



**CALIFORNIA COMPLETE COUNT**  
**Ditas Katague**

400 "R" Street, Suite 350  
Sacramento, CA 95811  
(916) 852-2020

Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager ([mignonne.pollard@census.ca.gov](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov) by **May 29, 2020**.

**1. Contracted Partner Information**

	Please provide information from FORM STD 213
Agreement number	CCC-18-60023
Contract start date	12/19/20.
Contract end date	05/29/20
Contractor name	Siskiyou County Office of Education
Contractor business address	609 S. Gold Street
Contact name	Carla Truttman
Contact title	Education Services Director
Contact phone	(530) 842-8406
Contact email	ctruttman@siskiyoucoe.net
Total amount of allocation	\$8,797.00
County	Siskiyou
Region	Region 1
Date of report	May 24, 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
Number of students reached	approx. 5,900
Percent of students reached who are English language learners	approx. 10%

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

DISTRICT	CENSUS TRACTS
Dunsmuir High School	Our strategy was to use schools to blanket all census tracts within Siskiyou Co. with awareness and
Big Spring Elementary	
Bogus Elementary	

# County Office of Education Final Report

---

Butteville Elementary	information regarding Census 2020. Consequently, all census tracts within the boundaries of Siskiyou County were included.
Delphic Elementary	
Dunsmuir Union Elementary School	
Forks of Salmon Elementary	
Gazelle Elementary	
Grenada Elementary	
Happy Camp Elementary	
Hornbrook Elementary	
Junction Elementary	
Klamath River Elementary	
Little Shasta Elementary	
McCloud Elementary	
Mt. Shasta Elementary	
Seiad Elementary	
Weed Elementary	
Willow Creek Elementary	
Yreka Union Elementary	
Siskiyou Union Elementary	
Yreka Union High School District	
Golden Eagle Charter School	
Northern United Charter School	
Butte Valley Unified School District	
Scott Valley Unified School District	

# County Office of Education Final Report

Dunsmuir High School	
----------------------	--

### 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	
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	As a county office of education, Questionnaire Assistance Centers were not included in our outreach plans.
Have all activities been uploaded into SwORD?	Yes	How many activities were entered into SwORD? 5
What activities replaced Census Week?	Yes	Please state activities (digital, etc.) that occurred around this time: Schools were closed during Census Week, so social media was used to raise awareness of families. Additionally, announcements were made in school newsletters and other correspondence.
How was language access provided?	Yes	
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?	Yes	
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

## County Office of Education Final Report

---

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

The Siskiyou County Office of Education undertook a campaign to raise awareness of Census 2020 with all school age children and their families. Our strategy was to share information through school newsletters, via school social media sites, through school activities and through age appropriate curriculum across all grade levels and content areas.

Each month between the months of January and May, 2020 during the countywide school administrators' meeting, a Census 2020 update was provided which included, new materials and text for inclusion in school literature and social media websites, updated state and federal census news, links to curriculum and posters and flyers that could be shared at school sites.

The shelter-in-place order and school closures interrupted the plan somewhat. However, we used this opportunity to adapt the existing curriculum provided via state and federal supports to create Census 2020 curriculum appropriate for remote learning for all grade level spans. This curriculum was shared widely across the state of California and across the nation.

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

During the shelter-in-place order, frequent updates to the social media content were provided to all Siskiyou County school districts via email for their use in communication with parents and students.

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

We currently have no activities planned for June. Our school districts are not in session, so it would not be beneficial to plan activities during June.

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 monthly sharing of information worked well to keep Census 2020 in the forefront of educators' awareness. Providing frequent updates and fresh materials to school administrators ensured Census 2020 was being talked about in schools and in homes throughout Siskiyou County.

# County Office of Education

## Final Report

---

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

Not that I'm aware.

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.

1. The timing of initial start up of activities was far later than it should have been to be most effective in schools. Teachers and schools plan activities months in advance and consequently earlier exposure to the opportunities to use Census materials in school activities and classes would be far greater if teachers and schools had the information earlier.
2. There is no easy way to overlay school district boundaries with assigned census tract numbers. This makes specifying which census tracts are served by which school district very difficult. Especially since there are crossover school district boundaries on census tracts.
3. There are lots of Census 2020 materials created to target specific populations within our society, i.e. Pacific Islanders, African Americans, Asian Americans, etc. However, in Siskiyou County the population is often conservative and government resistant. This attitude often factors into the Hard-to-Count status of many of our communities. It would be great to have materials specifically targeted to rural Americans.

### 5. Please provide additional comments below