



CALIFORNIA COMPLETE COUNT

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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-18-60016
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	Orange County Superintendent of Schools
Contractor business address	200 Kalmus Drive, Costa Mesa, CA, 92626
Contact name	Marika Manos, Ed. D.
Contact title	History/Social-Science/Civics Coordinator
Contact phone	714-966-4321
Contact email	mmanos@ocde.us
Total amount of allocation	\$299,684
County	Orange County
Region	9
Date of report	May 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	27 plus 2 out of County (Out of County Data Not Included) ¹
Number of students reached	473,612 ²
Percent of students reached who are English language learners	46.5% ³

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

DISTRICT	CENSUS TRACTS
Anaheim UHSD⁴	89107,76102,76000,75515,75405,75404,75403,75401,75303,75302,75301,75202,75201,75100,75004,75003,75002,74902,74901,74806,74805,74803,74802,74801,74702,74701,74602,74601,74502,74501,74407,74406,74405,74403,74300,74200,74111,74110,74109,74108,

¹ A teacher from Downey Unified and Apple Valley Unified SD attended the Census 2020 - Count Me In: Taking Content to Action training in October, 2019. At conferences and via social media uncounted districts were contacted.

² Orange County Language Group Data - Countywide 2019-2020. DataQuest. Web. 2020 <<https://da.cde.ca.gov/dataquest/lc/CountyLC.aspx?Level=County&TheCounty=30+ORANGE&cYear=2019-20>>

³ Orange County Language Group Data - Countywide 2019-2020.

⁴ Bolded districts received some of OCDE's Census monies for outreach, teacher/liason compensation, sub pay and/or presentations within their district specifically rather than at an OCDE network event.

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	74107,74106,74103,74102,74006,74005,74004,74003,63908,63907,63904,63101,63009,63007,62610
Anaheim Elem SD	88403,88402,88302,88301,87704,87703,87701,87602,87601,87505,87504,87503,87405,87404,87403,87401,87300,87200,87106,87105,87103,87102,87101,86702,86701,86602,86601,86502,86501,86407,86406,86405,86404,86402,86306,86305,86304,86303,86301,76204,76102,76101
Brea Olinda USD	21815,21814,11707,1507,1506,1505,1504,1503,1501,403325
Buena Park SD	110607,110606,110605,110604,110603,110500,110302,110301,110115,1802,1801,554518,503902,503901,503801,3205,3202,3124,3123,3114,3112,2821,2820,2819,2818,2817,2816,2815,2814,2813,2812,2811,2808,2807,2806,2804,1802,1801
Capistrano USD	62648,62641,62640,62639,62638,62637,62636,62635,62634,62633,62632,42339,42338,42337,42336,42335,42334,42333,42332,42331,42330,42329,42326,42325,42324,42323,42320,42319,42317,42315,42313,42312,42311,42310,42305,42206,42205,42203,42201,42114,42113,42112,42111,42109,42108,42107,42106,42103,32061,32059,32058,32057,32056,32055,32054,32053,32050,32049,32046,32045,32044,32043,32041,32040,32039,32038,32037,32036,32035,32034,32032,32031,32028,32023,32022,32020,32013,32012,32003,32002
Centralia Elem SD	110402,110304,110303,110302,110301,110202,110201,110116,110115,110110,110102,86903,86902,86901,86803
Cypress SD	110203,110118,110117,110116,110114,110113,110111,110110,110109,110106,110104,110102,110015,110011,555212,555202,55510,555103,554519
Fountain Valley SD	99251,99250,99246,99245,99242,99241,99234,99233,99232,99231,99230,99229,99225,99224,99216,99215,99214,99212,63907,63805
Fullerton SD	110605,86701,86601,86501,11721,11708,11707,11601,11504,11503,11502,11403,11402,11401,11300,11200,11102,11101,11000,1903,1902,1901,1802,1801,1708,1706,1705,1704,1602,1601,1505,1503
Fullerton Joint UHSD	110607,110606,110605,110604,110603,110500,110302,110301,110115,86701,86601,86501,11721,11708,11707,11601,11504,11503,11502,11403,11402,11401,11300,11200,11102,11101,11000,1903,1902,1901,1802,1801,1708,1706,1705,1704,1602,1601,1505,1503,1501,1404,1403,1402,1401,1304,1303,1301,1202,1201,1103,1102,1101,554518,503902,503901,503801,503702,503701,503502,503401,500100,408628,408627
Garden Grove USD	110113,110015,110012,110011,110010,110005,110004,110003,110001,99904,99903,99902,99801,99249,99248,99247,99229,99227,99226,99225,99224,99223,99222,99204,99203,99202,89107,89106,89105,89104,89102,89004,89003,89001,88905,88904,88903,88902,88901,88802,88801,88702,88701,88602,88601,88502,88501,88403,88402,88401,88302,88301,88203,88202,88201,88107,88106,88105,88104,88101,88002,88001,87902,87901,87801,87704,87703,87503,76103,75302,75301,75201,74803,74108,74106
Huntington Beach City SD	99514,99513,99506,99417,99415,99413,99404,99311,99310,99309,99308,99307,99306,99305,99246,99245,99244,99243,99240,99239,99238,99237,99220,99217,99216,99215,63603
Huntington Beach UHSD	110005,110004,99906,99905,99904,99903,99902,99803,99802,99801,99703,99702,99701,99605,99604,99603,99602,99601,99514,99513,99508,99506,99502,99417,99416,99415,99413,99412,99411,99410,99408,99407,99406,99405,99404,99402,99311,99310,99309,99308,99307,99306,99305,99251,99250,99246,99245,99244,99243,992

