



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	The California State University
Responsible Person / Title	Dr. Luoluo Hong, Associate Vice Chancellor, Student Affairs & Enrollment Management
Contact Person / Title	Ray Murillo, Systemwide Director, Student Affairs Programs
Address	401 Golden Shore Long Beach, California 90802
Email / Phone	rmurillo@calstate.edu / (562) 951-4707

Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

This report is submitted on behalf of the 23 CSU campuses.

The California State University is one single legal entity. As such, many efforts are coordinated from the System Office to ensure consistency when appropriate. Student Affairs & Enrollment Management (SAEM) in the System Office coordinated regular update calls and email communications with campus points of contact to provide information, share guidance regarding implementation, and discuss outreach/programming ideas.

In addition, SAEM staff communicated with the Vice Presidents for Student Affairs, Associate Vice Presidents for Student Life/Deans of Students, directors of Student Life and Leadership, Educational Opportunity Program directors, Services to Students with Disabilities directors, Dream Center coordinators and California State Student Association members to connect them to their respective campus point of contact to encourage campus-wide partnerships.

GOAL #1: The CSU Chancellor's Office requested that each campus would provide one point of contact to support US Census outreach and enumeration efforts in spring 2020. Specifically, this point of contact will:

Due Date: November 16, 2020

- Serve as a campus representative for the CSU Chancellor's Office mobilization and implementation efforts;
- Coordinate campus outreach and educational efforts, including in cooperation with Associated Students, Academic Senate, academic departments and student services program units;
- Coordinate communications with the campus Public Information Officer and Government Relations Officer as appropriate;
- Serve as a campus liaison with their respective CA CompleteCount regional office;
- Serve as a campus liaison with their respective CA CompleteCount regional office;
- Ensure that promotional and branding materials are ordered via the CA CompleteCount portal;
- Assist with efforts to facilitate student participation in enumeration, e.g., set up Wi-Fi enabled mobile devices in central/high-traffic campus locations; and
- Assist with recruitment of students for employment opportunities.

GOAL #2: Mini-Grant allocations will be provided to campuses to support efforts to increase awareness about the Census and promote participation in ways, which ensure confidentiality and security.

The following list provides a sense of how the funding may be used:

- Supporting educational events hosted by faculty, student groups, and/or student services units on the history/purpose of the US Census and how the data is used to inform public policy and other decisions
- Covering print and multimedia costs for outreach, awareness and educational materials
- Purchasing mobile devices such as iPads to support accessible enumeration sites around campus
- Supporting social events that encourage student cohorts to participate in enumeration at the same time (especially for those student communities that the Census has identified are "hard to count")
- Employing (and training) students on a short-term basis to assist with outreach and other similar activities to support the Census (especially for those student communities that the Census has identified are "hard to count")

Even with the rapid pivot to a virtual environment due to COVID-19, the systemwide goals and objectives remained the same with the exception of in-person events listed as objectives in Goal #2.

As reported in the mid-term report, a number of aggressive outreach campaigns were originally planned by campuses in support of Census 2020. With the shift to virtual formats due to COVID-19, campuses had to change their plans. A significant change was in the Group Quarters Enumeration that shifted from the drop off/pick up methodology to eResponse with most campuses releasing directory information in accordance with FERPA.

The other shift was in-person events and activities quickly transitioned to social media and other electronic media campaigns. Because of this transition, campuses resorted to implementing social media and awareness-raising campaigns to educate students about the importance of the U.S. Census and encourage participation. Electronic materials, and in some cases YouTube videos, were posted to Facebook, Instagram and Twitter, and were also included on student portals and learning management systems such as Blackboard and Canvas. In addition, campuses added articles in campus newsletters and issued joint letters signed by Associated Student presidents, campus presidents and city mayors to encourage participation in the census.

In numerous instances, students were hired to serve as ambassadors with their peers and to develop the content of these social media and communication efforts. As part of this shift in programmatic direction, campuses also made specific efforts to educate commuter students – largely via email - about the need to still respond to the Census as if they still resided near or around the campus community, regardless of whether or not they may have returned to a permanent home or relocated as a result of COVID-19. This was to help ensure that an accurate count of the number of college students in each locale was recorded. The communications typically included directions for how to complete the Census even without having their access code.

- 2) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The COVID-19 pandemic was the primary challenge campuses had to confront early in their grant implementation by shifting from in-person planned events and activities to digital outreach. This limited the opportunity to share resources and materials directly with the student community in an on campus setting where students may pass a sign or information table with materials about the census. As described above, the campuses successfully transitioned to and implemented social media and online/digital educational campaigns.

One challenge not caused by COVID-19 was the interface with the local Census field representatives related to Group Quarters Enumeration (GQE). Many campuses experienced significant confusion and inconsistent information from employees at their respective local Census office about the eResponse directory information as the campus transitioned to this methodology. There was also early pressure on campuses to utilize eResponse, even though campuses were informed that they could choose from multiple options for GQE. Ultimately, campuses provided directory information in accordance with FERPA.

Lastly, there was confusion about the end date for Census 2020 given the White House's pronouncement and subsequent court action. The CSU Chancellor's Office responded by encouraging campuses to complete all census efforts by October 31st to the greatest extent possible.

- 3) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Consistent with CSU policy regarding accessibility technology, campuses ensured electronic materials were section 508 and ADA compliant, including video captioning, so students with disabilities had equal access to materials. Some campuses also utilized bilingual (Spanish and English) materials provided by the U.S. Census.

Many campuses worked with Diversity and Equity Offices, Dream Centers, and other gender and cultural centers to insure messaging reached hard-to-count populations such as students who are undocumented, immigrant students, students of color and students from the LGBTQ+ community.

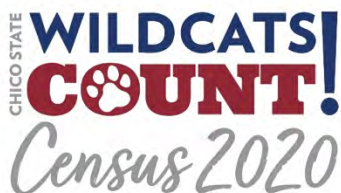
- 4) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Selected student stories from various campuses:

CSU Bakersfield

Since CSUB was on the Kern Complete Count committee, many of our students volunteered with the Dolores Huerta Foundation and went into the fields to explain the census and why they should fill it out. One of our students who is undocumented said that since she can't vote, she felt that census was her opportunity to be civically engaged. She wanted to help undocumented field workers understand that she filled out the census and why it was safe for them to do it. Despite COVID, she went out once a week into the fields and got over 100 undocumented field workers to complete their census.

