



CALIFORNIA COMPLETE COUNT
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Sacramento, CA 95811
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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 **November 16, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60026
Contract start date	March 29, 2019
Contract end date	June 30, 2020
Contractor name	San Mateo County Office of Education
Contractor business address	101 Twin Dolphin Drive
Contact name	Nancy Magee
Contact title	Superintendent
Contact phone	650-802-5554
Contact email	supt_magee@smcoe.org
Total amount of allocation	\$106,974.71
County	San Mateo
Region	Northern California
Date of report	December 18, 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	23
Number of students reached	93,554 in public schools and many more in private and parochial schools
Percent of students reached who are English language learners	20.9 percent

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

DISTRICT	Census Tracts
Bayshore Elementary	
Belmont-Redwood Shores Elementary	
Brisbane Elementary	
Burlingame Elementary	

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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	Integrated into SMCOE Census toolkit
What adjustments were made to Questionnaire Assistance Centers if these were planned?		Modified per guidance from SMC
Have all activities been uploaded into SwORD?		No – need access
What activities replaced Census Week?		Regular social media posts, Zoom presentations, website videos, news articles, Board and community presentations
How was language access provided?		Translations were made into Spanish, Chinese, Tagalog
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?		We delivered training and then supported districts in using it. We promoted it on the SMCOE website and at our Curriculum and Instruction regular meetings.
Did you participate in the train-the-trainer workshop for the curriculum?		Yes. Additional information not currently available.
Were any “poster or public service announcement contests” at the schools?		Instead of doing a count-wide contest as planned, we assisted schools in creating their own school promotions and activities to engage students and families.
Was an evaluation conducted?		We will need to check on this.

4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used

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throughout the outreach campaign.

The SMCOE website reflect many of the activities we pursued to promote the Census, including training, activities, videos, graphics. Many of these could be found in the promotions of schools and youth-serving organizations across the County. Some of our early materials were replaced by newer items in an effort to stay fresh and give schools new content to push out every couple of weeks. <https://www.smcoe.org/for-communities/2020-census.html>

2019

August

- Assembled educational materials for districts
- Created special website
- Presented to district Public Information Officers
- Announced VAPA Contest
- Developed and distributed talking point (principals) and back to school night collateral

September

- Attended Census Curriculum training
- Promoted VAPA Contest and Youth Ambassador program
- Distributed talking point and back to school night collateral to school sites
- Began series of presentations to district leaders, boards, and parent groups

October

- Trained Teachers on Census Curriculum
- Continued developing outreach materials, presentations
- Worked with after school programs to engage youth

November

- Continued developing outreach materials, presentations
- Sought commitments from Districts/Schools to host Questionnaire Assistance Kiosks (QAK) or Questionnaire Assistance Center (QAC)

December

- Continued developing outreach materials, presentations
- Planned and presented on Census Week on campuses across the county
- Began planning for booth and registration at The Next Big Think event at the beginning of March. Link to Civics Initiative.

2020

January

- Continued developing outreach materials, presentations
- Provided school newsletter and website content on Census 2020
- Recruited (QAC) Staff
- Continued planning Census Week on Campus (ES, MS, HS)
- Continued planning for booth and registration at The Next Big Think event at the beginning of March

February

- Trained QAC Staff
- Continue Census Week Planning

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- Continued planning for booth and registration at The Next Big Think event at the beginning of March

March

- Pivoted to online events and promotions due to COVID-19
- Created and provide videos and banners to districts
- Provided postcards in meals as part of the districts' free and reduced meal program

April

- Provided postcards in meals as part of the districts' free and reduced meal program
- Increased use of web-based materials and resources
- Provided districts with tools to promote engagement
- Held a Virtual Census week
- Created and provide videos and banners to districts
- Created a lot of energy and educational opportunities to get school communities excited and to continue to increase participation

May/June

- Continued promotion
- Worked closely with County to focus efforts and messaging where needed
- Kept positive messaging, "SMC can do this"

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

We relied on Zoom to present to schools, boards, PTAs, and youth organizations. We promoted the Census through meal pick-ups at schools. Everyone who picked up a free or reduced lunch received postcards periodically promoting the Census. We also tried to create more energy and excitement through banners, graphics, social media.

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

We continued our efforts throughout the fall.

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?

We relied on different social media platforms. Our social media posts were among our most popular and were reposted widely by schools and individuals. Promoting through the meal program was a great way to reach families. We also worked together with our partners to promote the census to different groups

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

Other organizations picked up and used parts of our content. We even shared with the County, which shared out materials from SMCOE.

4f) Please list 3 to 5 recommendations for operations and processes for future Census

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outreach. Please state what could be improved and what worked well.

Work with free and reduced lunch programs. Collaborate with partners – provides layers of messaging that reinforce and build trust. Work with afterschool programs to get the word out. Use social media – in multiple languages – to reach a broad audience.

5. Please provide additional comments below

We provided materials and outreach in English, Spanish, Chinese (simple Chinese). Some items were also translated into Tagalog and Samoan.