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	42,99241,99240,99239,99238,99237,99234,99233,99232,99231,99230,99229,99225,99224,99222,99220,99217,99216,99215,99214,99212,88905,88802,88801,88106,63907,63805,63603
Irvine USD	75515,63007,62645,62644,62643,62631,62630,62629,62628,62627,62626,62621,62614,62612,62611,62610,62604,52528,52527,52526,52525,52523,52522,52521,52520,52519,52518,52517,52515,52514,52513,52511,52506,52505,52426,52421,52420,52418,52417,52410,52408,52404
Laguna Beach USD	62649,62643,62635,62634,62633,62632,62621,62620,62619,62605,62604,42325,42324,42305
La Habra City SD	1708,1705,1601,1501,1404,1403,1402,1401,1304,1303,1301,1202,1201,1103,1101
Los Alamitos USD	110117,110113,110108,110106,110015,110014,110012,110008,110007,110006,110001,99603,99514,99513,99512,99511,99510,99509,99508,99506,99504,99502,577604,574500,573902,555202
Lowell Joint SD	1402,1401,1301,1103,1102,1101,503702,503701,503502,503401,500100,408628,408627
Magnolia SD	88201,88002,88001,87901,87806,87805,87803,87802,87704,87703,87701,87102,87101,87002,87001,86903,86803,10101
Newport-Mesa USD	99240,99229,99217,99216,74107,74106,74006,74004,63908,63907,63906,63905,63904,63903,63902,63808,63807,63806,63805,63803,63802,63702,63701,63605,63604,63603,63601,63500,63400,63302,63301,63202,63201,63103,63102,63101,63010,63009,63008,63007,63006,63005,63004,62900,62800,62702,62701,62645,62644,62643,62642,62604
Ocean View SD	99703,99702,99605,99604,99603,99601,99514,99513,99508,99417,99416,99415,99413,99412,99411,99410,99408,99407,99406,99405,99404,99402,99242,99241,99233,99224,99222,99212
Orange USD	48100,41911,89107,88502,86407,76208,76206,76205,76204,76202,76201,76103,76102,76101,76000,75902,75901,75816,75815,75814,75813,75812,75811,75810,75809,75808,75807,75806,75805,75701,75605,75604,75405,75404,75401,75301,52426,52420,52419,32041,32011,21924,21923,21922,21921,21920,21919,21918,21917,21916,21915,21914,21913,21912,21905,21903,21826,21807
Placentia-Yorba Linda USD	116,86407,86406,86402,76202,76201,21924,21905,21903,21830,21829,21828,21827,21826,21825,21824,21823,21822,21821,21820,21817,21816,21815,21814,21812,21810,21809,21807,21802,11722,11721,11720,11718,11717,11716,11715,11714,11712,11711,11710,11709,11708,11707,11504,11502
Saddleback Valley USD	43008,62649,62648,62647,62646,62641,62636,62635,62634,62625,62622,62621,52518,52428,52427,52426,52425,52424,52423,52422,52418,52416,52415,52411,52410,52408,52404,42335,42333,42328,42327,42320,42307,32055,32054,32051,32050,32049,32048,32047,32044,32043,32042,32041,32038,32035,32034,32033,32032,32031,32030,32029,32028,32027,32023,32015,32014,32013,32012,32011,32003,32002
Santa Ana USD	89107,76102,76000,75515,75405,75404,75403,75401,75303,75302,75301,75202,75201,75100,75004,75003,75002,74902,74901,74806,74805,74803,74802,74801,74702,74701,74602,74601,74502,74501,74407,74406,74405,74403,74300,74200,74111,74110,74109,74108,74107,74106,74103,74102,74006,74005,74004,74003,63908,63907,63904,63101,63009,63007,62610

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Savanna Elem SD	110203,110202,110113,110110,110109,88101,87901,87803,87802,87801,86903,86902,86901
Tustin USD	75703,75702,75701,75607,75606,75605,75604,75603,75515,75514,75513,75512,75507,75506,75505,75504,75405,75404,75403,74408,74407,74406,74403,52527,52525,52524,52502,52420,52419
Westminster SD	110005,110004,99906,99905,99904,99903,99902,99803,99802,99801,99702,99701,99605,99604,99603,99602,99601,99502,99222,88905,88802,88801,88106

