



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-18-60025
Contract start date	July 1, 2019
Contract end date	June 30, 2020
Contractor name	San Luis Obispo County Office of Education
Contractor business address	3350 Education Drive, San Luis Obispo, CA 93405
Contact name	Michael Garrett
Contact title	Educational Technology Coordinator
Contact phone	(805) 782-7290
Contact email	mgarrett@slocoe.org
Total amount of allocation	\$23,925.76
County	San Luis Obispo
Region	Central Coast
Date of report	January 8, 2021

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	11
Number of students reached	34,000
Percent of students reached who are English language learners	13%

STATE OF CALIFORNIA
Gavin Newsom, Governor

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

DISTRICT	Census Tracts
Atascadero Unified School District	Census Tract 128
Paso Robles Joint Unified School District	Census Tract 101
Coast Unified School District	Census Tract 130
San Luis Coastal Unified School District	Census Tracts 110-113
Cayucos Elementary School District	N/A
Lucia Mar Unified School District	N/A
Pleasant Valley Joint Unified Elementary School District	N/A
San Luis Obispo County Office of Education (Court & Community Schools)	N/A
San Miguel Joint Unified School District	N/A
Shandon Joint Unified School District	N/A
Templeton Unified School District	N/A

County Office of Education

Final Report

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	Social Media graphics and captions were used for online campaigns, banner graphics were used for website promotion, videos were shared via social media, website and countywide cable and streaming broadcast, fact sheet information was used as content for email, website and social media campaigns
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Yes	Our planned Questionnaire Assistance Kiosks were cancelled, as they were to be hosted by local schools in HTC regions, which were closed due to COVID-19 school closures. Instead, we offered to assist the County with their planned Questionnaire Assistance Centers.
Have all activities been uploaded into SwORD?	Yes	Currently working with CA Census to get all activities uploaded
What activities replaced Census Week?	Yes	Social Media campaign using outreach toolkit materials; Promotion of winning entries in our student poster art contest via website and social media, as well as email communication to school districts
How was language access provided?	Yes	All materials were shared in Spanish as well as English, including print, web and video/ broadcast promotion
Did you participate in monthly meetings?	Yes	Participated in weekly partner calls, Region 5 meetings, and monthly San Luis Obispo County Complete Count Committee meetings

County Office of Education Final Report

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	No	As part of our contract, we opted to not implement the Count Me In curriculum
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	Conducted a poster art contest for county K-12 students that was open for submissions February-March 2020 on the theme 'Be Counted, San Luis Obispo County'; winning entries initially used for promotion of Census week, and once that was cancelled the submissions were used to promote the County's non-response follow up (NRFU) activities on our websites and social media
Was an evaluation conducted?	No	N/A

4. Narrative Report

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

Strategies/Activities:

- Presented the Census 2020 educational outreach plan to the County Superintendents' Council on January 10, 2020
- Collaborated with First 5 San Luis Obispo County on presentations and trainings for parents and early learning community partner organizations
- Conducted social media campaigns on Facebook using materials from CA Census Partner Portal and SLO County Complete Count Committee's locally-focused materials
- Promoted Census 2020 participation on the slocoe.org website using materials from CA Census Partner Portal and SLO County Complete Count Committee's locally-focused materials

County Office of Education

Final Report

- Broadcast video outreach PSAs countywide on two 24/7 cable channels and streaming live online, scheduled daily with more than 40 airings per week, using materials from CA Census Partner Portal and SLO County Complete Count Committee's locally-focused materials
- Conducted an art contest for county K-12 students that was open for submissions February-March 2020 on the theme 'Be Counted, San Luis Obispo County'; winning entries used for promotion of Census week and intended for further use as part of the County's non-response follow up (NRFU) activities
- Planned Questionnaire Assistance Kiosks (QAKs) locations at schools in neighborhoods with high hard-to-count (HTC) populations in Atascadero and Paso Robles; had to cancel plans due to COVID-19 school closures

Timeline:

January: awareness presentations to educational leadership groups and community based organizations
February-March: on-campus promotion of student art contest

February-March: presentations and training for parents and early learning community partner organizations, in collaboration with First 5 San Luis Obispo

March-April: Questionnaire Assistance Kiosks (QAKs) at schools in neighborhoods in Atascadero and Paso Robles [had to cancel plans due to COVID-19 school closures]

May-October: Offered support for the County's non-response follow up (NRFU) activities and continued with digital promotion of Census messaging through our existing social media, website, email and broadcast platforms

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

We refocused our efforts on digital distribution of materials and messaging outreach via our existing social media, website, email and broadcast platforms, with an emphasis on targeting students and school families.

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

In coordination with the San Luis Obispo Complete Count Committee, First 5 San Luis Obispo and County school districts, we planned support for the County's non-response follow up (NRFU) activities; with schools remaining in distance-learning, we were only able to continue our digital promotion of Census messaging through our existing social media, website, email and broadcast platforms.

County Office of Education

Final Report

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?

Messaging from trusted community members and leaders

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

Our outreach activities were designed to reach a broad audience, but with messaging targeted to our HTC populations

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.

Earlier rollout of outreach toolkit, more recommended activities like the student art contest with supporting materials, share suggestions for what outreach activities worked well in previous Census years

5. Please provide additional comments below

N/A