CSU Chico



(picture far left) My name is Tatiana Ybarra, a student selected as a California Campus Compact-Youth Voice Youth Vote Student Fellow (YVYVF) at Chico State campus for voting and census. It was a humbling leadership experience for the opportunity to train, learn and publicly speak to my classmates and peers

about the voting and census process. As an indigenous student, many of my ancestors weren't counted in the census (as many tribal families weren't) and I felt a responsibility to the youth on my reservation to show them to be active on campus.

(picture far right) My name is Taryn Burns and I've had the opportunity to serve with the Associated Students Legislative Affairs Committee and the Office of Civic Engagement as a California Campus Compact-Youth Voice Youth Vote Student Fellow. This was an amazingly impactful experience for me and for the community. I learned as much about myself as I taught others. I've been able to cement my own feelings about the importance of voting and being counted. I've also recognized how much of my life depends on other people making sure their voice is heard. I've also learned how to talk to people about potentially tricky subjects without being one sided or starting an argument. This opportunity has also taught me about the issues minority groups still face regarding voting and census. I'm from a small, rural town with a fair number of undocumented individuals. From my experience in my town, they are treated by others fairly well and are accepted into the community. It wasn't until I left my small town and met more undocumented individuals that I realized what they need to overcome every day.

(The person in the middle in the photo is Breanna Holbert, our current AS President)

Sacramento State

Some of our student ambassadors expressed their thoughts following their experience serving in these capacities. Their feedback demonstrates the meaningfulness of direct outreach and underscores the importance of this work.

"I didn't expect to have such a leadership role in representing my entire community" – Tiana W.

"It was very rewarding to have students ask questions about the Census as I assisted them in completing their forms. I thought more people would be familiar with the Census, but it turned out they weren't until I reached out and talked to them about it." – Jose G.

San Diego State University

"The U.S Census has always been a part of my life and most importantly an initiative that has directly benefited my family and I. Ten years ago I was counted, this allowed my family and I to receive benefits from programs like SNAP. Now, ten years later, I have been counted again, and most importantly I have been able to help others get counted too. Because of SDSU and its Census efforts I have been able to reach students and share with them the value of getting counted and how it can impact their lives as well as the lives of others! It is with great honor, that I say that I attend an institution that values and upholds inclusivity through civic engagement, the Census efforts throughout campus was

one of the many examples of this." - Fabiola Moreno, San Diego State third-year student.

- 5) Please add any suggestions for the 2030 Census efforts, including timelines.

The main recommendation from campuses is to have the U.S. Census designate a single field representative for each campus to provide consistent and timely communications. Several campuses reported being contacted by multiple U.S. Census field representatives, which caused confusion and inconsistent information. Several campuses also experienced long delays before they were contacted by a field representative. Furthermore, it is recommended that the U.S. Census develop its list of designated field representatives early and provide it to the CSU and the campuses. This will facilitate early planning and coordination of events, activities and messaging.

A few campuses reported being part of countywide complete count committees, which was a great way for the university to be involved with county efforts. Those campuses were able to incorporate messaging that was occurring throughout the county. Given the success of participating on these committees, it is recommended for every campus to have representation on their respective countywide complete count committee for 2030.

Attachments

- 6) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

a) Evaluations or analytical reports, if any

b) Sample products*

See attachments for samples of campus letters, and social media posts and graphics.

Here is a list of videos developed and used at CSU Long Beach and Cal Poly Pomona. Please note that the videos were widely distributed through Facebook, Instagram and Twitter rather than YouTube.

CSU Long Beach:

https://www.youtube.com/watch?v=DY2BqDve1ao&feature=emb_title

Cal Poly Pomona:

Video #1 – https://www.youtube.com/watch?v=HB-CEB3b8n8&feature=emb_logo

Video #2 – <https://www.youtube.com/watch?v=MDB7ZB80I0M>

Video #3 – <https://www.youtube.com/watch?v=tqERGfntLwY>

Video #4 – <https://www.youtube.com/watch?v=UlrXgSbn8us>

Video #5 – <https://youtu.be/4PF9qepCwZo>

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

[all-csueastbay] An Important Message about the 2020 Census

1 message

All staff and faculty members <all-csueastbay@lists.csueastbay.edu>

Mon, May 11, 2020 at 12:03 PM

Reply-To: noreply@lists.csueastbay.edu

To: -- all-csueastbay <all-csueastbay@csueastbay.edu>, all-students@lists.csueastbay.edu



An Important Message about the 2020 Census

Dear Pioneers:

Before we end the academic year, we encourage you to complete the 2020 Census. In March, you should have received an invitation by mail to complete this simple, confidential 9-question survey that you can answer online, over the phone, or by paper questionnaire. We have both availed ourselves of this opportunity and ask that you please complete your Census questionnaire right now if you haven't done so already by visiting: <https://my2020census.gov>.

The Census, a constitutionally-mandated headcount of every person living in the United States and U.S. territories, happens once every 10 years. Census data dictates congressional representation and determines how billions in federal funding will be distributed over the next 10 years in areas such as school safety, the Federal Pell Grant Program, mental health services, and student wellness programs, to name a few that impact us. Check out what Cal State East Bay students have to say about the importance of the Census [here](#).

Here are some important facts to keep in mind:

- You provide your name, address, sex, race, ethnicity, age, and whether you own or rent your home.
- You self-identify in regard to race, ethnicity and gender.
- You count everyone in your home, including any friends or family members who are living and sleeping there most of the time.
- The Census Bureau will **never** ask about your citizenship status, or for sensitive information like your social security number, bank accounts, or payments/donations.
- The Census Bureau will never reach out to you on behalf of a political party.

- **The Census Bureau will never share your information. Your responses are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes, to determine eligibility for government benefits or immigration enforcement.**

The Census asks where you were living as of April 1, 2020. Because of COVID-19, some of you have traveled to another home. With that in mind, below are some important updates:

- For faculty, staff, and students who normally live near campus but have relocated further away from campus due to the COVID-19 mandates, complete the Census *as if you were still in your usual near-campus location*.
- For students who live(d) on campus, the University has already arranged with the US Census Bureau to ensure that you are counted on campus. No further action is required on your part.

Further information can be found on the Alameda County Complete Count Committee website [here](#) as well as on the State of California's official Census website [here](#).

Thank you. Be well, be kind, be counted, and know that we will get through this together.

Sincerely,

Leroy M. Morishita
President

Daisy Maxion
ASI President

May 11, 2020

**Cal State Fullerton – 2020 Outreach
Sampling of Materials from 2020 Census Outreach**

Email distributed to campus community

U.S. Census: A Message From CSUF President Virjee, ASI President Aguilar, and Fullerton Mayor Fitzgerald

April 9, 2020

Dear Titans:

We (as well as the rest of the world) already know that Titans Turn Out for elections, but now it's time to show everyone that we turn out for the Census with equal energy and enthusiasm.