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 Schools-based Communications Outreach Toolkit was shared with schools via liaison trainings, network presentations, OCDE Newsroom story , and Census Day emails to networks. This is part of an email sent to partners: For leaders, liaisons, and teachers, use the letter here to communicate to families that the Census is happening now and is important. Individuals can respond online at my2020census.gov or via phone at (844) 330-2020. You may also want to share one of the informational resources here or presentations here . For tweets and other home communication, you may find this toolkit here useful.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	yes	The Orange County Department of Education (OCDE) planned to support Questionnaire Assistance Centers (QACs) in Anaheim Union High School District , ACCESS Alternative Sites , Santa Ana Unified School District , and Westminster School District . At this time, all of the district QACs in-person efforts are on hold. However, Family and Community liaison partners are sharing the importance of Census 2020 with signage at school sites, social media posts, and parent communication. I have linked the Census webpages of partner school districts above. OCDE's ACCESS Alternative Sites have made robocalls, shared flyers, and passed out t-shirts.
Have all activities been uploaded into SwORD?	yes	OCDE has submitted grant activities into SwORD in monthly bulk uploads. We have one more upload for May/June.
What activities replaced Census Week?	yes	Census week activities included emails, social media, and news story development. On April 1, OCDE sent an email to History/Social-Science teachers and Census training participants. See below email:

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		<p>4/1 Greetings and Happy Census Day! I hope that this email finds you and your family in good health, as well as settled into our new normal.</p> <p>The 2020 U.S. Census is taking place now and, given our current circumstances, resources from the national government are more important than ever. Because most of our community interactions are now virtual, I wanted to remind you about Census educational and informational materials.</p> <p>For leaders, liaisons, and teachers, use the letter here to communicate to families that the Census is happening now and is important. Individuals can respond online at my2020census.gov or via phone at (844) 330-2020. You may also want to share one of the informational resources here or presentations here. For tweets and other home communication, you may find this toolkit here useful.</p> <p>For leaders and teachers, Census lessons are great resources for virtual learning. History/Social-Science lessons can be found here, while Math, English and other subject area lessons can be found here. If you would like to ask students to create a Census project, this Social Media toolkit for educators and accompanying toolkit guidebook are also helpful.</p> <p>If you shared resources with families or taught a lesson to students, please take a moment and fill out a brief survey here to explain how you will act on behalf of the Census.</p> <p>OCDE also raised awareness about the Census via social media @OCDEhistory with posts on March 31, April 1, and April 2. See some of the tweets linked here. OCDE tagged Orange County districts where appropriate. OCDE tweets include resources and a call to participate in the Census, as well as opportunities to promote upcoming and real-time events.</p> <p>The OCDE Newsroom included a story about the importance of the Census, particularly in the context of a pandemic. See the newsroom story here.</p>
How was language access provided?	yes	<p>OCDE provided language access at network, teacher, community liaison, and leader trainings and presentations by sharing a comprehensive collection of resources with folders for languages represented in Orange County. Resources include graphics, flyers, posters, and fact sheets.</p>

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		OCDE's Interpretation and Translation team , translated presentations for Questionnaire Assistance Centers, flyers, parent letters , and robo call recordings. For example, the team translated the confidentiality flyer from the Census Bureau into Spanish before the Bureau had it available. They also translated the flyer from California's Complete Count office into Turkish. In addition, the Interpretation and Translation team provided interpretation services for parent meetings when requested.
Did you participate in monthly meetings?	yes	OCDE attended all statewide meetings and regional meetings that did not conflict with previously scheduled OCDE events.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	yes	OCDE shared Census 2020 Count Me In curriculum at network, teacher, community liaison, and leader trainings and presentations, as well as via social media and through training follow-up emails. In a recent presentation given to Santa Ana Unified School District leaders, the curriculum was shared on slide 13.
Did you participate in the train-the-trainer workshop for the curriculum?	no	N/A
Were any "poster or public service announcement contests" at the schools?	yes	Students in Orange County have been encouraged to participate in the Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase . Students create media, for example, artwork, video, or a graphic to answer the question, How does the 2020 Census help my community? and share their work via social media. Students submit entries on June 3, 2020, and winners will be announced on June 19, 2020.
Was an evaluation conducted?	yes	At the end of presentations and trainings, OCDE asked participants to fill out a brief survey here if they shared any of the above resources with families, teachers, or students. Because of uneven participation in this survey, OCDE did not submit activities into SwORD. The results here do not show the extent of Census activities in schools throughout the county. Based on anecdotal evidence, teachers and family liaisons participating in training used curriculum and shared Census resources with their communities.

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4. Narrative Report

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

OCDE's Census campaign is an education campaign. By ensuring that key stakeholders understand the importance of the Census, they are more likely to activate others to participate. By leveraging OCDE networks, participants were more likely to encourage teachers, leaders, families, and community liaisons to also participate in presentations and trainings. OCDE's Census work activated school district and partner personnel through participation in presentations and trainings.

Network Presentations

Sharing information about the Census with OCDE's networks was the single most important move to involve Orange County teachers and leaders in Census outreach. At each presentation the messaging was similar - the Census is safe, confidential, important. However, the importance of the Census resonated differently for each group. For example, the Visual and Performing Arts network may care most about federal funding for teacher instruction, while the counselor and nurse network may care most about messaging to families. OCDE framed Census messaging for each group.

