



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

**Ditas Katague**  
Director

### 1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60007
Contract start date	07-15-2019
Contract end date	06-30-2020
Contractor name	Kern County Superintendent of Schools
Contractor business address	1300 17 <sup>th</sup> St Bakersfield CA 93301
Contact name	Priscilla Quinn
Contact title	Assistant Supt. of Finance
Contact phone	661-636-4215
Contact email	prquinn@kem.org
Total amount of allocation	\$146,553.37
County	Kern
Region	06
Date of report	12/3/2020

### 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	47
Number of students reached	192,446
Percent of students reached who are English language learners	18.7

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

DISTRICT	Census Tracts
ALL 47 DISTRICTS	ALL CENSUS TRACTS

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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	
What adjustments were made to Questionnaire Assistance Centers if these were planned?	NO	Please state adjustments made
Have all activities been uploaded into SwORD?	NO	How many activities were entered into SwORD? I have been told someone will reach out to assist in putting the activities in SwORD as part of the agreement.
What activities replaced Census Week?	NO	Please state activities (digital, etc.) that occurred around this time.
How was language access provided?	YES	Handouts and Banners were done in both English and Spanish, Translators from districts were able to assist in making parents aware of the critical need to complete the Census document. We asked districts to offer laptops with bilingual staff to assist, families were comfortable with the bilingual staff because they work with the students on an everyday basis..
Did you participate in monthly meetings?	NO	

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	NO	It was 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?	NO	Please describe
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.

There was an overall awareness campaign done by Kern County School Districts. We had Census staff attend and share a PowerPoint at our Superintendent meetings and many districts invited them to attend local district school board meetings across Kern County, sharing the importance of the Census and some reasons as to why local school districts could play a big part of reaching the Hard to Count (HTC) students in Kern County. In addition to the presentations and awareness campaigns with our district superintendents, we sponsored the Census group to attend our Fall 2019 county-wide school boards dinner. They provided insight and answered questions on what to expect with the Census campaign in 2020.

We had 4 ft by 8 ft vinyl Banners created with the Census Logo with pictures of students stating "Be Counted". The banners were in both English and Spanish and were to be put out at all the school sites with HTC students. There were flyers in both English and Spanish to be sent out to students at school sites to remind and make aware to be counted. We coordinated with School administration to have a text/email alert sent out during census week to remind parents yet again, schools support the census and we need their help in being counted. We had a social media presence with the creation of the website sharing census information and the Census Tool Kit. We had a 30 second video on the importance of Census dollars to our Schools and to be counted at all our local Movie Theatres. Schools were able to provide mini lessons on the Census and the meaning of participating in the Census. Districts, in coordination with the Kern County Superintendent of Schools Office, participated in regular update check-in points to ensure support was provided and if any additional outreach was needed. Based on this, continued advertising and social media promos were provided during the extension period of the census. Regular check in with staff was also conducted during this time to ensure all communities were continuing their efforts on completing the Census.

All timelines were adhered and followed from the kickoff of the Census through the Fall of 2020, our county continued to support, sponsor, and engage our community in the participation and completion of the U.S. Census.

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

When adjustments did need to be made, we asked school districts to please place banners where meals were being distributed instead of at school drop off points. Especially during school closures, with the pandemic, we felt it was important to get these reminders front and center where the parents would be visible to most. Student and parent engagement were very high during this time and we wanted the large banners out where the parents could see and know that we supported being counted. We asked school districts to share flyers while distributing meals. The movie Theatres did the best they could to show the 30 second videos whenever they were allowed to be open. Social media and robo calls were also utilized by districts to continue the messaging and encouraging the participation in the Census.

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

We continued the banners being displayed and the when the movie theatres were open the Census advertisements continued to run. We also focused on social media blasts during this time period since schools had concluded for the 2019-2020 academic year, we believed keeping their attention through social media would enhance our efforts.

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?

Utilizing social media platforms was a successful use of communication during this period of time and can be utilized as a normal means of capturing more of an audience in the future,

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

Yes, in the movie theatres the audiences were much more than just the students and parents at the school districts. Social media also provided a greater outreach of members of the community to enhance their awareness.

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. As much coordination that was done, there was still so much overlap in our efforts to reach everyone.
2. The Tool Kit was a great reference.

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3. School districts are a place of trust for our families and having schools help in the work to be counted, was a huge positive.

#### 5. Please provide additional comments below

N/A