Why? For starters, in doing so, WE decide what the next decade of representation, policy development, and funding looks like, and also because everyone — especially our Titan community — are directly impacted by this national count.

The Census, a constitutionally-mandated headcount of every person living in the United States and U.S. territories, happens once every 10 years. Census data not only dictates congressional representation, but also impacts how billions in federal funding will be distributed over the next 10 years in areas such as school safety, the Federal Pell Grant Program, mental health services, and student wellness programs — just to name a few that directly impact the Titan community. Also, the Census is secure! Every Census Bureau employee takes an oath to protect your personal information for life, and your answers legally cannot be used against you, nor can they be shared with any other government or law enforcement agency.



The Census will ask where you are living as of April 1, 2020. Amid COVID-19, we are aware that many of you have traveled to permanent homes. With that in mind, below are some important updates:

For faculty, staff, and students who normally live near campus but have relocated further away from campus due to the COVID-19 mandates, complete the Census as if you were still in your usual near-campus location.

For students that live(d) on campus, the university is working with the US Census Bureau to ensure that you are counted on campus.

If you normally live away from campus, you need to respond on your own to the 2020 Census, and count everyone who lives with you.

Again, due to the current circumstances, we understand you may not be residing in your usual near-CSUF location on the April 1st Census Date. Nevertheless, it is imperative that you complete the Census to ensure that Fullerton's population is accurately reflected for the reasons listed above and many others that will directly benefit you, CSUF, Fullerton, and our broader community.

Invitations to respond have been mailed out by the U.S. Census. The Census can be filled out online, over the phone, and by paper questionnaire. The Census questionnaire is now open online and can be filled out by visiting: <https://my2020census.gov>.

For more information on the Census, please visit <https://2020census.gov>.

Thank you. Be well, be kind, and know that we will get through this together.

Sincerely,

Fram Virjee

President

Aaron Aguilar

ASI President

Jennifer Fitzgerald

Mayor, Fullerton



Tuffy Graphic for 2020 census



Daily Titan – Student Newspaper (Census Day – April 1st) Ad



Virtual Community Roundtables

Student-led roundtables promoted on social media and hosted on zoom



Meme Competition

Student-led meme competition with samples of posts created by students



When the Census asks
for your information



When free movie sites
ask for your information

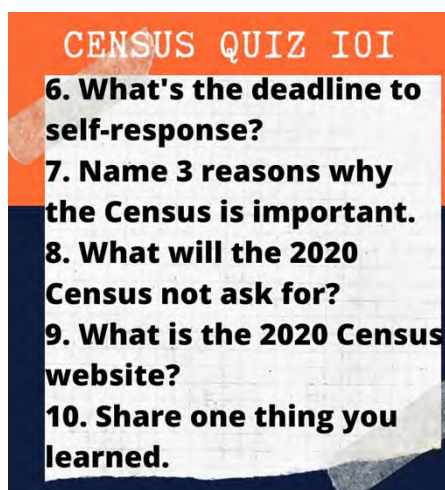
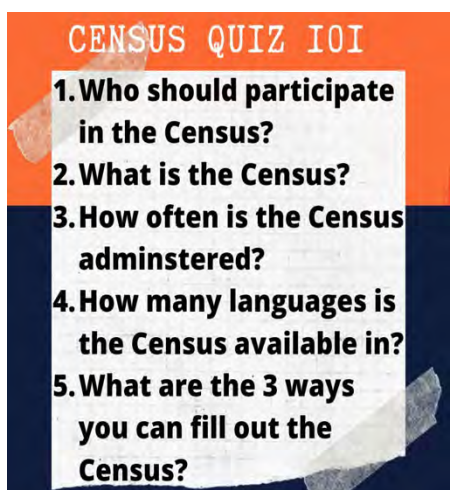
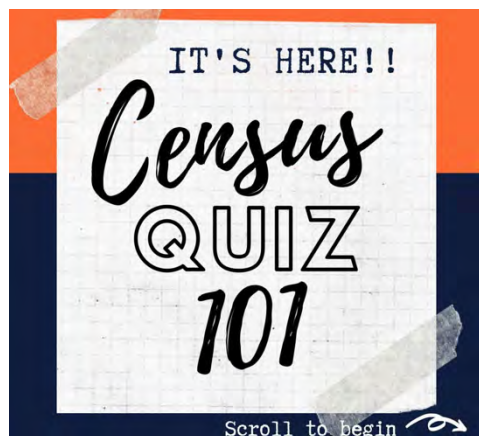


When the US Census
asks for your race
but its not even on there



Virtual Competitions

Sample of Student-led social media competition



Cal State LA - Census 2020 Efforts

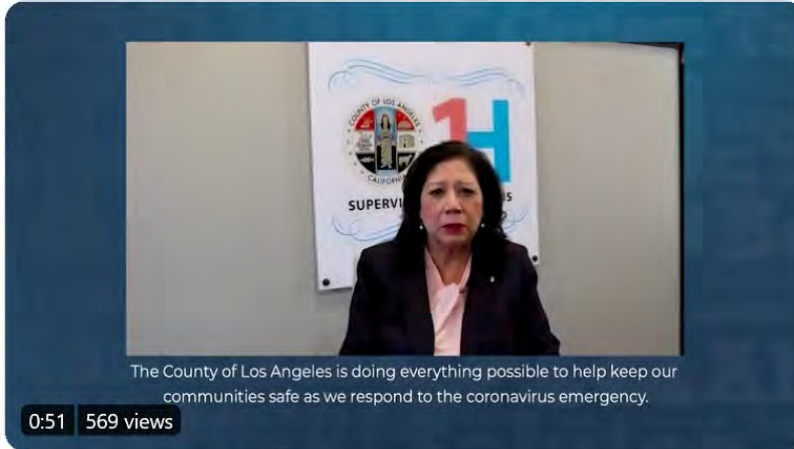


Cal State LA Retweeted



Hilda Solis @HildaSolis · 5h

It's Census Day! The [#2020Census](#) takes just 10 minutes to complete online, but it determines LA County's funding and representation for the next 10 years. Fill out the census at [my2020census.gov](#) or by phone at 1-844-330-2020. Or mail it if you received the paper form. ✉



13

26



↻ Cal State LA Retweeted



The CSU  @calstate · 5h

Today is [#CensusDay](#)! An accurate count in the [#2020Census](#) is critical to ensuring vital resources used by the CSU's nearly half million students are properly allocated.