- [Humanities and STEM Meeting](#), September 23, 2019
- [BELL Network Meeting](#), September 24, 2019
- [AVID Network, District Director Meeting](#), September 24, 2019
- AVID Network, Newsletter Update October with Lessons, October 29, 2019
- [Assistant Superintendent Meeting](#), October 4, 2019
- [VAPA Network](#), October 9, 2019
- [PTA Meeting](#), October 17, 2019
- [Family Involvement Network Meeting](#), December 6, 2019
- [PIO Network](#), December 13, 2020
- [Nurses Network](#), January 7, 2020
- [HOPES Network](#), January 10, 2020
- [MTSS Network](#), January 16, 2020
- [Student Services](#), January 22, 2020
- [Lead Counselors](#), February 6, 2020

[Here](#) is a social media post about OC McKinney-Vento Homeless Liaisons and OC Nurse leaders presentations. Through the sharing of Census informational resources and training, OC teachers and leaders began to act on behalf of the Census. [Here](#) are presentations created by a teacher leader in Anaheim Elementary School District. Presentations to networks and follow-up in e-mails to networks were the beginnings of a successful Census campaign.

OCDE Newsroom and Social Media Campaign

OCDE's Media and Communication team played an important role in Census outreach through webpage, social media, and messaging consulting, as well as, through the OCDE Newsroom and a social media campaign counting down 20 weeks to the 2020 Census. So far, the OCDE Newsroom has written five stories on Census outreach efforts and will likely do one more covering the [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#) winners. Below is a summary and link to each article shared with all Orange County school districts:

- The [September 24, 2019](#), article called for participation in Census 2020 - Count Me In: Taking Content to Action workshops.
- The [November 14, 2019](#), piece launched the 20 weeks to the 2020 Census. See an example post [here](#). Below are the facts that informed these social media posts.
 - As mandated by the Constitution, the U.S. Census Bureau conducts a nationwide population count once every 10 years.
 - Census data will serve as the basis for allocating nearly \$900 billion in federal

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- funds for education, housing, public safety, and other vital services.
- California is expected to lose about \$1,950 per person in annual federal funding as a result of undercounting.
- By law, any information that is collected by the Census must remain confidential. Those protections are guaranteed under [Title 13 of U.S. Code](#).
- OC families will be asked to complete the Census in March. In-person visits are only made to households that do not respond to online or mailed questionnaires.
- The 2020 Census will be easier than ever. Each person will be asked no more than nine questions.
- Every Census employee takes an oath to protect your personal information for life.
- Businesses use Census data to decide where to build factories, offices, and stores, which create jobs.
- The Census form takes only 10 minutes to fill out. It can be completed online, by phone, or by mail.
- The online and telephone versions of the Census will be available in 13 languages. Supports for the Census will be issued in 59 languages.
- Local governments use the Census for public safety and emergency preparedness.
- Real estate developers use the Census to build new homes and revitalize old neighborhoods.
- By law, your responses cannot be used against you and can only be used to produce anonymous statistics.
- Residents use the Census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.
- Every 10 years, the results of the Census are used to reapportion the U.S. House of Representatives, determining how many seats each state gets.
- Completing the Census is not just mandatory; it is a way to participate in our democracy and say "I count!"
- Census data determines how federal funds are spent on schools, hospitals, roads, public works, and other vital programs.
- While early population counts were conducted by hand, the Census was an early adopter of computer processing.
- The Census is the largest peacetime mobilization in our country and one of the few national activities the American public does together.
- The 2020 Census will officially start counting people in remote Toksook Bay, Alaska in January. But most households will receive invitations to respond in March.
- In the [December 17, 2019](#), article, Dr. Mijares, superintendent of Orange County Schools, emphasized that the Census is confidential.
- OCDE shared school Census outreach resources in the [April 3, 2020](#), edition of the Newsroom. Below are the resources shared with Orange County districts, with the additions of a translated robo call and webinar processed and shared since April 3:
 - [A repository of sample letters in various languages](#). Leaders, liaisons, and teachers can use these to communicate to families that the Census is happening now and is important. Individuals can respond online at my2020census.gov or by phone at 844-330-2020.
 - A [webinar](#) to inform parents, students, and teachers. To download the transcript of the video, please [click here](#).
 - A [robo call](#) to inform families.
 - [A comprehensive collection of resources](#) such as graphics, flyers, posters, and fact sheets can be found here.
 - [A school-based toolkit](#), this link includes sample news releases, board resolutions, and social media posts for schools and districts.

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- [History/Social-Science lessons for teachers](#), these include inquiry lessons for grades five, eight, eleven, and twelve, along with a guide to help students create their own action and awareness campaigns.
- [English, Math, and other subject area lessons](#) for teachers who want to ask students to create a Census project, there is a [social media toolkit](#) and an accompanying [guidebook](#) that might be helpful.
- [A social media art showcase](#) to raise awareness and support student creativity and engagement.
- [Here](#) is the link to Census jobs.
- On [May 12, 2020](#), the OCDE Newsroom announced the [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#).

More than OCDE's Newsroom social media and newsroom articles, @OCDEhistory has endeavored to launch a social media campaign to highlight events, the importance and confidentiality of the Census, as well as tools schools can use to get the word out. Below are two examples of messaging used to mobilize the community.⁵

- 4/8 Communicate to families with letters in various languages at <https://tinyurl.com/CensusLetters>. Respond online at <http://my2020census.gov> or 844-330-2020 [@TUSDschools](#) [@westminstersd](#) [@OCCensus2020](#) [@CACensus](#) [@censusbureau](#)
- 4/12 Looking to fill the Census out by phone? The Census has customer service representatives in more than 15 different languages to help you fill out the [#2020Census](#). Visit <http://californiacensus.org> to see the full list [#CaliforniaForAll](#)

With networks, the OCDE Newsroom, and social media, OCDE was able to increase participation in Census trainings and presentations.

