



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 **November 16, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60033
Contract start date	Click here to enter a date.
Contract end date	Click here to enter a date.
Contractor name	Stanislaus County Office of Education
Contractor business address	1100 H Street, Modesto CA 95354
Contact name	Judy Boring
Contact title	Public Information Officer
Contact phone	(209) 238-1709
Contact email	jboring@stancoe.org
Total amount of allocation	\$89,458.34
County	Stanislaus County
Region	Region IV
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	25 school districts
Number of students reached	110,000
Percent of students reached who are English language learners	23%

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

STATE OF CALIFORNIA
Gavin Newsom, Governor

DISTRICT	Census Tracts
Ceres Unified	06099003002,06099003001,06099002504,06099002602,06099002604,06099002603,06099002702,06099002701,06099002503,06099002605,06099002501,06099003100
Chatom Union	06099003603
Denair Unified	06099003604
Empire Union Elementary	06099002006
Gratton Elementary	06099002901
Hart-Ransom Union Elementary	06099000601
Hickman Community Charter	06099000601
Hughson Unified	06099002902
Keyes Union	06099003002
Knights Ferry Elementary	06099000101
Modesto City Elementary	06099001601
Modesto City High	06099003100,06099001400,06099001603,06099001601,06099001500,06099002301,06099002402,06099000402,06099000911,06099001001,06099000910,06099002200,06099000909,06099000906,06099000905,06099000801,06099000404,06099000403,06099000908,06099002302,06099000907,06099001100,06099002100,06099002004,06099000506,06099001900,06099001604,06099000501,06099000503,06099000504,06099000505,06099000601,06099000602,06099001800,06099001300,06099001700,06099001200,06099002701,06099002501,06099001002,06099000912,06099002005,06099002006,06099002504,06099002803,06099002002,06099000805,06099000806,06099000807,06099000803,06099002401
Newman-Crows Landing Unified	06099003500
Oakdale Joint Unified	06099000202
Paradise Elementary	06099004000
Patterson Joint Unified	06099003300
Riverbank Unified	06099000301
Roberts Ferry Union Elementary	06099002801
Salida Union Elementary	06099000501
Shiloh Elementary	06099004000
Stanislaus County Office of Education	All the tracts listed on this page plus all the city tracts.
Stanislaus Union Elementary	06099000805
Sylvan Union Elementary	06099000404
Turlock Unified	06099003905
Valley Home Joint Elementary	06099000101
Waterford Unified	06099002802

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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?		SCOE shared the Toolkit with School Districts who then utilized in their outreach to parents through the websites, newsletters and Social Media.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	YES	SCOE scheduled three community events and two QAC locations to be open from March – June. We adjusted by increasing outreach efforts with materials through food and or PPE supply distribution to families May – September 2020. Also distribution of materials April – September at all school district school lunch sites.
Have all activities been uploaded into SwORD?	YES	How many activities were entered into SwORD? Twenty-six.
What activities replaced Census Week?		SCOE Utilize digital/social media, to communicate with the community. Schools utilized Social Media, online PowerPoint presentation to reach out to their parents and students.
How was language access provided?	YES	Materials were presented in both English and Spanish. The “We Count Books” were in 6 languages – English, Spanish, Mandarin, Arabic & Tai.
Did you participate in monthly meetings?	Yes	In person meetings changed to Zoom meetings and emails March – October.

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	We provided regional (5 counties) professional development around the Census 2020 Count Me In Curriculum. This curriculum was then used with students across Region 6 to inform them about the Census and how they can help their families be counted. This curriculum was also used by COE staff in demonstration lessons throughout Stanislaus County classrooms.
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	100 teachers, representing most of the 184 schools in the county, participated.

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Were any "poster or public service announcement contests" at the schools?	No	No students were at the schools during this time frame. However, they did morning announcements via google classroom, Zoom etc. during Census Awareness weeks.
Was an evaluation conducted?	No	Did not have contests.

4. Narrative Report

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

SCOE was responsible for educating and engaging our K-12 populations and provided outreach services to parents/guardians and the community. We implemented outreach during the pandemic that encouraged full participation in an effort to avoid an undercount. These outreach efforts helped increase the Census Count in Stanislaus County as we exceeded the 67% goal set ended with a **71.1% self-response rate**. This out-paced the National and CA state reporting.

Strategies included regular communication with 25 school districts, creating partnerships with other agencies and SCOE divisions, in addition to the school districts. I developed and implemented a communication plan throughout the campaign used as a checklist for completing tasks. Created Census 2020 materials that resonated with the Stanislaus Community. Attended county, regional, COE, and state Zoom meetings/webinars.

In December 2019 – September 2020, began monthly communication with School Districts and sharing of Census 2020 information/materials to distribute to families, post on the website, and social media platforms (if they have any). Plans for QAC's at SCOE locations, school library in March and April were canceled and replaced with resource sharing to families through distribution at school lunch program distribution locations throughout the county.

Created three separate Census 2020 banners based on the extended survey deadlines. These banners were then distributed and placed at 280 schools and childcare centers. Regularly scheduled social media posts (February – October) with increased frequency during the Census weeks, April and September, and August through October 15. Created local videos to showcase on social media.

From March – September, Distributed a variety of Census 2020 branded materials such as flyers (many separate focus points on Census), bookmarks, backpacks, face masks, placemats, We Count books, and t-shirts. Distribution increased from June – August. SCOE staff participated in Census 2020 Caravan events in July and September.

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

Adjusted deadline for COVID-19 timeframe included distribution of materials to families during pick-up

Census Banners showcasing the extended deadline to complete the census. With the order or request by Public Health to wear facemasks we utilized this opportunity to brand facemasks with the Census 2020 logo. Increased Social Media outreach and distribution of Census materials played a key role.

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

Distributed Census 2020 materials during the summer school lunch program months – June through August. In addition, we added a weekly free food box for families in June. This continued through September. In June we also distributed PPE to Child Care and Day Care Centers and homes which included Census Materials to distribute to parents. We reached these parents who were outside the school aged children. In June we increase outreach on Social Media.

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 opportunity presented through the school meal pick-up at schools worked really well but hopefully won't be available in 10 years. Census banners at school locations and throughout the community. Information on School Websites and social media platforms – all legitimize the Census 2020 a

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

The Social Media, digital, Census banners, yard signs, and videos reached the general community in all cities within Stanislaus County. The Census rate for self-reporting proves these efforts worked in S

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.

2. Ability to utilize Census Branding on materials produced to reach local community
3. Weekly regional meetings via zoom
4. Communication with other COE's through Zoom meetings. This may not have happened without the pandemic but was useful and should be incorporated going forward.

5. Please provide additional comments below