



**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](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov) by **May 29, 2020**.

### 1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60012
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	Mendocino County Office of Education
Contractor business address	2240 Old River Road, Ukiah, CA 95482-7074
Contractor name	Michelle Hutchins
Contractor Title	Mendocino County Superintendent of Schools
Contact name	Molly Snider
Contact title	Census Project Coordinator
Contact phone	707-467-5109
Contact email	msnider@mcoe.us
Total amount of allocation	\$16,602.57
County	Mendocino County
Region	Two
Date of report	May 26, 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	12 districts
Number of students reached	13,203
Percent of students reached who are English language learners	22%

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

DISTRICT	CENSUS TRACTS
Mendocino County Office of Education	Tract 106 – HTC 68
Anderson Valley Unified	Tract 112 – HTC 54
Arena Union Elementary	Tract 111.02 – HTC 36
Fort Bragg Unified	Tract 104 HTC- 38
Laytonville Unified	Tract 102 – HTC 66

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DISTRICT	CENSUS TRACTS
Leggett Valley Unified	Tract 102 – HTC 42
Manchester Union Elementary	Tract 111.02 – HTC 36
Mendocino Unified	Tract 110.02-HTC 34
Point Arena Joint Union High School	Tract 111.02 – HTC 36
Potter Valley Community Unified	Tract 108.02 - HTC 42
Round Valley Unified	Tract 101 – HTC 75
Ukiah Unified School	Tract 116 – HTC 55
Willits Unified School	Tract 107- HTC 42
Additional School: Instilling Goodness and Virtues	Tract 117 – HTC 35
Mendocino County Census Facts and Map: <a href="https://drive.google.com/open?id=1T9JIO4BFR51E-YWW7PHVN6IWW9KC6ING">HTTPS://DRIVE.GOOGLE.COM/OPEN?ID=1T9JIO4BFR51E-YWW7PHVN6IWW9KC6ING</a>	

### 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	The CA Schools-Based Communication Outreach Toolkit was used as reference, sent out to school districts and sited frequently through outreach updates.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	NA	Please state adjustments made The QAC were not implemented at the county office of education due to infrastructure issues of place, technology, and then COVID stopped all efforts.
Have all activities been uploaded into SwORD?	Yes	How many activities were entered into SwORD? The original activities were uploaded into SwORD and then through the quarterly reports, Mignonne was able to ensure of the additions to SwORD.
What activities replaced Census Week?	Yes	Please state activities (digital, etc.) that occurred around this time <ul style="list-style-type: none"> <li>Weekly Updates were sent out to county partners.</li> <li>Social Media posts were circulated through the Mendocino County Office of Education Facebook page.</li> <li>Original Census Week plans were halted due to COVID.</li> </ul>
How was language access provided?	Yes	Many social media posts were also provided in Spanish. Spanish materials (handouts, swag, posters) were included in district bags that were delivered in February. Spanish materials were also provided in the Census Updates sent to districts January through May.
Did you participate in monthly meetings?	Yes	Molly Snider as project lead coordinator attended most monthly meetings for CA Census; SwORD; Bi-Weekly Partners, and also Mendocino Counts Census Committee Meetings.

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3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	A Census 2020 Count Me In Curriculum professional development was facilitated at Mendocino County Office of Education in January 27, 2020.  The curriculum was also sent out to county partners and highlighted in Census Updates sent out February-May.
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	If yes, please state how many participants Yes, I attended. 10 people participated.
Were any "poster or public service announcement contests" at the schools?	Yes	Please describe Yes, a county-wide census poster contest was provided with 3 prizes awarded. Posters were scheduled to be sent to schools as printed copies but this step was halted due to COVID. The contest however was designed, implemented and completed with student participation.
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.

**Molly Snider attended Mendocino County Census Committee meetings monthly to stay informed about countywide efforts and provide reports to the committee regarding educational outreach. (September to April)**

Participation in this forum was very helpful in developing the county office of education plan in that ideas were shared, connections were made with state and county organization partners. This was the greatest asset in bringing a collaborative and unified effort to census outreach from key roles.

**Molly Snider attended CA Census Counts, Bi-Weekly Partners, and COE Census Partner meetings to stay informed about statewide efforts regarding educational outreach. (August to May)**

Participation in these meetings was helpful in tapping into resources and ideas to strengthen local outreach, as well as understanding the changing needs/requirements of the statewide census work.

