



CALIFORNIA COMPLETE COUNT
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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-18-60011
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	Marin County Office of Education
Contractor business address	PO Box 4925, San Rafael, CA 94913-4925
Contact name	Ken Lippi
Contact title	Assistant Superintendent
Contact phone	(415) 499-5803
Contact email	klippi@marinschools.org
Total amount of allocation	\$29,121.46
County	Marin
Region	3
Date of report	6/1/20

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	18
Number of students reached	18,000
Percent of students reached who are English language learners	5%

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

DISTRICT	CENSUS TRACTS
San Rafael	Canal, Terra Linda
NOVATO	Novato
SAUSALITO/MARIN CITY	Marin City
Shoreline	West Marin
Lagunitas	West Marin
Bolinas-Stinson	West Marin

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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	We posted all information and resources on an online communication tool, Padlet. This was a great medium to house all relevant information about the Census.
What adjustments were made to Questionnaire Assistance Centers if these were planned?		Please state adjustments made We partnered with Marin Census 2020 with many aspects of outreach, including Questionnaire Assistance Centers. Marin Census 2020 provided assistance remotely to those communities that needed it.
Have all activities been uploaded into SwORD?	Yes	How many activities were entered into SwORD? Initially, we entered 8 activities into SwORD, but several of them did not post in SwORD.
What activities replaced Census Week?	Yes	Please state activities (digital, etc.) that occurred around this time We were able to convert all of the Census Curriculum provided by the CDE from unit plans to stand-alone lessons. We sent these lessons to all district administrators to forward to teachers. We also provided these lessons to the COEs through our administrative partner from California Complete Count organization.
How was language access provided?		All of the materials we posted on our Padlet and distributed to our districts is in multiple languages, primarily Spanish.
Did you participate in monthly meetings?	Yes	

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	When distance learning was implemented due to COVID-19, we converted the Census unit plans into stand-alone lessons and distributed to districts for teachers to use with their students. We also engaged with history/social science

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3b) Optional Activities	Completed / Utilized yes / no	Comments
		teachers, encouraging them to send lessons to their students as distance learning opportunities.
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	If yes, please state how many participants Just one MCOE administrator attended the workshop.
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

4. Narrative Report

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

Marin County Office of Education's involvement in the California Complete Count efforts focused on several strategies and activities. Using a timeline that followed what our community partners were following as well, we worked to inform, educate, and motivate participation in the Census through communication with school districts and school administrators. We provided our district partners with resources, information, and curriculum to share with their communities.

We learned the best timeline to follow was to spend the fall collecting and providing information for distribution. As we moved into the spring semester, starting in January, our focus was more on educating. We encouraged teachers to use the Census curriculum with students so they could make connections between historical perspective and the importance of the Census. In the last couple of months before Census day, we provided a variety of resources to motivate schools and students to become trusted messengers in motivating the community to complete the Census.

The communication with districts was an effective strategy to spotlight the importance of the Census and to provide them with information for distribution to students and families. We used the *Padlet*, an online tool, to house all the resources related to the Census, in English and Spanish. District and school administrators had access to the *Padlet* where they could download any resource to use in schools. We also shared the *Padlet* with community partners and the Marin Census 2020 organization, getting resources in front of a wider audience.

The Census Curriculum developed by Sacramento and Los Angeles County Offices of Education was designed to be facilitated in a classroom setting, in the format of unit lesson plans. With the COVID-19 crisis resulting in distance learning, we were able to convert the unit plans into stand-alone lessons. The lessons were distributed to history/social studies teachers and site principals, giving them the opportunity to assign lessons to students, educating them on the Census.

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

As stated in the previous question, we made the curriculum accessible for distance learning. We also continued our partnership with the Marin Census organization to follow their plan for Census activities during shelter-in-place orders.

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

We plan to send out one final communication giving information about Census dates and the link to the *Padlet* with a reminder about existing resources.

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?

The approach that worked well for outreach to students and families was in our partnerships with school site community liaisons. We met with the community liaisons from the 2 districts in areas with the largest populations of hard-to-count residents. We engaged the liaisons by sharing information about the Census, discussing the importance of Census participation, and encouraging them to answer questions and motivate families to respond. These community liaisons have the most frequent contact with families from these communities. Many families have trusting relationships with their schools' community liaisons, making them perfect messengers to express the importance of the Census.

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

We were able to reach other audiences outside of schools through our resources posted on the *Padlet*. This online tool was a great way to engage multiple stakeholders and provide several sources of information. We were able to share the remote Census lessons with community partners and with other County Offices of Education participating in the Census Complete Count efforts.

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) Partners from the California Complete Count offices were very supportive and helpful. We appreciated all of the communications and coordination.

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- 2) There were many opportunities for collaboration – something that should continue in future Census outreach projects.
- 3) We appreciated the shared resources and information – please have this be a priority for the next Census outreach opportunity.

5. Please provide additional comments below