Learn more and complete the questionnaire online, by phone, or by mail:
2020census.gov



↻ 28

♡ 37





Cal State LA @CalStateLA · 6h

It's [#CensusDay!](#) [#EveryoneCounts](#) in the [#2020Census](#). Count yourself where you live and sleep most of the time.

Respond today at 2020census.gov.



Cal State LA Retweeted



Rep. Jimmy Gomez @RepJimmyGomez · Mar 30

I know there's a lot going on in our lives right now but remember:

- 1 The [#2020Census](#) is available online
- 2 You can complete your household's Census form safely from your home by going to my2020census.gov
- 3 It only takes a few minutes to participate & [#ShapeYourFuture](#)



California Census 2020 @CACompleteCount · Mar 24

Stay healthy and complete your [#2020Census](#)!



californiacensus.org [twitter.com/CHCFNews/statu...](https://twitter.com/CHCFNews/status...)

1

5

6





Cal State LA @CalStateLA · Mar 30

By taking just 10 minutes of your time, you can help inform how billions of dollars of federal funding flow into communities across the nation. Respond to the [#2020Census](#) online today at [2020census.gov](#).



Cal State LA Retweeted

Cal State LA University Library @CalStateLALib · Mar 30

School lunches. Plans for highways. Support for firefighters and families in need. Census results affect your community every day. And now, your [#census](#) form can be completed online. Check out our guide for more info about how to be counted this year! [calstatela.libguides.com/census](#)



↻ Cal State LA Retweeted



U.S. Census Bureau ✓ @uscensusbureau · Mar 28

At a time when we're all keeping a little distance, we can still come together. Respond to the [#2020Census](#) online today at [2020CENSUS.GOV](#).



To help our communities when

↻ Cal State LA Retweeted



The CSU  @calstate · Mar 30

An accurate count in the [#2020Census](#) is critical to ensuring vital resources used by the CSU's nearly half million students are properly allocated.

Learn more and complete the questionnaire online, by phone, or by mail:
2020census.gov



↻ 19

♡ 30



Campus Community Reminded It's Not Too Late for Census Participation

POSTED ON APRIL 16, 2020

Cal Poly Pomona still has time to help shape our campus community's future by participating in Census 2020.

The deadline for completing the Census has been extended in the wake of the COVID-19 pandemic. Everyone has until October 31, 2020 to self-respond by mail, by phone or online.

The U.S. Census Bureau conducts a nationwide tally each decade, which involves counting every person residing in the 50 states, District of Columbia and five U.S. territories.

Cal Poly Pomona will be counting students who live and intended to live in university Housing and the University Village prior to the campus' transition to remote instruction. These students will be receiving an email communication from the university in the coming weeks about how this count will be conducted.

Students who reside off-campus will be counted in their respective communities and are encouraged to complete their Census survey as soon as possible. Census workers will begin to contact households in late August if they have not self-responded by the new deadline.

It is imperative that the entire campus community participate in the count because the results will have tangible impacts on the university, in the city of Pomona and throughout Los Angeles County.

Census data is used to determine everything from education funding to the construction of infrastructure to deciding how many seats each state gets in the U.S. House of Representatives.

"I cannot overstate the importance of participating in the Census," said Cal Poly Pomona President Soraya M. Coley. "Cal Poly Pomona attracts a diverse community to one of the most dynamic regions in the nation. Beyond being a civic duty, participating in the Census ensures that our campus' impact in Pomona and Los Angeles County is reflected in federal policy and budget matters. I strongly urge each member of our campus community to participate."

After the 2010 census, Los Angeles County missed out in an investment of about \$670 million dollars due to people who were not counted. According to the Brookings Institute, California stands to lose representation in Congress if the region produces smaller numbers compared to the 2010 Census.

Make sure to visit the ASI website for more information and FAQs about the 2020 Census at: <https://asi.cpp.edu/census-2020/>

Ensure our voice is heard Broncos by completing your census form today!

View the Article Online Here:

<http://polycentric.cpp.edu/2020/04/campus-community-reminded-its-not-too-late-for-census-participation/>

ADDENDUM – Campus Outreach Activities

Bakersfield

Goals:

- Educate
 - Inform college students about the census process, purpose and timeline.
 - Inform college students of the importance of the 2020 Census.
 - Inform college students that the census data is confidential.
- Motivate
 - Eliminate the fear of completing the census questionnaire.
 - Instill trust that the government will not use this data in a negative way.
 - Utilize trusted messengers to encourage college students to complete their 2020 census questionnaire.
 - Establish comfortable settings, as well as provide accessible technology, to encourage college students to participate in the census.
- Facilitate
 - Engage trusted messengers in trusted environments to help the college students participate in the 2020 Census.
 - Conduct and participate in community gatherings and other forums to rally college students to participate in the 2020 Census.
 - Collaborate with other stakeholders and across the State to activate college students to fill out the 2020 Census questionnaire.
 - Serve as the coordinating point of contact for purposes of Group Quarters Enumeration
- As a result of COVID, CSUB pivoted our in-person education events to social media and virtual presentations.
 - ASI student leaders did an Instagram live once a month on how to fill out the census and took questions from students from April 2020 – October 2020.
 - A pop up on the completing the census occurred during Spring Registration in May 2020
 - ASI student leaders did classroom presentation from April 2020 – October 2020. In total, we conducted 556 presentations impacting 5500 students
 - We conducted 7 presentations for student athletes on completing the census impacting 325 students and coaching staff.
 - ASI and CSUB posted social media stories from April 2020 – October 2020 topics included:
 - Completing the census
 - Safety of census data
 - Impact of completing the census for Kern County
 - We met with CSUB President's Advisory Councils (Latino, African American, President's Associates) on being trusted messengers in their communities about the census
 - Alumni Engagement included filling out the census in their alumni newsletter and encouraged alumni to share why with their friends and neighbors on why they should fill it out. 85% of our alumni reside in Kern County
 - CSUB President sent an email to the campus on April 1, 2020 to kick off the census and encourage faculty, staff, and students to fill it out, why it was important to Kern County, and how to encourage others in the community to do it. In addition, she sent

ADDENDUM – Campus Outreach Activities

an email to the campus on October 15, 2020 letting faculty, staff, and students know that this was the last day to complete the census.

Channel Islands

We were prepared to begin implementing our 2020 Census Plan, but the pandemic interrupted campus operations.

The funds were initially earmarked for our campus-wide promotional efforts but due to the current situation resulting from COVID-19, this all changed. Based on feedback, we determined it was not possible for us to carry out the project as intended by the sponsor and informed the Office of the Chancellor in early June.

We did complete our group quarters reporting requirement, but that process was modified with only 10% of our housing students on campus and not necessarily amenable to appropriate ways to use the funding. We instead completed our group quarters reporting requirement via electronic upload directly to the Census.

