



CALIFORNIA COMPLETE COUNT
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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

	Please provide information from FORM STD 213
Agreement number	CCC-18-60032
Contract start date	6/26/2019
Contract end date	5/31/2020
Contractor name	Sonoma County Office of Education
Contractor business address	5340 Skylane Blvd., Santa Rosa, CA 95403-8246
Contact name	Jamie Hansen
Contact title	Director of Communications
Contact phone	(707) 524-2620
Contact email	jhansen@scoe.org
Total amount of allocation	\$62,520.00
County	Sonoma
Region	2
Date of report	May 29, 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	4 (Santa Rosa has an elementary and a high school district), there was contact with all 40 Sonoma County School Districts
Number of students reached	20,861 in the 4 districts (duplicated count of participants in outreach activities is attached)
Percent of students reached who are English language learners	54%

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

DISTRICT	CENSUS TRACTS
Santa Rosa City Schools (Elem & HS)	1531.04, 1528.02, 1520.00, 1530.03, 1531.02, 1531.03, 1530.02, 1519.00, 1532.00, 1530.01
Bellevue Union (Elem)	1514.02, 1532.00
Roseland (Elem)	1531.04, 1531.02, 1531.03,

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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	It was reviewed by SCOE staff and made available through a Census link for the school Census Liaisons. Recommendations were made for specific resources in weekly communications with Census Liaisons.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Not planned	QACs were to be provided by county organizations. Schools and school districts agreed to host QACs if asked and to promote the location of QACs. The county level census group planned to provide QACs/QAKs at libraries until libraries were closed.
Have all activities been uploaded into SwORD?	Yes (County)	We held a half-day training/orientation for school level liaisons who developed plans for communication to promote census participation at the school sites. SRCS's Communications Director participated to plan communications at the district level. County level information was entered into SwORD. School level data was not entered into SwORD. Information on activities is attached.
What activities replaced Census Week?	Yes	School Census Liaisons planned activities for Census Week. Due to the closure of all schools, activities were not carried out as planned. There was a weekly e-mail to Census Liaisons with recommendations for strategies, messages to post, updates on Census return rates and information on why the Census is so important. One of these communications was targeted to promoted Census Week activities. The activities are noted on the attached spreadsheet. Additionally, SCOE promoted Census Week heavily on social media and through it's email distribution channels.
How was language access provided?	Yes	Most of the Liaisons were bi-lingual and materials were provided in English and Spanish. The languages supported for activities and events are note on the attached spreadsheet.
Did you participate in monthly meetings?	Yes	We participated in almost all of the SwORD meetings (until mid-May) and all COE meetings.

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3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	This curriculum was reviewed by an educational consultant. The curriculum was not seen as a resource that teachers in the county would be interested in using given the limited time available for adding to a full curriculum. Shorter informational lessons would have been more helpful. Based on COE calls, the curriculum was adapted to a different format by Marin COE and Sacramento OOE that made it more accessible to teachers (including teacher who were teaching on-line).
Did you participate in the train-the-trainer workshop for the curriculum?	No	We did not participate in the training after reviewing the curriculum. We didn't see that the curriculum would be as effective as other strategies. We made the Census 2020 County Me In curriculum available to liaisons through our on-line portal and later made the on-line adapted curriculum developed by Sacramento COE available to schools. Census lesson plans were used in history classes at Cook Middle School.
Were any "poster or public service announcement contests" at the schools?	Yes	Each participating school developed a plan for promoting the Census. This included poster contests and highest response rate competitive awards. Due to the timing of school closures, there was not enough time to implement all of the planned activities. A poster contest was held at Lawrence Cook Middle School. The majority of students in the HTC census tracts attend this school.
Was an evaluation conducted?	Yes	Liaisons were asked to conduct at least one Census activity each week once schools were closed down. The attached spreadsheet of activities by school demonstrates that the liaisons were communicating to their communities about taking the census. There was a wide variety of strategies that included auto-dialer calls, marquees, posters, census information through teacher portals, social media posts and including census information in lunch pick-ups. In mid-May, we asked the liaisons to let us know which activities were most effective at getting parents to complete the census. A summary of this evaluation is attached.