Teacher Training

During teacher training, participants were given an opportunity to plan instruction and Census week activities around Census 2020 Count Me In curriculum. In October of 2019, OCDE offered two full-day workshops for teachers throughout the county. Teachers were recruited through OCDE's networks, superintendents, assistant superintendents, and OCDE's Newsroom shared an article about the training on [September 24, 2019](#). On October 22 and 30, 2019, teachers learned about the Census, its importance, Census 2020 Count Me In curriculum, and civic action orientated lessons. [Here](#) are the slidedeck and resources shared during the training. Below you can access training flyers and the districts and the numbers of schools⁶ represented at each training.

- [Census 2020 - Count Me In: Taking Content to Action, October 22, 2019](#), Brandman University, Irvine
 - Anaheim Union High School District [District Teacher on Special Assignment (TOSA) and three schools]
 - Capistrano Unified School District (TOSA)
 - Brea-Olinda Unified School District (TOSA and one school)
 - Newport-Mesa Unified School District (one school)
 - Orange Unified School District (one charter school)
 - Placentia-Yorba Linda Unified School District (three schools)

⁵ In addition to OCDE, partner districts like Anaheim Union High School District (AUHSD) posted messages on their Facebook and Twitter accounts regarding the importance of the census, the three ways to fill out the census, the location of census information, and how-to videos on the AUHSD website. AUHSD's Facebook page has 8,072 followers and its Twitter account has 841 followers. The AUHSD Social Science Curriculum Specialist used his personal Twitter account (@auhdsdteacher) to tweet or retweet 41 messages pertaining to the census. This account has 245 followers. Anaheim BROS., a club at Anaheim High School, in AUHSD has posted twice about the importance of the census on their Facebook page: <https://www.facebook.com/anaheim.bros> This page has 615 followers.

⁶ Many schools sent more than one teacher to trainings.

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- Santa Ana Unified School District (TOSA and one charter school)
- [Census 2020 - Count Me In: Taking Content to Action, October 30, 2019](#), Teacher Created Materials, Huntington Beach
 - Anaheim Union High School District (Principal)
 - Garden Grove Unified School District (TOSA)
 - Huntington Beach Union High School District (one school)
 - Ocean View School District (two schools)

Participants included classroom teachers and teacher leaders from throughout Orange County. Teacher leaders in many districts, like Santa Ana and Capistrano Unified School Districts, shared the curriculum with their History/Social-Science leaders and teachers. Teachers in Ocean View School District used the information to facilitate their own training, while teacher leaders in Garden Grove and Santa Ana Unified School District worked with OCDE to facilitate lesson and Census Week trainings with their teachers as part of extended outreach. Teachers and leaders who attended from Anaheim Union High School District used the information to develop their own training and [Census Outreach Plan](#). They partnered with OCDE and used monies from the grant to support teacher and liaison training, as well as Census Week activities.

As part of extended outreach, teachers in Santa Ana Unified School District, Westminster School District, Garden Grove Unified School District, Irvine Unified School District, and OCDE's ACCESS Alternative Sites were offered after-school training that focused on Census 2020 Count Me In curriculum and civic action oriented lessons. See recruitment flyer [here](#).

- For Census Lesson training, teachers received one hour of content around the importance of the Census and one hour of content around Census 2020 Count Me In and Stats in Schools lessons aligned to the Census. Teachers were compensated for their participation. [Here](#) is the agenda for the Lesson Training. [Here](#) are the slidedeck and resources shared at the training.⁷
 - Santa Ana Unified School District, December 5, 2019, 3:30-5:30 p.m., [Census Lesson Training Flyer](#)
 - Anaheim Union High School District, January 15, 2020, 3:30-5:30 p.m.⁸
 - Garden Grove Unified School District, January 16, 2020, 3:30-5:00 p.m., [Census Lesson Training Flyer](#)
 - Westminster School District, January 27, 2020, 3:15-5:15 p.m.
 - Ocean View School District, February 4, 2020, 3-5 p.m.
 - Irvine Unified School District, February 11, 2020, 3:30-5:30 p.m., [Census Lesson Training Flyer](#)
 - Santa Ana Unified School District, February 12, 2020, 3:30-5:30pm, [Census Lesson Training Flyer](#)
 - Anaheim Union High School District, February 13, 2020, 3:30-5:30 p.m.
 - ACCESS Teachers, February 27, 2020, 1:30-3:30 p.m., [Census Lesson Training Flyer](#)
 - ACCESS Teachers, March 4, 2020, 1:30-3:30 p.m., [Census Lesson Training Flyer](#)
 - Placentia-Yorba Linda Unified School District, March 25, 2020, Cancelled⁹

⁷ Training in Anaheim Union High School District and Ocean View School District were done by teacher leaders in the district. All others were facilitated by Marika Manos at OCDE. Some districts recruited participants via email without additional flyers. Garden Grove Unified School District training was 90 minutes total rather than two hours.

