

Tulare County Office of Education

Final Report



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-18-60036
Contract start date	6/3/19
Contract end date	10/15/20
Contractor name	Tulare County Office of Education
Contractor business address	6200 S. Mooney Blvd., Visalia, CA 93277
Contact name	Tim A. Hire
Contact title	Tulare County Superintendent of Schools
Contact phone	559/733-6301
Contact email	tim.hire@tcoe.org
Total amount of allocation	\$104,034
County	Tulare
Region	6
Date of report	11/25/2020

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	43
Number of students reached	105,038
Percent of students reached who are English language learners	25,401

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

Please note: Prior to the COVID pandemic, Tulare County Office of Education (TCOE) proposed to locate QACs in several of its Child Development Centers and the following partner school districts: Cutler-Orosi Joint Unified, Dinuba Unified, Earlimart, Lindsay Unified, Pixley Union, Porterville Unified, Richgrove, Terra Bella Union, Tulare Joint Union High, Visalia Unified, Woodlake Unified, and Woodville Union. The QAC tablets and materials were distributed the week of March 9. By March 14, the majority of the partner districts closed, never to open their QACs. Richgrove School did operate its QAC for a few weeks in March. Woodlake Unified continued to promote the Census during the spring, summer, and fall, creating a mobile QAC at community events.

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DISTRICT	Census Tracts
Woodlake Unified	7.01
Cutler-Orosi	2.01, 2.02, 6
Richgrove	43

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 toolkit was promoted by the County Superintendent of Schools and distributed to the superintendents of all Tulare County school districts.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Yes	Few of the 19 QAC sites ever opened. The Richgrove site operated for a few weeks at the beginning of the shelter-in-place period. Woodlake Unified used its computer/tablet to create a mobile QAC at various community events throughout the spring, summer, and fall.
Have all activities been uploaded into SwORD?	Yes	How many activities were entered into SwORD? Approximately 50
What activities replaced Census Week?	Yes	Please state activities (digital, etc.) that occurred around this time. With so many of the planned QACs permanently closed, in September the County Superintendent authorized a substantial media buy on Fresno's Univision television, its social media platforms and radio station. The promotional package, which ran in late September after a similar promotion underwritten by TCAG, included guest spots for several school district administrators on the station's public affairs program. The promotional messages urged viewers/listeners to complete the Census.
How was language access provided?	Yes	All materials and media purchased through this grant were available in Spanish
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?	No	TCOE's history/social science specialist was trained in the "Count Me In" curriculum. In January, he provided training to leaders in several large after school organizations. Several of those organizations used the curriculum in after school settings prior to the shelter-in-place order.

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Did you participate in the train-the-trainer workshop for the curriculum?	Yes	If yes, please state how many participants Approximately 20
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.

During the summer of 2019, the Tulare County Complete Count Committee (led by the Tulare County Association of Governments - TCAG) worked very quickly to develop a "Know Your Rights" card to distribute in time for back-to-school nights. This was the first piece parents saw about the Census process and what they could expect. During the fall, Tim Hire, Tulare County Superintendent of Schools, spoke regularly with the 43 district superintendents to ensure they were communicating about the Census with families in their districts. Additionally, he spoke at a number of in-service trainings for his staff who worked with families in HTC areas. This included special education, migrant education, early childhood education, and small/rural school superintendents and board members. In December and January staff was trained on the "Count Me In" curriculum and advertised it to general education and after school leaders throughout the county. The bulk of the grant was allocated to the development of QAC sites at 19 Tulare County school sites and early childhood education centers. The QACs were to be equipped with tablets and privacy screens and were assembled for distribution to the school districts the week of March 9. While the QAC materials were delivered, the districts closed in the following two weeks, most never opening their QACs.

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

During the summer, the County Superintendent was hopeful that schools would reopen in the fall. He surveyed those that had volunteered to serve as QAC sites. All said that if their schools were to reopen, they would open their QACs as well. When schools did not reopen in August or September, the County Superintendent authorized a substantial media buy on Fresno's Univision television, its social media platforms and radio station. The promotional package, which ran in late September after a promotion underwritten by TCAG, included guest spots for several school district administrators on the station's public affairs program. The promotional messages urged viewers/listeners to complete the Census.

4c) What activities, if any, do you have planned for June- October 2020?

An extensive two-week media buy on Fresno's Univision television, social media and radio was held the last two weeks in September. TCOE's grant also supported the Dolores Huerta Foundation with radio promotions for several community events conducted to promote Census completion.

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?

Since the QACs did not operate, those elements that worked best were the "Know your Rights Cards" developed in partnership with TCAG, the Univision media campaign, and having school representatives present at community events. In small rural communities, schools are a trusted partner. The message that

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completing the Census was important to school funding resonated with community members.

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches? The Univision media campaign reached a much larger audience than our original plan to locate QACs in Tulare County school districts and child development centers. We believe that it was positively received because we are a trusted partner for families with school-age children.

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 QAC materials should have been available to the counties in February instead of March to allow school districts time to setup and train staff in its operation.

5. Please provide additional comments below