The campus did submit the residential student information as of June 1 to the Census Bureau and received confirmation via email upon submission. We provided that information to the Office of the Chancellor in early July.

Chico

We conducted approximately 25 class talks on how to complete the census, reaching approximately 1,000 students in person and 500 students online. The video was also shared with several faculty so the total number of students reached through this effort is unknown. Promotional efforts were completed through the Chico State Civic Engagement Instagram account, classroom and group talks, student/employee announcements, and cross-collaboration with various campus organizations. These campus organizations include Student Life and Leadership, Wildcat Leadership Center, CAVE, Athletics, Associated Student Legislative Affairs Council, Fraternities, and Sororities.

We expected to have four Question Assistance kiosks and additional x-frame banners across campus with information about how to complete the Census but these were never stood up because of COVID closure. Promotional materials were distributed in particular to programs that serve hard-to-count populations. We used #wildcatscount on social media and distributed (campus-branded) 2,000 stickers and 200 t-shirts just before leaving campus in March. We intended to also have a QR code in every classroom. Because we never did return to the physical classroom, the QR codes were distributed by hand in September to student neighborhoods along with some yard signs containing the QR codes.

Additionally in September, student workers sent approximately 2,500 texts with the census link to three student-dominant census tracts. Census links and reminders were sent

ADDENDUM – Campus Outreach Activities

through announcements and available in the student portal until the end of September. Group Quarters Enumeration ended up being done through an electronic transfer.

Dominguez Hills

Our original plan for the census campaign included hiring civic engagement interns to be campus ambassadors. In partnership with our Service Learning, Internship, and Civic Engagement office (SLICE), we were thrilled to interview and hire students to lead the campaign to be the face of this. We identified four student ambassadors and had them trained by the regional census staff assigned to our office. Unfortunately, due to COVID-19, we were unable to continue with that plan and we immediately began focusing on an email campaign. Our objectives were as follows-

- Inform the campus community about the census and the regional impact of their participation.
- Remind the campus community about upcoming deadlines
- Provide links to get more information and complete the census

East Bay

Like many campuses, prior to the COVID-19 pandemic, we were planning to conduct robust in-person outreach in partnership with ASI along with campus housing as well as other campus organizations and departments. When that was no longer possible, we were forced to shift our efforts exclusively online. Our campus housing staff were making plans to collect responses from our students using the pick-up/drop-off option but as a result of the pandemic, they were forced to submit our Group Quarters Enumeration response electronically instead.

Fresno

Goals & Objectives:

- Establish an On-Campus Census Working Group (CWG.)
- Develop a partnership between Fresno State (CWG) and “CA Complete Count.”
- Work with ASI to assist in recruiting students for the enumeration process and actively promote student engagement in the census application process.
- Create Census tablet “Kiosk” centers in Housing Units and student union.
- Subcontract staff support from Office of Economic Development (OCED,) to assist with enumeration activities and social media.

Objectives Revisions:

With the sudden departure of our resident students, the campus organization apparatus had to be completely altered. The planned purchase of iPads for enumeration canvassing was initially postponed then eventually canceled. Without students to count, we could only provide the figures of those who were residing on campus at the start of the census campaign. Therefore, our overall original planning efforts were revised to adjust to the unforeseen situation.

ADDENDUM – Campus Outreach Activities

Fullerton

The goal and objective Pre-COVID-19 was to utilize pre-planned events to distribute information about the census and engage with students in pre-planned activities. As a result of COVID-19, outreach was conducted in a virtual environment working with a student assistant in Government and Community Relations and six students from the Diversity Initiatives and Resource Centers (DIRC) for a five week social media campaign with content created by students and shared by students. The social media campaign included creating posts for various social media platforms including Instagram, Twitter and YouTube. The student assistants also conducted engagement contests including an Instagram meme contest and facilitated roundtable chats. This format utilized existing social media channels to meet students in platforms they were already familiar utilizing (i.e., Twitter, Instagram and zoom). Each student from the DIRC represented a diverse and traditionally underrepresented student population and students interacting with these centers felt safe to ask questions and share resources related to the census.

A joint letter between the ASI student President, the Mayor for the City of Fullerton and the campus President was emailed out to students, faculty and staff with links on the student portal and the faculty and staff portal to encourage all to participate in the census.

Humboldt

Our goal was to conduct outreach that (1) educates, faculty, staff, and especially students that are hard-to-count (HTC), regarding the importance of participation in 2020 Census, (2) motivate these individuals to participate accordingly, and (3) facilitate participation by eliminating barriers and addressing concerns and questions. This will be accomplished through education, motivation, and facilitation. We revised objectives when COVID-19 came at the start of our outreach and students and staff left campus, so the only tasks we were able to accomplish were setting up newspaper ads in 2 campus newspapers, along with putting up US Census posters and fliers in the Housing areas. No tabling, chalking or residential life activities occurred.

Long Beach

- Ensure complete Group Quarters enumeration of residential student population using Drop Off/Pick Up option
- Motivate census completion by employees and students residing off campus but not reported by family/residence
- Coordinate closely with city of Long Beach Complete Count effort

Due to COVID-19, CSULB shifted to reporting residential students via eResponse.

While CSULB's residential housing number is modest, Group Quarters enumeration had not begun when all face-to-face courses were forced online. Shifting to the e-Response option allowed for a high percentage of the total number reported. A kiosk with laptops was created to provide employees and off-campus students with access to completing the

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census online. Unfortunately, with access to campus interrupted, the resource was not able to be accessed.

Previously planned video and multimedia efforts to urge all to complete the census assisted campus efforts.

- In January 2020, the campus designed and launched a website to educate and direct students, faculty, and staff to fill out their census.
- In February 2020, the campus posted Census materials on all digital marquees and screens facing internal and external audiences.
- In March 2020, the campus Homepage banner converted to Census 2020 and launched a media campaign to promote the Census. Video and digital assets included President Conoley, ASI Leadership, the Mayor of Long Beach, local legislators and campus staff. The main campus social media feeds posted about the Census 2-3 times per week throughout the availability of self-reporting from March 2020 to October 2020.

Los Angeles

Originally, we intended to have campus events and informational campaigns to help our community understand the Census process and benefits of participation. We planned a large display for the Library. We intended to use the funding to reproduce US Census 2020 informational handouts for distribution at events, presentations, and to housing residents. We had also planned to use the funds to have the University Reprographics department enlarge materials for a Gallery Walk at our Census Party. The Gallery Walk was intended to be a passive poster display that provided information on the Census process.