⁸ A training for teachers on January 15, 2020 and February 12, 2020 at the Anaheim Union High School District (AUHSD) office. The workshop provided general information about the census along with documents created by the census bureau in multiple languages. The participants learned that the census has an effect on apportionment, redistricting, and distribution of funds. The teachers examined census documents to determine how they could be used in their classes with their students and colleagues. Each teacher who attended has approximately 180 students during the course of the day. Consequently, this training could reach 4,500 students. The teachers had an opportunity to examine the census inquiry curriculum along with the Stats in School website. They shared what they foresaw themselves using or adapting with the larger group. In the training, the group learned how the inquiry arc that students would be using aligned with the C3 framework which was also aligned with the components of the CA Democracy school rubric. At the end of the meeting, the teachers were asked to share their census activities on a shared Google doc.

⁹ Two of the presentations were cancelled because of the COVID-19 pandemic.

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- Saddleback Unified School District, April 2, 2020, Cancelled
- For Census Week training, teachers received 30 minutes of content around the importance of the Census and 90 minutes of content around developing a Census Week based upon Census 2020 Count Me In curriculum. Teachers were compensated for their participation and received a Census Week Kit (T-shirts, pop-sockets, and stickers for student Census Week activities). [Here](#) is the agenda for the Census Week Training. [Here](#) are the slidedeck and resources shared at the training.
 - Santa Ana Unified School District, January 22, 2020, 3:30-5:30 p.m., [Census Week Training for K-12 Teachers Training](#)
 - Garden Grove Unified School District, February 6, 2020, 3:30-5:00 p.m., [Census Lesson Training Flyer](#)
 - Westminster School District, February 24, 2020, 3:15-5:15 p.m.

Following Census Lesson and Census Week training, teachers were motivated to teach Census 2020 Count Me In curriculum, as well as facilitate Census Week activities in their classrooms and school communities. This [picture](#) is evidence of teacher excitement and energy. Anaheim Union High School District, 11 schools over two days; [Garden Grove Unified School District](#), 15 schools over two days; Irvine Unified School District, 13 schools on one day; [OCDE's ACCESS Alternative Sites](#), nine schools over two days; [Santa Ana Unified School District](#), 30 schools over three days; and [Westminster School District](#), 17 schools over two days.

Participants in teacher training represented over 89 schools and 13 districts throughout the county.

Community Liaison Trainings

In addition to teacher training, OCDE facilitated training for Family and Community Engagement liaisons. Participants received one hour of content around the importance of the Census and one hour of content around how to create a Questionnaire Assistance Center. Participants received copies of Census materials and posters on foam core. [Here](#) is the agenda for the Liaison Training. [Here](#) are the slidedeck and resources shared at the training.¹⁰

- Santa Ana Unified School District, December 10, 2019, 9-11 a.m.
- [ACCESS Liaison](#), December 19, 2019, 2-3 p.m.
- Westminster School District, January 29, 2020, 2-4 p.m.
- Anaheim Union High School District, February 6, 2020, 3:30-5:30 p.m.¹¹
- ACCESS Family Engagement Network, April 6, 2020, 1:00-2:00 p.m., via Zoom

Following training, liaisons distributed flyers, posted on webpages, and communicated to families electronically and via phone. Here is an example from [OCDE's ACCESS Alternative Sites](#) of passing out flyers at food distribution centers. Between 4/7/20 and 5/2/20, liaisons from OCDE's ACCESS Alternative Sites shared Census collateral or information via phone in 38 events. In all, representatives from 11 schools in Anaheim Union High School District, 15 schools from OCDE's ACCESS Alternative Sites, 57 schools in Santa Ana Unified School District, and 17 schools in Westminster School District received training. Participants in liaison training represented over 100 schools and 4 districts throughout the county.

District and School Presentations

¹⁰ Training in Anaheim Union High School District were done by teacher leaders in the district. All others were facilitated by Marika Manos at OCDE.

¹¹ A training was held for the Family and Community Engagement Specialists (FACES) on February 6, 2020. The workshop provided general information about the census along with documents created by the census bureau in multiple languages. The participants learned that the census has an effect on apportionment, redistricting, and distribution of funds. Each FACE was able to decide which census documents could best serve the needs of the parents and communities of their site. The FACES would have the material available in their campus office and would have at least a computer dedicated to filling out the online census which the window opened on March 12th. Also, the FACES would have material available for distribution for their site Open House. AUHSD serves approximately 30,000 students; consequently, the potential for outreach was in the thousands.

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Census outreach continued beyond teachers and liaisons, as representatives from Magnolia School District, Saddleback Valley Unified School District, Placentia-Yorba Linda Unified School District, and Santa Ana Unified School District requested that OCDE conduct presentations for parents, students, and district leaders. While several of the presentations were cancelled due to the COVID-19 pandemic, below are the presentations linked to the materials that were shared. Several of the presentations were translated into Spanish - interpreters from OCDE came to interpret presentations - and many included printed copies in languages particular to the district or school community. For example, Placentia-Yorba Linda Unified School District's English Language Advisory Committee (DELAC) requested Spanish, English, and Chinese flyers. Parent, leader, and student presentations were an excellent way to directly call community members to action. [Here](#) is a post from Rancho Santa Margarita Intermediate's English Language Advisory Committee. Participants were ready to complete the Census and share information with their community.