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4. Narrative Report

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

The strategy behind our county plan was to engage and support trusted messengers at the schools with HTC census tracts. This strategy began with getting buy-in at the district level. Superintendents of school districts serving HTC census tracts were invited to a lunch meeting to inform them about the importance, financial impact and logistics of the census. We provided time for discussion and for them to suggest how to work with their schools. With superintendent support, the principals of schools serving HTC census tracts were invited to a second luncheon meeting where information on the impact and importance of the census was discussed with information on resources to be provided to school sites to support participation in the census. These administrators were given the contract template for a site liaison that they would invite to serve in a stipended role. Each site would also receive \$500 to use for activities that supported promotion of and completion of the census. Principals were asked to identify the person who they felt had the best connection with historically underrepresented communities, was a good communicator and who would be a trusted messenger. Principals identified liaisons. In mid-February, the liaisons met for a half day to learn about the census, preview resources that were available through a SCOE census portal and become more informed about the census. A PowerPoint was presented on the census that was designed to be shared at school meetings. The U. S. Census regional coordinator attended the meeting to address technical questions and to provide swag. The meeting was structured to provide time for school liaisons to describe why they wanted to support the census and time to work in teams to develop a site level plan. By having the liaisons develop the plan in the meeting there was more opportunity for sharing ideas across sites, clarifying what could be done and what resources were available, and time to identify helpful resources that could be included on the portal or sent out to schools following the meeting. As part of the stipend contract, school liaisons were asked to enter information on census promotion activities into a GoogleDoc spreadsheet. This spreadsheet is included as an attachment to this report. Data has been sorted by school. A picture of the census liaisons taken at the conclusion of the planning session is also attached.

Due to school closures in mid-March, a month after the liaison meeting, liaisons were not able to carry out all of their plans. Liaisons were committed to doing what they could under the new conditions. Having a liaison at the school site who continued to seek new and more ways to communicate with students and families meant that in a time of challenging transition when teachers and parents felt overwhelmed with on-line education, that parents and students continued to hear from the school about the importance and safety of completing the census and how to access the census.

The Census 2020 response rate map shows the response rate by Census tract. The areas of Sonoma County with the lowest response rate as of May 12, 2020 are not located in the HTC communities which were the focus of this funding. The areas served by schools in HTC areas have a response rate of 50% or higher. The schools with liaisons are all

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located within Santa Rosa. The Santa Rosa self-response rate is at 67.2%, which exceeds the California response rate of 60.1% (May 12, 2020).

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

We communicated with the designated Site Census Liaisons about the need to continue to promote the Census using other resources such as on-line postings (provided), including messages on the school marquee, using the auto-dialer to remind parents to complete the Census, include Census messages with school closure and Covid-19 communications and include messages about completing the Census in school lunches if deemed safe at the school/district level. We asked Liaisons to do at least one Census promotional activity each week and provided resources and suggestions weekly. Information and ideas from SwORD and COE census calls were communicated weekly. We also maintained a portal with a Google folder with curated resources. The implemented activities are shown on the attached spreadsheet.

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

Activities and announcements at most schools will continue until the end of the school year. Most Sonoma county school districts end the school year at the end of May/beginning of June. The contract with liaisons was to do activities until the end of May. There are continuing activities, but no new activities in 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?

We think that our approach of identifying, training, and supplying school Census liaisons with resources was a good strategy. We had a trusted messenger at each school site to repeatedly communicate the ease, importance and safety of completing the Census. We held a half day orientation for census liaisons where they learned about why participation in the Census is so important for their community, brainstormed strategies for communication and outreach with other liaisons, and developed a plan for their school site. We provided a small budget (\$500) for each site to conduct contests or other promotional activities. We gave schools the resources to promote the census that would be most engaging for their school and community context.

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

We developed a Board resolution on the importance of promoting the Census and sent this to the 40 school districts in the county. The County Board of Education approved this resolution. Information on the importance of completing the Census and the status of responses and financial impact of responses was sent to all 40 school districts. We produced a video clip that was posted on the SCOE website, shown at movie theaters and available to schools.

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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.

- 1) The meetings that were specific to County Offices of Education and schools were the most helpful. This was a good forum for sharing resources and strategies.
- 2) It would have been helpful to have an overlay of census boundaries by school district. We had to "eyeball" this based on local knowledge and matching up demographics in SwORD to district and school demographics. It would have been motivating to provide actual response rates to individual schools so the liaisons could see the impact of their efforts.
- 3) The availability of school specific graphics that are easy to customize and post were most helpful. Having long documents to read was not as helpful to schools as ready resources to print or post. We made the longer documents available on our portal but also made specific recommendations to the resources we thought were most targeted and easy to use within these documents.
- 4) The U. S. Census coordinator for our region participated in our orientation meeting for Liaisons. She provided technical information and swag that were helpful. The state and federal partnership worked well.