**Molly Snider connected with census partners to align resources and strengthen capacity for local outreach. (Monthly)**

- Mendocino Counts: Angela Wartell, Julie Beardsley, and Paloma Patterson
- US Census Bureau: Jo Godwin and Marta Patino
- CA Census: Mignonne Pollard

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### Narrative Continued...

#### **Developed an outreach schedule for email bi-monthly communications with school districts. (9 issues February 4 to May 26)**

Census Count Me In! Census Project Updates were sent out 2 times a month and weekly at the end of March to beginning of April. See links below for issues:

- February 4  
[https://drive.google.com/open?id=1jOQfC52liErSFIGPMm7\\_JYDDlogTxF\\_](https://drive.google.com/open?id=1jOQfC52liErSFIGPMm7_JYDDlogTxF_)
- February 11  
<https://drive.google.com/open?id=1awc4Opwa2mt2S17PMypncxkrGIUsK4XO>
- February 25  
[https://drive.google.com/open?id=1bnV65rP\\_bf9WhRKPtnopL9\\_9N5B0Hm-P](https://drive.google.com/open?id=1bnV65rP_bf9WhRKPtnopL9_9N5B0Hm-P)
- March 9  
<https://drive.google.com/open?id=1PoGB-UqRbdeo3ejatURt0kdoQbS17glq>
- March 23  
[https://drive.google.com/open?id=1o6j\\_-NufKTQUO7DCPEF5h2-Csolh1fKQ](https://drive.google.com/open?id=1o6j_-NufKTQUO7DCPEF5h2-Csolh1fKQ)
- March 31  
<https://drive.google.com/open?id=18QlhP-egCHsWuvYosFpY--Ecl9M0UN4L>
- April 27  
<https://drive.google.com/open?id=1lbl3wo1g8JnU86pzGYr9wA6od-R7As9f>
- May 4  
[https://drive.google.com/open?id=1zk8NUjN8\\_r5jGT-3na\\_E6\\_sLyKomWIQL](https://drive.google.com/open?id=1zk8NUjN8_r5jGT-3na_E6_sLyKomWIQL)
- May 26  
<https://drive.google.com/open?id=19zBN-kNdOCq-jJUq3RFViWjrtF8BjXz>

#### **Developed social media campaign to post weekly through the Mendocino County Office of Education Face Book page. (February 5-May 19)**

Social Media Planner

<https://drive.google.com/open?id=1tVqVeRhZJMMmm9pfW-0gaXDnJKNV5fQd - OP4fA13g>

#### **Professional Development for Census provided at MCOE. (January 27, 2020)**

Provided Count Me In! Census Curriculum Professional Development January 27, 2020 – presented by Frank Pisi of Sacramento County Office of Education.

Virtual census information and outreach sessions were offered but lacked registrations.

**Developed Census Poster Contest (January – March)** – a call to action and civic engagement for youth grades 6-12 in the county. Three prizes were awarded for 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> place with gift cards to local book and art stores.

**Sent out a survey and introduction to resources (September)** to engage school districts and encourage participate in the county office outreach activities.

**Provided census information and resources at professional development sessions across content areas (September-March)**

- Early Childhood Education Collaborative
- New Teacher Network
- CLIC History-Social Science Community of Practice
- ELA – Writing PD

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- HSS – Studies Weekly PD
- ELPAC Training Sessions
- Gifted Education PD
- English Learner Collaborative
- Science Fair Judging Session
- Misc. announcements during agency meetings
- Posting reminders in other content area newsletters

### Compiled resources (handouts, posters, swag) to send to partnering districts. (January-February)

Jo Godwin of the US Census Bureau collaborated with me to assemble a collection of resources that I would deliver to districts to use as census outreach at their local schools. Once the items were determined, she delivered them to the office. They were then assembled in relevant bundles and delivered via agency employees who would be visiting school sites.

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

All outreach was conducted through emailed Census Updates, offers for support to districts, continued virtual attendance in statewide meetings, and Face Book social media posts.

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

There are no other activities planned for June unless districts reach out for support, resources or materials. An offering is in place should anyone request support from the county office.

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?

**Professional Development Highlights for the Census:** The most successful outreach was with personal contact at professional development sessions where information was provided with answers to questions, handouts. This type of outreach was like presenting mini elevator speeches with information that was relevant for the audience. Each time, members of the audience also received handouts, posters, or swag.

