



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 **May 29, 2020**.

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60035
Contract start date	7/1/2019
Contract end date	6/30/2020
Contractor name	Tehama County Department of Education
Contractor business address	1135 Lincoln St. Red Bluff 96080
Contact name	James Southwick
Contact title	Assistant Superintendent
Contact phone	5305287322
Contact email	jsouthwick@tehamaschools.org
Total amount of allocation	\$40,644.28
County	Tehama
Region	2
Date of report	May 4 th , 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	5,000
Percent of students reached who are English language learners	30%

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

DISTRICT	CENSUS TRACTS
Red Bluff High	
RED BLUFF ELEMENTARY	
LOS MOLINOS	
CORNING UNION HIGH	

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DISTRICT	CENSUS TRACTS
CORNING UNION ELEMENTARY	
TEHAMA COUNTY DEPARTMENT OF EDUCATION	
FLOURNOY	
ANTELOPE ELEMENTARY	
BUTTE COUNTY OFFICE OF EDUCATION	
CHICO COUNTRY DAY	
CHICO UNIFIED	
BIGGS UNIFIED	
GRIDLEY UNIFIED	
THERMALITO UNIFIED	
PARADISE UNIFIED	

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	Schools utilized the dialer, general timeline, and some other resources.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	No	
Have all activities been uploaded into SwORD?	No	0
What activities replaced Census Week?	Yes	Census lessons were distributed, census books were delivered to food distribution sites
How was language access provided?	Yes	Distributed the school based communication outreach toolkit in Spanish
Did you participate in monthly meetings?	No	

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3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	A training in both Butte and Tehama County was done on the 2020 Count me In Curriculum. This was also distributed to our HSS Community of Practice list, and curriculum was used by all after school programs in Tehama County.
Did you participate in the train-the-trainer workshop for the curriculum?	Yes	50
Were any "poster or public service announcement contests" at the schools?	Yes	This was not a contest, but PSA's were completed by some as a part of the lesson plans.
Was an evaluation conducted?	No	

4. Narrative Report

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

Our outreach campaign focused heavily on after school program support and teacher/administrator training on Census Lessons and messaging. The ability to run most of our Census work through the after school program supported the hard to count populations well. The districts wanted support for Census and messaging prior to April, so most of our work was done well before the dates in the timeline. Books and lunch boxes were ordered and post cards were ready prior to Census Week. Some of the events were scheduled far too early for us to participate in such as the poster contest or PSA, as schools were not even trained or thinking about Census that early in the year. Overall, we trained teachers and administrators through the support of connecting with our Local Complete Count Committee and individual outreach to groups such as the Butte County Charter School Network and After School Programs in both Butte and Tehama County. Having the freedom to plan things around their calendars and not the Census Outreach calendar worked best for our county.

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

During the shelter-in-place orders we continued to distribute the books to students through food delivery or pickup. Information about the Census was provided to districts, and post cards were provided inside of the books that were distributed. One item that had the local Census logo on it was a lunch bag that was provided to families in the after school program along with the postcard of information. Census lessons were delivered virtually through Google Classroom.

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

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None at this time, unless teachers utilize the Census Lesson Plans as summer optional work.

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 approach that worked the best was training History Social Science teachers and district administration in the importance of the Census and it's roll in Civics. Seeing the connection to curriculum, the importance of federal funding for their schools, and continuing to use education as the narrative to support the Census is highly beneficial. Creating good quality lessons to teach the Census at a variety of grade levels was beneficial for teacher's ease of use.

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

The activities did reach other audiences as I collaborated with our Local Complete Count Committee, some members of that committee attended our Census Training for school districts that supported their understanding of the Census and gave them slides they could utilize when training their families.

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.

Providing the toolkit earlier in the year in the languages we needed from the onset, providing an email list and meetings for those only working in county offices and education setting for the Census, and collaboration in best practices on how to spend some of the funding.

5. Please provide additional comments below