5. Please provide additional comments below

We think that involving schools in educating students and families about the census is beneficial for educational reasons and as a means to increase the census completion rate. Once educators understood the importance of the census and the local fiscal impact, they were very supportive of communicating to their students, parents, and school communities about the census.

Census Site Leads: Final Reporting

Following are final reports and thoughts from some of our participating school districts about what worked best and lessons learned.

Santa Rosa City Schools (largest participating school district)

- At the district level, their communications coordinator posted about the Census in all of their spring district newsletters.
- They found Facebook to be an effective outreach tool.
- Stephanie Manieri, a school board director, wore her Sonoma County census t-shirt to the May 13 Zoom Board of Education meeting and made a pitch for everyone to fill out the census and to help a relative or friend. She said she helped her grandmother.
- At the site level, one site lead had this to say:
“Unfortunately, I think the best ideas we had could not be implemented due to campuses being closed. From my end, I do believe the most influential outreach efforts were the series of videos, and online resources that we were able to forward to staff and families. The effort invested in making the online platform what it was, was huge.
“I would also say that the 1 day training we had with you all was very powerful in that we received information that most in the general public were not aware of. By having that knowledge, we could spread the word wherever we go about the importance of the census.”
- Another site lead wrote:
Due to the COVID-19 and the current shelter in place we had to change the game plan. I was thinking of putting on an event, which we had to cancel. I realized very early on that a virtual event was a perfect idea. I partnered up with Vince Harper, Director of Community Engagement at Community Action Partnership of Sonoma County to put this event on. Our plan was to have an event only on April 1st for National Census Day. The day was filled with messages from local ballet folklorico dancers and I even had a professional singer Myra who pre recorded 2 songs and we were able to share on the event page. I went on live and talked about the Census 2020 in Spanish and Vince Harper from the Community Action Partnership of Sonoma County went live and talked about the Census in English.

This inspired us to have Census events on the 1st of each month until the Census deadline. We started asking people in the community to partner up with us to fill out the census and take a selfie or photo with a message about why it's important to complete the census. It's been really cool to see the support from the community. We have had many champions from the community participate. I think this has made an impact because it's people that our community has trusted before. This encourages them to go

out there and fill out the census too. We are constantly sharing information on this event page. We will continue to share information until the census deadline.

Here's the link to our event. Feel free to share!

https://www.facebook.com/events/661555177913034/?event_time_id=661555184579700

Roseland School District

Roseland Elementary

"With the SIP it took a toll on our outreach. But we still tried our hardest to communicate with our families."

