	111, 112.01, 112.02, 113, 114, 115, 116, 117, 118.01, 118.02

County Office of Education Final Report

DISTRICT	CENSUS TRACTS
El Centro Elementary	112.01, 112.02, 114, 115, 116, 117, 118.01, 118.02
Heber Elementary	113
Holtville Unified	108, 109
Imperial Unified	110, 123.01
Magnolia Union	103
McCabe Union	111, 113, 118.03
Meadows Union	113
Mulberry Union	103
San Pasqual Valley Unified	9400
Seeley Union	111
Westmorland Union	102

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	We thought that it was well done and very beneficial to schools and school districts
What adjustments were made to Questionnaire Assistance Centers if these were planned?	None	We didn't have many QAC and they happened before the stay-at-home order was issued.
Have all activities been uploaded into SWORD?	Yes	30 different activities
What activities replaced Census Week?	Yes	We did a virtual Census week presentation using our social media sites.
How was language access provided?	Yes	All presentations and printed materials were done in both English and Spanish.
Did you participate in monthly meetings?	Yes	Our office participated in state-wide, regional and local complete count committees.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	Our office attended one and then hosted two local curriculum train-the-trainer workshops.
Were any "poster or public service announcement contests" at the schools?	No	N/A

County Office of Education

Final Report

3b) Optional Activities	Completed / Utilized yes / no	Comments
Was an evaluation conducted?	Yes	All Census related activities were evaluated on number of participants and estimated reach.

4. Narrative Report

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

Our office had three main activities. 1) We hosted several train-the-trainer curriculum professional development trainings for local school districts. The strategy was to have teachers and counselors use the curriculum with students before and after April 1st. 2) We targeted schools within the highest HTC census tracts and conducted parent education meetings with various parent groups (migrant parents, school site councils, etc.). 3) We printed and distributed over 50,000 informational flyers in both English and Spanish to every K-12 student in Imperial County. All of this activity was targeted to culminate by April 3rd. However, after the stay-at-home order was received we decided to also create 100 large 8'x2' vinyl banners to be hung at every school county-wide encouraging families to visit the 2020census.gov website to complete their census online.

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

As stated, we used our remaining funds to create 100 banners to hang at schools, especially at schools who continued to distribute meals to students. These banners will remain up until October 31.

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

None.

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?

Everything went very well. The curriculum was very well received by teachers and used in lessons.

We also believe the parent presentations were done effectively and gave families the ability to ask important questions.

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

County Office of Education Final Report

Our conservative estimate is that every person we reached via a flyer, or presentation impacted an additional three people, primarily other family members.

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.

There seemed to be some overlap between California's efforts and efforts by the US Census Bureau staff. Locally, we were able to work together and not duplicate our efforts, but initially we found ourselves running into each at school events. So, better communication with USCB staff would be my top recommendation.

5. Please provide additional comments below

While the stay-at-home order caught us at a bad time for our final push, the foresight to have the census be completed online has been a tremendous asset in reaching our self-response goal.