



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 **May 29, 2020**.

1. Contracted Partner Information

Agreement number	Please provide information from FORM STD 213 CCC-18-60028
Contract start date	July 1, 2019
Contract end date	June 30, 2020
Contractor name	Santa Clara County Office of Education
Contractor business address	1290 Ridder Park Drive, San Jose, CA 95131
Contact name	Mary Ann Dewan, Ph.D.
Contact title	County Superintendent of Schools
Contact phone	(408) 453-6500
Contact email	MDewan@sccoe.org
Total amount of allocation	\$157,680.43
County	Santa Clara County
Region	5
Date of report	November 16, 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	32
Number of students reached	260,000
Percent of students reached who are English language learners	21%

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

DISTRICT	CENSUS TRACTS	
Alum Rock Union SD	06085503903 06085503710	
Berryessa Union SD	06085504308	
Cambrian Union Elementary SD	06085502702	

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Campbell Union High SD	06085502701	
Cupertino Union SD	06085508301	
East Side Union High SD	06085503803	
Evergreen Elementary SD	06085503325	
Franklin McKinley SD	06085503122	
Fremont Union High SD	06085508403	
Gilroy Unified SD	06085512602	
Lakeside Joint Elementary SD	06085511800	
Loma Prieta Joint SD	06087121000	
Los Altos SD	06085510200	
Los Gatos Saratoga Joint Union High SD	06085507203	
Los Gatos Union Elementary SD	06085507001	
Luther Burbank SD	06085500500	
Metropolitan Education District	06085503108	
Milpitas Unified SD	06085504412	
Moreland SD	06085506601	
Morgan Hill Unified SD	06085512310	
Mountain View Los Altos SD	06085510001	
Mountain View Whisman School District	06085509202	
Mount Pleasant Elementary SD	06085503509	

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Oak Grove SD	06085512033	
Orchard Elementary SD	06085504318	
Palo Alto Unified SD	06085511500	
San Jose Unified SD	06085500600	
Santa Clara County Office of Education	06085501900 06085504318	
Santa Clara Unified SD	06085505305	
Saratoga Union SD	06085507302	
Sunnyvale SD	06085508601	
Union Elementary SD	06085506802	

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	<ul style="list-style-type: none"> • Sent a hard & soft copy to the Public Information Officers in each hard to count district identified by the state • Sent to individuals who reached out wanting to know how to message about the census • Used to create internal messaging
What adjustments were made to Questionnaire Assistance Centers if these were planned?	yes	Please state adjustments made- we delivered census materials to some sites, included census flyers in device giveaways, shared updates and messaging at county wide virtual meetings, plan to send census information to districts to include in their fall paperwork for families
Have all activities been uploaded into SwORD?		How many activities were entered into SwORD?

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What activities replaced Census Week?	yes	Please state activities (digital, etc.) that occurred around this time Social media Census Week campaign, message sent out in Superintendent's "Monday Memo" and weekly newsletter to superintendents, adjusted the custom census week toolkit for families to engage in the activities as shelter in place ways to learn and support community
How was language access provided?	yes	All materials/videos were translated into the 3 most common languages in Santa Clara County- Spanish, Vietnamese, and Mandarin.
Did you participate in monthly meetings?	yes	We have agendas and meeting notes.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	yes	We held a workshop in October 2019, we provided hard and soft copies of the curriculum to every hard to count district identified by the state. Also, integrated it into on-site and in district workshops when possible/relevant.
Did you participate in the train-the-trainer workshop for the curriculum?	yes	If yes, please state how many participants- 14
Were any "poster or public service announcement contests" at the schools?	No	Please describe- this was part of our Census Week Activities. At the end of the week, students were to submit their posters, this did not happen because of COVID shelter in place.
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.

The coordination of the Santa Clara County Office of the Census was the most impactful part of the census campaign. The fact that the work started in 2018 gave the steering committee and the sub committees ample time to prepare in terms of understanding and learning about the census, creating presentations, providing updates, and overall keeping the *census champions* well informed and supported.