1. Parent Presentations:
 - 1.1. November 19, 2019, [DELAC](#), Magnolia School District, [Participants](#)
 - 1.2. January 30, 2020, [RSM ELAC](#), Saddleback Valley Unified School District
 - 1.3. February 7, 2020, [Heroes Elementary School](#), Santa Ana Unified School District
 - 1.4. February 12, 2020, [Schweitzer Elementary](#), Magnolia School District
 - 1.5. February 24, 2020, [DELAC](#), Placentia-Yorba Linda Unified School District
 - 1.6. February 25, 2020, DELAC, Anaheim Union High School District¹²
 - 1.7. February 26, 2020, [Lathrop Intermediate](#), Santa Ana Unified School District
 - 1.8. March 4, 2020, [Walt Disney School](#), Magnolia School District
 - 1.9. March 10, 2020, [Saddleback High School](#), Santa Ana Unified School District
 - 1.10. March 18, 2020, Franklin Elementary School, Santa Ana Unified School District, cancelled
 - 1.11. March 2, 2020, Jim Thorpe School, Santa Ana Unified School District, cancelled
 - 1.12. April 15, 2020, Heroes Elementary School, Santa Ana Unified School District, cancelled
 - 1.13. April 17, 2020, Wilson Elementary School, Santa Ana Unified School District, cancelled
 - 1.14. April 3, 2020, Santa Ana High School, Santa Ana Unified School District, cancelled
 - 1.15. April 15, 2020, McFadden Intermediate, Santa Ana Unified School District, cancelled
 - 1.16. April 1, 2020, Jim Thorpe School, Santa Ana Unified School District, cancelled
2. District Leadership Presentations:
 - 2.1. February 12, 2020, [ASB Student Leaders Presentation](#), 12:30-1p.m.
 - 2.2. May 13, 2020, [Santa Ana Leaders](#), 2-3pm via WebEx

Sharing at Events

OCDE also recruited Census participation by sharing information at events and conferences where stakeholders had a particular interest in the Census. At OCDE's [OC Human Relations](#) presentations, on January 7 and January 22, 2020, Census informational materials were shared at a table. At the [California Council for the Social Studies](#) conference, February 28 - March 1, 2020, Census 2020 Count Me In lessons and informational materials were shared at a table manned by OCDE. At the California Association for Bilingual Education (CABE) conference, January 30, 2020, OCDE presented on the importance of the Census and ways that the Census is especially important to individuals who are emerging bilinguals. Here is a social media post from the [CABE Conference](#).

¹²A training was provided for the District English Learner Advisory Committee (DELAC) on February 25th. 63 guests were in attendance. AUHSD has approximately 6,000 English learners and this population is historically undercounted. The workshop provided general information about the census along with documents created by the census bureau in multiple languages. The participants learned that the census has an effect on apportionment, redistricting, and distribution of funds. It was stressed that the census could be taken online, by phone, and mail but the message of completing it online was stressed because of the maximum language support provided by the online method.

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Furthermore, OCDE presented at county-wide Census events to collaborate with Census partners. On October 4, 2019, OCDE shared Census efforts at the [Santa Ana Outreach, Collaboration with Higher Education](#). OCDE partnered with the Charitable Ventures of Orange County and the County of Orange to support Census partners at Census Expos on January [22, 2020](#) and April [22, 2020](#), to share ideas. Here is a post from the [Expo](#) in January.

Finally, OCDE leveraged work around civics to share information about the Census. The [Civic Learning Partnership](#) event on November 4, 2019, focused on Census efforts in the context of civic action. The Civic Learning Partnership's members include local educators, schools leaders, and community leaders. Amongst others, the panel featured Mike Matsuda, Anaheim Union High School District (AUHSD) Superintendent, Anika Nguyenkhoa, student and Vietnamese Student Association (VSA) president at Oxford Academy in Anaheim Union High School District (AUHSD)¹³, and Sarah Middleton, Charitable Ventures of Orange County. During the panel, Anaheim Union High School District (AUHSD) Superintendent Matsuda was able to share about the [district's Census efforts](#) and Anika Nguyenkhoa was able to share her [speech](#) on the importance of the Census. Sarah Middleton of Charitable Ventures of Orange County also emphasized the importance of civic action and the Census. During the *Civic Learning Partnership: Making your Community Count with Census 2020 and Beyond* event planned for April 1, 2020, participants were going to learn about the Census and create media to share in their communities. See the event flyer [here](#) and agenda [here](#). Although OCDE had to cancel this event due to the COVID-19 pandemic, OCDE students will participate in creating media for the [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#).

Sharing Census strategies and materials at conferences and events widened the reach of Census information in the community.