Our largest event was to be the Census Party that would invite the campus community to visit the Gallery Walk, interact with staff members at information stations about the Census, and use iPads to complete the Census questionnaire. Funds were used to purchase iPads and cases for this purpose. Census 2020 branded promotional materials (highlighters, etc.) were purchased to distribute to event participants. We were also working on an incentive that would allow access to a food truck voucher if one completed a certain number of activities at the event.

Prior to the pandemic, we purchased the iPads and promotional items. Unfortunately, we were never able to use the iPads due to the campus switching to remote instruction. We had to get creative with how to give out promotional items after the campus cancelled all in-person events. Occasionally, students needed to access the Office of the Vice President for Student Life, Office of the Dean of Students, or New Student and Family Programs from April through October. These in-person visits by students to these offices

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were infrequent. Students borrowed laptops to use for remote orientation, picked up checks for DACA renewal fees, or visited for a variety of other reasons. We provided those offices with the Census 2020 promotional items so they could give them to the students. The pens were a perfect match for health and safety concerns. If students needed to sign a document, they could be given a new pen and take it home with them. We hoped the message of the importance of completing the Census would stick with them as long as they used that promotional item.

Maritime

Cal Maritime goals revolved around awareness and completion of Census 2020. Specific outreach was focused on the importance/completion of the Census and knowledge of the part-time employment offered by the Census Office.

Cal Maritime's original plans involved utilizing "Formations", which are held three times a week for the entire cadet (student) population, as a means of advertisement and a time to complete the Census. COVID-19 canceled Formations and eventually all classes, so we utilized email and social media as our main means of advertisement.

Additionally, Cal Maritime is a mostly residential campus, so we were able complete e-Responses through the "Group Quarters Process" by submitting information for every residential cadet, by Residence Hall (through our Registrar's Office). This allowed us to account for three quarters of our population.

Monterey Bay

Goals:

- Staff Questionnaire Assistance Centers/Kiosks (QAC/K's) recruit and train CSUMB students on the 2020 Census and Hard-to-count populations within our community.
- Educate the CSUMB community on the 2020 Census by providing outreach to classrooms, clubs, east campus, and residence halls.
- Support Monterey county partners in their efforts for a complete count by providing student support for in-person events, kiosks, and canvassing.

Due to COVID-19 we were unable to provide in person support and information, and we were unable to fulfill our QAC/K's. We maintained our objectives to educate the CSUMB community and support Monterey County partners.

Northridge

- a. Our first Census campaign planning meeting was held on January 24, 2020 with 14 campus partners represented. Early on the Associated Students team agreed to serve as the hub of our campaign efforts.
- b. Our first set of actions concerned connecting student to Census jobs. Our campus publication CSUN Today carried a story at <https://csunshinetoday.csun.edu/education/census-bureau-recruits-students-for-part->

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[time-job-opportunities/](#). In addition our Career Center undertook various measures to promote Census employment as follows.

1. Consulted with several regional recruiters from local US Census Offices in the Los Angeles region
 2. Sent an email blast out to students through Handshake with the link to the census jobs
 3. Pinned a link to the census jobs on the banner header in Handshake
 4. Added a banner ad on our website
 5. A representative from the Census provided a table to recruit students for census jobs on February 5th at our On-Campus Mini Job Fair
- c. As Spring 2020 got under way, there were lawn signs and various materials around campus encouraging students to participate in the Census. In an effort to answer questions about Census participation, CSUN Today ran a second article, which can be read at <https://csunshinetoday.csun.edu/education/count-me-in-every-question-you-might-have-about-the-census-answered/>.
- d. Our most significant decision was to connect our Census effort to an overall campus effort to boost civic engagement called “We the People,” which we now call CSUN Act Now (CAN). The website for this campaign is at <https://www.csun.edu/undergraduate-studies/community-engagement/can-act-now-can>. There you will be able to navigate to our information in Census 2020.

Pomona

Cal Poly Pomona’s Census 2020 outreach efforts were guided by a two-pronged approach: (1) Educating the campus community, particularly students, on the importance of the Census, what it means, and the implications for undercounting and (2) Group Quarters Enumeration. The information provided below highlights the work accomplished with support from a diverse cross-section of campus stakeholders and community partners.

Revising Goals & Objectives

Prior to institutional shifts in response to a global pandemic, the campus’s Strategic Implementation Plan included the following objectives: (1) Increase awareness through class talks, information kiosks, and other outreach activities using social media; (2) Encourage campus collaborations to reach hard to count populations by hosting meetings with the campus points of contacts, directors and campus leaders who can speak to specific student populations on campus; (3) Educate campus points of contact on the group quarters enumeration options and process.

With consideration of the new virtual environment, original plans for in-person town halls, handouts, and the dissemination of promotional swag on campus, primarily transitioned to online modes of communication. Planned efforts to work with student leaders to table on campus, partner with Members of Congress to host a Census Press Event in mid-March, and to implement a train-the-trainer approach to inform the campus community about the Census were no longer possible. Due to everchanging updates to

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deadlines and transition in student leadership at the tail-end of the Spring Semester planning the campus was not able to host a large virtual event. Despite these challenges, a campus-wide commitment to inspire Census participation allowed us to meet most of our initial objectives at Cal Poly Pomona.

Engagement Locally and Campus-wide

The campus began participating in efforts led by the *Los Angeles Complete Count* committee in March 2018. Its involvement as a member of the Higher Education Subcommittee provided crucial insight and guidance while planning for Cal Poly Pomona's participation in the Census.

As members of the *We Count Pomona* committee launched in Fall 2019, Cal Poly Pomona had the opportunity to engage in community Census efforts and work closely with a Partnership Specialist from the U.S. Census Bureau. With their help, the campus hosted a Group Quarters Enumeration (GQE) information session for all five CSU campuses in L.A. County, which guided the next steps and planning.

Multiple meetings with campus partners and student leaders were convened to help inform the campus' Census 2020 education and outreach efforts, communication strategy and to initiate coordination of its group quarters enumeration. Representatives from the following offices and campus programs participated in these meetings: *Associated Students, Inc. (ASI) at Cal Poly Pomona; University Housing Services; CPP Foundation Housing Services; Office of Government and External Affairs (GEA); Office of Student Life and Cultural Centers (OSLCC); Bronco Dreamers Resource Center; International Student Center; Office of Institutional Research, Planning, and Analytics.*

These meetings resulted in the formation of outreach priorities, which included providing key information that is inclusive and accessible, highlight the importance of being counted, and to dispel common misconceptions about the Census. These principles guided Cal Poly Pomona's communication efforts through the self-response deadline in October.

