



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) 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-18-60030
Contract start date	July 1, 2019
Contract end date	December 31, 2020
Contractor name	Shasta County Office of Education
Contractor business address	1644 Magnolia Avenue, Redding Ca 96001
Contact name	Austin Preller
Contact title	Director, Youth Support Services
Contact phone	(530)225-0291
Contact email	apreller@shastacoe.org
Total amount of allocation	\$28,197.89
County	Shasta
Region	1
Date of report	11/16/2020

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	25
Number of students reached	27,116
Percent of students reached who are English language learners	876

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

DISTRICT	Census Tracts
Anderson Union High	
Bella Vista Elementary	
Black Butte Union Elementary	
Cascade Union Elementary	
Castle Rock Union Elementary	
Columbia Elementary	
Cottonwood Union Elementary	

County Office of Education Final Report

DISTRICT	Census Tracts
Enterprise Elementary	
Fall River Joint Unified	
French-Gulch Whiskeytown	
Gateway Unified	
Grant Elementary	
Happy Valley Union	
Igo-Ono-Platina Union Elementary	
Indian Springs Elementary	
Junction Elementary	
Millville Elementary	
North Cow Creek Elementary	
Oak Run Elementary	
Pacheco Union	
Redding	
Shasta Union Elementary	
Shasta Union High	
Shasta County Office of Education	
Whitmore Union Elementary	

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 school based communications Outreach Toolkit was used as a guide for engaging districts in census awareness. Several tools were implemented in Shasta County.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	Please state adjustments made
Have all activities been uploaded into SwORD?		13
What activities replaced Census Week?	Yes	Census shirts were delivered to HTC school sites for teachers to wear during virtual meetings with students and families. Teachers used the shirt promotion to engage in conversations regarding the census and its importance. Census shirts were also distributed to various districts in Shasta County to be included in meal packets at food service distribution sites.
How was language access provided?	Yes	Flyers/Letters were provided in Spanish as requested by school sites.
Did you participate in monthly meetings?	Yes	Both statewide and Shasta County Complete Count 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	
Did you participate in the train-the-trainer workshop for the curriculum?	No	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	No	Please describe
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

County Office of Education Final Report

The campaign started in September 2019 by building support and awareness for the campaign among district superintendents at the Chief School administrators meeting. From there SCOE staff attended Shasta County Complete Count Meetings monthly beginning in October 2019 with the intent of informing the other stakeholders as to the plan for education's participation and to identify potential partnerships. Planning was conducted to identify ways to engage all schools within the county as well as day of census events at school sites in identified hard to count areas. It was determined that based on the allocation of resources and staff availability, the best way to reach all schools was through flyers and an informational letter. In March 2020 over 25,000 information packets were compiled and sent to each school site based on enrollment numbers. These packets included census 101 flyers, what every parent needs to know, and a personal letter from our office on SCOE letterhead detailing the importance of the census and its impact on education. Several members of the community with school age children reached out to our office expressing gratitude for the materials and the importance of the information included as it provided a clear picture of the census and its purpose and intent. Social media was used through the SCOE Facebook page to promote the census in February and again on census day. The focus of the additional efforts was on day of events at school sites in HTC tracts. The intent was to have all school staff at 3 school sites wear census shirts on census day as a way to advertise and as a precursor to engaging students and families in conversations regarding the census. Because this was not able to be accomplished, we pivoted and provided the shirts to school sites for teachers to wear during fall virtual meetings with students and families. Shirts were also provided to districts

wi

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

S

district food service meal site distribution locations.

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

There were not any specific activities planned for June, However T-shirts were distributed to HTC school sites in June for use during distance learning in 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?

The census information packets that went out to all students in the county including flyers and a letter from the county office seemed most impactful. This task was time and labor intensive as preparing all of the packets took some attention. In a time when social media and electronic information dominates, it was interesting that these traditional paper packets were effective. This might be due to the fact that parents are used to receiving information in this way and because it took little effort by the school sites themselves. The packets arrived presorted by grade level and

c

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

County Office of Education

Final Report

Other audiences reached included those participating in the Shasta County Complete Count Committee. It was helpful to participate in these meetings to share about efforts already taking place in schools and to be able to coordinate outreach efforts. It would be more impactful for

c

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.

s

off we will be. It would also allow for greater time for COE's to understand tools provided by the state census office. Summer time is a great time to prep in education prior to the busy season.

Increase the funding... I know that budgets are tight and this might not be realistic but the limited funding did not allow for the amount of staff time to be dedicated to this project that we would have liked. It takes a great deal of effort to do this project justice so the more staff time we have available the better. That said, we are greatly appreciative that COE's were included this year and we did the best we could based on the available resources.

Break down the census tracts for COE's, having information on HTC areas in our County would give us a great leg up instead of having to navigate the sword system.

5. Please provide additional comments below