Type	Activity Type	School	Description	Address	City	Zip Code	Start Date of Activity	End Date of Activity	Frequency of Activity	Event Languages Supported	Estimated # Reached	Group Reached
Social Media	Presentation/Speaking Engagement	Elise Allen High School	Reshared SCOE's Facebook and Twitter posts to school's page	Kawana Springs Elementary	Santa Rosa	95401	11/20/20	4/30/2020	Weekly	English	10,000	
Text/Email Campaign or Alert Newsletter		James Monroe Elementary	Text providing Census call to action to parents of school age children	John Reed School	Santa Rosa	95407	11/15/2019	11/15/2019	Monthly	English, Spanish	1,000	
Other		Lawrence Cook Middle School	Shared Census materials in digital newsletter				2/20/2020	4/30/2020	Weekly	English, Spanish	5,000	
Site Leads to complete section below			Poster contest pizza party		Santa Rosa	95401	4/1/2020	4/1/2020	One Time	English, Spanish	30	
Newspaper		Santa Rosa City Schools (all)	Information about Census 2020				February 2020	April 2020	Monthly	English, Spanish	16,000	
Phone calls through the school		Abraham Lincoln	Every Monday I make a short call to all Lincoln families	850 W 9th St.	Santa Rosa	95401	3/30/2020 4/6/2020	5/30/2020	Weekly	English and Spanish	700	
Website		Abraham Lincoln Elementary	Talked about Census to parents	850 W 9th St.	Santa Rosa	95401	3/10/2020					
Marquee		Abraham Lincoln Elementary	Display of Census posters around School	850 W 9th St.	Santa Rosa	95401	03/02/20	05/30/2020	Display until de end of school year	English	350	
Meeting with PFO, Principal and teachers		Abraham Lincoln Elementary	General information about Census Campaign	850 W 9th St.	Santa Rosa	95401	03/06/20	04/23/20	PFO monthly meetings	English/Spanish	50	
Chromosome Distribution Day		Abraham Lincoln Elementary	Distribution of Flyers	850 W 9th street	Santa Rosa	95401	04/20/20	4/16/2020		English/Spanish	200	
Share Census websites with teachers		Abraham Lincoln Elementary	Share websites that are directed to teachers to share with their classes.	850 W 9th Street	Santa Rosa	95401	04/02/20	5/18/2020	Send materials until end of Census	English/Spanish	250	
Individual phone calls		Abraham Lincoln Elementary	Call each of the Lincoln families to inform them of the benefits of participating in the Census if they have not already done so.	850 W 9th Street	Santa Rosa	95401	03/30/20	5/15/2020		English/Spanish	250	
Signs/Posters		Belleuve Elementary	signs and posters (Ordered @Costco) to post around school	3223 Primrose Ave	Santa Rosa	95407	2/21/2020	May 2020	one time	English, Spanish	400	
Social Media		Belleuve Elementary	Posted short video	3223 Primrose Ave	Santa Rosa	95407	Feb 21, 2020	May 2020	One time	English, Spanish	800	
Information Booth/Table		Belleuve Elementary	During Science night will show information	3223 Primrose Ave	Santa Rosa	95407	2/24/2020	2/24/2020	One time	English, Spanish	800	
Posters		Belleuve Elementary	Hung up in the cafeteria	3223 Primrose Road	Santa Rosa	95407	02/24/2020	May 2020	one time	English, Spanish	400	
Videos		Belleuve Elementary	Shared short videos before movie on Movie Night Event	3223 Primrose Road	Santa Rosa	95407	3/13/2020	02/26/2020	one Time	English, Spanish	500	
Flyers		Belleuve Elementary	Sent out "Participate in the Census" flyer	3223 Primrose Road	Santa Rosa	95407	3/24/2020	03/04/2020	one Time	English, Spanish	400	
Parent Club		Belleuve Elementary	Sent out "Shape the future for your Family" flyer	3223 Primrose Road	Santa Rosa	95407	3/11/2020	3/11/2020	one Time	English	430	
Flyers		Belleuve Elementary	Banner at Pick up area	3223 Primrose Road	Santa Rosa	95407	3/10/2020	3/10/2020	one Time	English	400	
Flyers		Belleuve Elementary	Census info to parents and raffie	3223 Primrose Road	Santa Rosa	95407	3/13/2020	3/13/2020	one Time	English, Spanish	20	
Flyers		Belleuve Elementary	Distributed flyer during homework pick up	3223 Primrose Road	Santa Rosa	95407	3/24/2020	3/24/2020	one Time	English, Spanish	400	
Flyers		Belleuve Elementary	Flyer handout during Emergency Food distribution	3223 Primrose Road	Santa Rosa	95407	3/24/2020	3/24/2020	one time	English, Spanish	80	
Flyers/walking back packs		Belleuve Elementary	Shared out during Emergency Food Distribution	3223 Primrose Road	Santa Rosa	95407	3/31/2020	3/31/2020	one time	English/Spanish	120	
Social Media		Belleuve Elementary	Shared short video	3223 Primrose Road	Santa Rosa	95407	4/1/2020	4/1/2020	one time	English, Spanish	400	
Social Media/Facebook		Belleuve Elementary	Shared links to participate	3223 Primrose Road	Santa Rosa	95407	4/1/2020	4/1/2020	one time	English, Spanish	120	
Made copies of lessons for 4, 5 and 6 grades		Brook Hill Elementary	Ordered Signs and Hung Posters Around Campus	3223 Primrose Road	Santa Rosa	95407	05/01/2020	05/01/2020	one time	English, Spanish	400	
Booth		Brook Hill Elementary	Posted short video									
Signs/Posters		Brook Hill Elementary	Informational Booth At Night Event									
Social Media		Brook Hill Elementary	Emailled Teachers Census Videos to Share with Students									
Information Booth/Table		Brook Hill Elementary	Hung Banner in Main Office									
Videos		Brook Hill Elementary	Sent out "Participate in the Census" flyer									
Banner		Brook Hill Elementary	Sent out "Shape the future for your Family" flyer									
Flyers		Brook Hill Elementary	Explained Census and the importance, asked for their help talking to family and friends									
Flyers		Brook Hill Elementary	Shanno SCOE 2020 Census flyers/Dat Reminders									
Presented at ELAC Meeting		Brook Hill Elementary	"Census information is coming soon" on a busy street (Marquee)									

44,057