Internally, SCCOE organized and informed key leaders so that the census message was widespread and reaching departments and their stakeholders. For example, the office of the superintendent, students services, Strong Start Initiative (focused on early education), curriculum and instruction, and media and communications.

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In terms of the districts, our main line of communication were the public information officers. We had 4 strategic bulk mailings:

- 1) General information about the census- hard and soft copies of flyers in multiple languages, the communication toolkit, and a letter explaining why they were receiving these materials and suggestions for how to distribute them and to who
- 2) Count Me In curriculum- hard and soft copy with a letter explaining why they were receiving the materials and suggestions for how to distribute them and to who
- 3) Census Update mailing that included an invitation to join monthly census meetings through May 2020
- 4) Custom Census Week Toolkits- hard and soft copies of the resources

We integrated census messaging, collateral, presentations, and support wherever we could. We consistently had collateral out in our reception area, out on tables at events/workshops, we invited the SCC Office of the Census to table and to give presentations and updates to the county board of education.

We held monthly meetings with the education subcommittee that included representatives from the libraries, adult education, districts, the City of San Jose, First 5, Santa Clara County Office of the Census, and eventually our federal representative for the census.

We attended all required county and state meetings. These were very helpful in terms of assuring that we had the most up to date information to pass along to our community.

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

We increased our coordination and communication with our county and federal census leaders to distribute collateral. We increased use of internal communication tools such as social media, newsletters, county wide online meetings to provide updates on the census and offered collateral. First 5, one of education sub committee partners, created kits for families that included census information.

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

We are going to create a *back to school* census mini communication toolkit for districts. Also, we are going to create a *census update* slide and distribute to county coordinators to include in their workshops.

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?

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On February 15, 2020, we held an event focusing on parent engagement and Census 2020 at the Mexican Heritage Plaza in San Jose, CA called, "Families Learning Together: Everyone Counts". This event consisted of months of preparation and several planning meetings and involved many parent volunteers. The parent volunteers are bilingual and represent hard to count populations. We also had volunteers from our Migrant Education Office, the PTA, and First 5.

Advertising for the event went out via social media and flyers at SCCOE events and pre-registration took place as well in order to plan effectively.

On the day of the event, families checked-in at the registration areas and received a Census gift bag with various Census items and the day's program. In the lobby, there was a photo booth with Census 2020 labels. Sharkie, from the San Jose Sharks, was also available for photos.

The day began with everyone gathered in the theatre where they were greeted by two MCs (a SCCOE employee and a parent who translated everything into Spanish), they were welcomed by our superintendent, and educated about the census through a skit which included a parent and local census workers. The program for the day was reviewed and families were sent on their way after they selected their activity plan wherein they would receive a stamp for each activity completed. There were four blocks of time with various activities to choose from including grade level math and the census activities for students K-12, tabling with various community partners such as The Office of the Census, The Registrar of Voters, there were student performances, and STEAM activities related to the census as well. Lunch was provided for families as a DJ provided music and a local ballet folklorico group danced.

The day closed with a Census message from our local federal census representative, a question and answer session about the Census, and a prize giveaway for folks who completed activities throughout the day.

This event worked well, because it brought hard to count families together in a setting that reflects the local culture and provided a free, fun, learning atmosphere wherein they were educated on the importance of being counted.

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

Yes, because of the efforts of the Santa Clara County Office of the Census, we were able to work with community based organizations such as Somos Mayfair and Siren. Also, we had the boys and girls club reach out for information and resources.

Bringing a wide spectrum of groups together, the combination of government, non-profit, and community based organizations was a powerful way to break down silos. The model for census work in Santa Clara County as well as with California Complete Count is one that can be applied to multiple efforts and initiatives.

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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.

- prep communication tools/guides earlier- once I got the communication guides- it streamlined my process
- continue funding for lessons in History Social Science (these were great!)- in English and Spanish (would be an improvement)
- Create a timeline with suggested actions (up to a year in advance)

5. Please provide additional comments below

Thank you for creating such an inclusive and supportive Census 2020 experience, I learned a lot!