Census Art Contest

After the county went into shelter-in-place protocol, OCDE designed and rolled out a virtual arts contest, [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#). This showcase invited students in grades K-12 to create artistic media to address the question: How does the 2020 Census help my community? This opportunity was shared via e-mail and [social media](#) and participants were invited to share their creations via their social media accounts, their school's social media account, and to tag their posts with Census hashtags. Because many students under 13 do not have their own social media accounts, students under 13 who participated engaged their families and enlisted their help in sharing the student work on social media. The goal - like that of OCDE's Census campaign - is to maximize the number of people who might access information about the Census. Exemplary posts clearly answer the question, How does the #2020Census help my community? and is a call to participate.

Students submit entries on June 3, 2020, and winners will be announced on June 19, 2020. OCDE is partnering with United Way of Orange County, Charitable Ventures, Arts Orange County, and the County of Orange. OCDE, United Way of Orange County, Charitable Ventures, Arts Orange County, the County of Orange, the Complete Count Committee, as well as the Census Bureau, have been asked to judge projects. Judges will receive an Orange County Counts pop-socket and recognition on OCDE's webpage along with the showcase winners. The top three student entries will receive a Chromebook and their work may be used in Orange County's Census materials and community campaigns. The first three teachers with at least ten student entries (group or individual) will receive a gift card to purchase \$500 worth of materials for their classroom.

¹³Two students, one from Oxford Academy and one from Magnolia High school were interviewed on Little Saigon TV about the importance of the census. This occurred on February 28, 2020. They shared the census is in the US Constitution and the count determines appropriation, redistricting, and distribution of funds. Little Saigon TV posted the interview online where it amassed 562 views.

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Once submissions have been processed, they will be posted on OCDE's Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase webpage [here](#) and social media via: Twitter @OCDEhistory and Facebook @Arts4OC with corresponding [Facebook Page](#). Judging of submissions will occur between June 5 and June 17, 2020, and on June 19, 2020; at 10a.m., awards will be announced. Invitations for the awards ceremony will go out the first week of June. Currently, over 75 students have submitted artwork, and the district Art/History/Social Science TOSA from Anaheim Elementary shared a [YouTube video](#) with a modeled lesson for the showcase. [Here](#) is some of the artwork produced by students in Anaheim Elementary. In a time where students are facing many challenges, the [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#) is a place for positive and creative outlets around the Census.

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

As a result of the shelter-in-place orders and the stress placed on the entire education community in adjusting to the new requirements and expectations, OCDE offered several of our Census trainings and presentations online via Zoom, Webex, and other media platforms. OCDE also conducted outreach at a number of school meal grab-and-go pick-ups in local communities. In addition, OCDE connected with schools via e-mail, social media, and the OCDE Newsroom.

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

In June, OCDE is holding the [Making My Community Count: OC Census Virtual Visual and Performing Arts Showcase](#), whereby students create media, for example, artwork, video, or a graphic to answer the question, How does the 2020 Census help my community? and share via social media. Students submit entries on June 3, 2020, and winners will be announced on June 19, 2020.

As part of the Showcase, OCDE recruited participants and judges via networks and social media. During the month of June, the OCDE Showcase team will process projects, assign judges, facilitate and participate in judging of projects, and post projects via social media (Twitter, Facebook, and Instagram) and OCDE's Census Showcase webpage. The OCDE Showcase team will disseminate participation certificates, popsockets, and t-shirts for participation. An Awards Ceremony on June 19, 2020, will be coordinated and processed via Zoom.

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 three approaches that worked best were leveraging networks, building relationships with new partners, and countywide coordination. OCDE shared Census ideas and materials with interested networks to recruit for training and get the message out. Through those networks, OCDE built relationships with interested school district leaders. For example, Magnolia School District's Family and Community Liaison leader connected with the presenter in a network meeting about parent presentations and Westminster's Curriculum Director inquired about Census training. Finally, OCDE coordinated with OC's ACBO and county. This was especially helpful to learning key strategies and not unnecessarily overlapping Census outreach efforts.

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

OCDE's Census efforts reached school leaders, teachers, family and community liaisons, and community members. While not originally part of the grant, the need for presentations and outreach directly with parents and families was valuable. Because of the connections OCDE

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made with family and community liaisons, several districts and schools requested parent Census presentations. Because schools are trusted representatives and family outreach directly affected those in “hard-to-count” communities, future Census efforts should require that education partners leverage parent committees and school parent meetings.

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.

As mentioned above, future Census outreach efforts should continue to leverage existing networks to build relationships with new partners. As part of the grant, countywide coordination with nonprofits and government agencies should be required, as should coordination with the Census Bureau. Some of OCDE's challenging conversations came when an OCDE network or Orange County school requested a Census presentation from the Census Bureau or the County of Orange rather than OCDE Census outreach team. While all entities had the goal of increasing Census participation, it felt like competition at times.

If possible, future efforts should require communication and partnership from all levels and branches of government including federal, state, county, and local Census efforts. Finally, and perhaps most importantly, the use of Census reporting and Census tracts should be left to GIS specialists. The amount of time and effort focused on using SwORD and Census tract data was wasted because other data, like the amount of Title I funding or the number of students who are emerging bilinguals, are data points that are easily accessible in the world of education and can be used as a heuristic for “hard-to-count” communities. With coordinated outreach, future Census efforts will be a success.

5. Please provide additional comments below

Thank you for the opportunity to work with California's Complete Count committee. The learning was invaluable as an educational leader.