Campus-wide Outreach Efforts & Achievements

The campus mobilized to inform the campus community about the U.S. Census Bureau's operational adjustments due to COVID-19. After collecting feedback from campus stakeholders, the campus enlisted support from [Media Vision](#) to develop four Census 2020 videos. These videos featured campus representatives from the Associated Students, Inc., the Pride Center, and the Bronco Dreamers Resource Center who spoke on the following topics (*YouTube links are also embedded below*):

- [Video #1](#): Highlighted the importance of participating in the Census and the new deadline of October 31, 2020.

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- **Video #2**: Provided updates regarding data privacy, explain how responses to the Census are kept safe, and clarify how no response to the binary sex question will default to 'female'.
- **Video #3**: Clarified how everyone living in the United States on April 1st are counted in the Census while encouraging undocumented and international CPP students to participate.
- **Video #4**: Provided guidance for students who lived on campus prior to the beginning of virtual instruction and moved home to finish the 2020 Spring Semester.
- **Video #5**: Highlighted the tentative self-response deadline of September 30, 2020, and the importance of participating.

To promote these census videos and additional educational media, the Office of Government and External Affairs collaborated with the Office of Strategic Communications to develop a 2020 Census communications plan. The plan reflected the outreach principles determined by the campus representatives who were convened earlier this year. Actions that resulted from this plan are listed below:

- ***Census 2020 Article (April 16, 2020)*** - Our online engagement kicked off with a [PolyCentric article](#) which aimed to remind everyone that it is not too late to participate in the 2020 Census.
- ***Census 2020 Webpage & Quick Facts*** – The campus was determined to reach students and keep them updated regarding any changes. A partnership was formed with the Associated Students, Inc. (ASI) at Cal Poly Pomona to host a [Census webpage](#), which featured a list of quick facts.
- ***Comprehensive Online Presence*** - Census videos and updates were featured on the campus' homepage, social media accounts managed by campus partners, the University News Center (PolyCentric), the Bronco Advising Center's biweekly student newsletter, and reposted online by the City of Pomona's We Count Pomona committee.
- ***Social Media Reach*** – The campus shared census-related posts catered to specific campus communities on Facebook, Twitter, and Instagram once a week over the course of four weeks between April and May. California Complete Count and the CSU retweeted the campus' [very first census video](#), resulting in over 968 views, 6,445 impressions, and 264 total engagements.
- ***Student Census Ambassador*** – A Cal Poly Pomona student was hired to help identify and disseminate informative social media content by the campus and its partners. They continued to share content a minimum of twice a month via social media platforms

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during the entirety of the Summer Session through the Census self-response deadline in October.

• **CPP Counts Initiative** – The campus developed face coverings that featured the statement “CPP Counts” as a final push to remind the entire campus community, including student housing residents, essential staff, and campus leadership to self-respond before the end of September.

Groups Quarters Enumeration (GQE) Completion

Due to COVID-19, the campus’ enumeration method shifted from the drop-off/pickup method to the paper response data collection method after consulting with campus partners and U.S. Census representatives over the course of several months. Participating in the 2020 Census Group Quarters enumeration was a multi-step process:

- 1) The campus worked closely with the CSU Chancellor’s Office and its Office of Institutional Research, Planning and Analytics (IRPA) to select an enumeration method that would comply with the Federal Family Educational Rights and Privacy Act (FERPA).
- 2) CPP Foundation Housing and University Housing Services identified the most accurate list of residential students to ensure that, in accordance with U.S. Census Bureau guidance, students living on campus before the pandemic were counted.
- 3) IRPA developed a survey that gave each residential student two weeks to opt-out from GQE. Students received three email communications informing them of the count and its importance, how they would be counted, and their option to opt-out.
- 4) Cal Poly Pomona's paper responses were sent to the U.S. Census Bureau on Monday, June 15, 2020, effectively completing the campus' group quarters enumeration for the 2020 Census.

Upon completion of the Group Quarters Enumeration process, the West Covina Census Office expressed that Cal Poly Pomona holds the distinction of being the largest Group Facility population count in the entire West Covina Census Office caseload.

Sacramento

Sacramento State’s goals and objectives reflect the effects of the COVID-19 pandemic, including all campus events and programming going virtual and an extended Census count timeline. The goals and objectives were as follows:

1. Engage Sacramento State students and the campus community in completing the 2020 Census Questionnaire, either through online submission or through the mail-in form.

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2. Prioritize hard-to-count populations for Census outreach and ensure that support exists to help ensure an accurate count for underrepresented communities in the 2020 Census.
3. Develop virtual activities and social media competitions that foster widespread student participation, awareness, and enthusiasm around the 2020 Census.
4. Foster synergetic planning and consultation through the Sacramento State Census Collaboration Team to maximize efforts and impact of Census engagement.

Census Events (On-Campus)

Multiple on-campus Census engagement events were hosted during the fall and early in the spring semester, but many others were canceled due to the COVID-19 pandemic. To ensure the health and safety of all, campus leadership called for the discontinuation of all on-campus events.

Fall Census Events

Voto Latino Census Town Hall

- The event took place on November 13, 2019 in the University Union on-campus.
- The non-profit organization Voto Latino, in collaboration with Sacramento State's Serna Center, Univision 19, and the student Latinx Council, hosted this town hall to answer important questions regarding the 2020 Census.
- The featured panelists included David Banuelos, Sacramento Partnership Specialist & Regional Coordinator for the U.S. Census Bureau, Diana Campos, Organizer for Sacramento ACT, and Alma Ramirez, a student at Sacramento State.
- There were at-least 100 attendees, with standing room only.

Spring Census Events

Census Exhibit in University Library

- The Census library exhibit displayed historical documents, as well as key facts highlighting the social and political implications of the Census.
- The archival documents had a specific focus on illustrating the challenges in counting hard-to-count populations and the importance of ensuring that marginalized groups are represented.

Count Your Loved Ones

- This Valentine's Day themed event was hosted in the University Union lobby by student group IGNITE and the ASI Government Affairs Office.
- The event featured a selfie and photo booth for passersby to use, as well as numerous 2020 Census props and goody bags.
- Student volunteers provided information and resources regarding the 2020 Census and answered common questions as individuals visited the table.

Census 101 Workshops

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- The Serna Center hosted multiple Census workshops throughout the year for members of the campus community.
- Workshops were originally intended to be mandatory for Census mini-grant applicants, but the Census mini grant was cancelled due to the banning of in-person events.
- After cancellation of in-person events, the workshop was offered through Zoom. It was later recorded and made accessible on the Sacramento State Census website <https://www.csus.edu/student-affairs/census/>

Cancelled Events

Census Mini-Grants for Events

- A Census Mini-Grant application was intended to be made available to campus entities for the purpose of promoting the 2020 Census and providing resources and education for students and all to be counted.
- The mini-grant would use funds from the Census grant to provide selected awardees between \$200 and \$1,000.