**The Census Updates Newsletters** that were developed at our agency were helpful in tailoring information for the county with resources and tools that could be accessed. They also created a frequent reminder to continue the outreach. The educational tools that were offered also supported instruction to highlight the census with students. The social media posts were frequent and kept the outreach for the census visible on a weekly basis.

**Attendance at the local Mendocino Counts Committee meetings** each month also created connections, alignment, and strengthened outreach from multiple organizations that have community impact.

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

The activities reached other audiences when information was presented at local professional development sessions. The Face Book posts reached a broader community audience. It would have been helpful to have set up a table at student events throughout the county. This was planned for the county science fair but was halted due to COVID.

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.

For future operations and processes:

- Outreach Toolkits (The various toolkits were very helpful in providing resources in varied media and languages)
- Media images, videos, scripts to use for outreach (The variety helped to build relevant outreach with context, audience, and language)
- Curriculum – Statistics in Schools, Count Me In! Census Curriculum, Coloring Books (These resources were great for sharing with districts, promoting interdisciplinary learning to highlight the what, why, and how of the census)
- Student community service projects: tables at events; poster contest; public service announcements (these activities promote student voice and civic contribution and highlight the importance of the census)
- A team of supports for COEs – US Bureau, State, County (these aspects were very helpful to our outreach)
- The local newsletters that were developed at the county level were useful. It would have been great to have a template created at the state level to modify at the county level.

### 5. Please provide additional comments below

The Census work was important and I am glad that the county office of education could be part of the initiative and outreach. It is a shared civic responsibility and as educational leaders, our outreach to promote participation is critical to the viability of future funding. The varied resources provided by the US Census Bureau, CA Census, and Mendocino Counts were great. There was so much to choose from and all the sources really helped to create local outreach.

The support from key people from the US Census Bureau, CA Census, and Mendocino Counts were also really important. The shared conversations, resources, and planning strengthened the work with breadth and depth. I especially appreciate Mignonne Pollard from the CA Census Project who was my main support for the project. She was readily available and extremely helpful.

The changing landscape of the structures and protocols were challenging when templates were altered, budgets re-written, and more meetings posted on the calendars. These frequent additions and changes added more work to the project at the county office level.

Of course, the COVID crisis put a halt to so much of the outreach but I was impressed at the innovation of all partners to re-define outreach. What mattered was the continued

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information and encouragement for everyone to participate in the census. With the completing of contracts, it will still be important for everyone as individuals to encourage others to participate.

Thank you, on behalf of the Mendocino County Office of Education for the structure, funding, and opportunity to support the Census 2020 Count!



# Count Me In! Census 2020 Project



## Updates May 26, 2020

This will be the last Mendocino County Office of Education **Count Me In! Census 2020 Project Update**. Thank you for your energy and efforts to spread the word to your educational communities over the last several months. The call to complete the census will continue through the summer and autumn months. Continue to spread the word!

My best to you all,  
Molly Snider

## Yes, the Response Rate is Growing!

More than half of all of the households in the country have responded – that’s 87,700,000 households so far!

### Response Rates as of May 24, 2020

United States 60.1%  
California 61.2%  
Mendocino County 47.1%

Check out the Response Rate Interactive Map

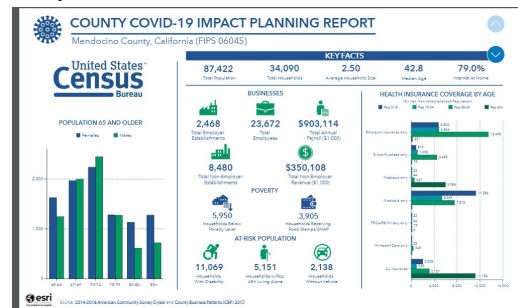
<https://2020census.gov/en/response-rates.html>

## Respond Today, Encourage Others

It has never been easier to respond to the census on your own, whether online at [2020census.gov](https://2020census.gov), over the phone, or by mail.

## US Demographic and Economic Data At A Glance is Available Thanks to the Census

The Census Bureau serves as the leading source of quality data about the nation's people and economy. See how Census data is used to build innovative visualizations and data tools. Check out the link embedded in this image to explore the data for Mendocino County.



## Five Ways the Census Can Shape the Future for 2020 Grads

Congratulations to the Class of 2020! From finding a job to continuing your education, here's how the [2020 Census can shape the next decade for our 2020 grads](#).



Meet Desjah, Shaping Her Future through Education