Census Isn't About Luck

- Associated Students, Inc. at Sacramento State planned this event in collaboration with various student clubs and organizations.
- It would have been in the Library Quad, with a St. Patrick's Day theme.
- The event focused on engaging with students in a large-scale campus-wide event that included multiple activities to inform students about the 2020 Census.

Sac State Reaches Out to Make the Count

- The Community Engagement Center, in partnership with Sacramento County Census and Sacramento Area Congregations Together (ACT) intended to register Sac State students as volunteers to canvass hard-to-count communities in Sacramento County during the scheduled Spring Break.
- This was part of the Community Engagement Center's annual Alternative Spring Break, in which students who remain in Sacramento for their weeklong break in the spring semester, can volunteer to positively impact their local neighborhoods.
- Sacramento ACT had intended to train volunteers, prior to their meeting and talking with neighborhood residents and encouraging them to complete the 2020 Census questionnaire.

Dolores Huerta Visiting Lecture

- Dolores Huerta originally accepted to be the Serna Center's Community Lecture speaker for spring 2020, due to her leadership in the field of civic engagement. The event was postponed due to the COVID-19 pandemic, and was rescheduled for fall 2019.
- A labor and civil rights icon, Huerta inspired students and campus community members with her powerful sense of civic duty and activism.

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- The lecture emphasized the strength that lies within all of us to bring about change as active participants in the political process, while also embedding the impact of 2020 Census and hard to count communities.

Census Social Media Challenges

As a result of the campus going virtual due to the outbreak of COVID-19, the use of social media was strengthened and increased. The Serna Center, in consultation with the Census Collaboration Team, developed a series of Census Social Media challenges to directly engage students in Census enumeration efforts. Members of the collaboration team shared the challenges widely on social media platforms. The Census Art Contest received **31** student artwork submissions, while the Count at Sac State challenge received **62** submissions. The Hornets Count challenge received **21** submissions, before it was paused until the fall semester.

Student Census Ambassadors

Sacramento State Student Census Ambassadors were recruited strategically through direct consultation with various centers and departments on campus that work with hard-to-count populations. Ambassadors engaged in peer-to-peer contact to encourage students to participate in the various Census challenges and in the 2020 Census. Ambassadors reported many student interactions where a student indicated they had either already submitted their Census questionnaire or were intending to do so. Ambassadors helped make the process less intimidating and answered questions from students, particularly regarding data privacy. There were **24** student Census Ambassadors, each representing a different hard-to-count population, with their outreach focusing on those students and communities. Campus and community partners alike commented that student Census Ambassadors were the heart and soul of the campus Census Engagement Campaign.

Census Ambassador Outreach & Engagement

The engagement work done by the student Census Ambassadors speaks for itself. Ambassadors contacted approximately **810** individuals through text, online message, phone call, or video call, with an estimated **398** of these individuals completing their Census. Ambassadors also requested for the faculty in the courses they were enrolled in to share the campus census video through Canvas, an online teaching platform used by the university. Approximately **682** students were reached as a result of this effort. The ambassadors also promoted ongoing social media challenges in their direct communications.

The student census ambassadors used a variety of messaging platforms and methods to directly reach their peers. These included text messages, phone calls, FaceTime, Email, Instagram, Facebook Messenger, Zoom, Canvas (platform for online courses), and Group Me. The ambassadors focused on their hard-to-count communities and primarily contacted students, although they were encouraged to help anyone that needed help.

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- Served as Points of Contact within their HTC Community
- Engaged students in all Census Challenges
- Created Text and Phone Banking plans and directly contacted student peers
- Created “Zoom Banking” plans to video conference with student peers that needed one-on-one walk through of the Census questionnaire process
- Attended Weekly Check-Ins/Trainings with Serna Center coordinator and staff
- Requested that campus Census video be posted onto Canvas by either their faculty member or by posting themselves onto course discussion board

San Bernardino

Goals and Objectives:

- Encourage students to fill out the census via Social Media
- Formation of partnership with California Complete Count Committee
- Recruit census volunteers
- Establish Questionnaire Assistance Centers
- Establish a student complete count committee

Revision of Objectives

We revised the goal to recruit census volunteers to focusing primarily on promoting census completion and education.

We established the CSUSB Complete Count Committee, which went from meeting in person to communicating virtually.

Cal State San Bernardino partnered with the California Complete Count Committee and regularly participated in Region 7 calls, which encompasses both San Bernardino and Riverside Counties, to learn about advocacy campaigns and updated data and information to share with our campus community. Through this partnership we helped play a part in a successful count for our region. See below to learn how our region exceeded 2010 self-response numbers:

San Bernardino County Self Response Rate by Year:

2010 – 65.4%

2020 – 66.2% (as of October 15, 2020)

Riverside County Self Response Rate by Year:

2010 – 63.5%

2020 – 67.1% (as of October 15, 2020)

San Diego

The objectives at San Diego State University included the following:

- Provide clear and ongoing information about the census.

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- Detail the importance of census participation for short- and long-term benefits, including ways census data is utilized to inform decision-making and investments in education, infrastructure, programming and other public benefits.
- Employ a multi-channel communications plan and marketing strategy for consistent student-centered communications, encouraging census participation.
- Provide opportunities for jobs during the census period to students.

Plans prior to COVID-19:

- Host a variety of events where students could learn about the importance of the 2020 census and how they can engage in census efforts.
- Provide students opportunities to complete a paper census form and/or use iPads to complete the census electronically.
- A public-facing microsite, linked to the 2020 census website and government educational and marketing materials, was launched, providing students and others access to timely census information and updates, and also frequently asked questions.
- Electronic/digital signage placed throughout the campus community, to include the Student Union, residence halls, the Love Library, and Career Services. Banners and A-frames were to be displayed throughout campus with census information.
- Student Affairs, and other staff members who regularly work with students, had planned to wear T-shirts one day per week that encouraged students to complete the census
- All campus computer center screens and also student WebPortal and Blackboard systems display census-related messages.

The SDSU team's plans were revised drastically as a result of COVID-19. In place of providing the paper forms for students living in on-campus housing, the SDSU team sent an email to the entire on-campus population and alerted them that the SDSU team would be providing directory information to the census on their behalf. Students were provided the opportunity to opt-out if they had already been counted. As a result SDSU's response rate was 98.7% of students living in on-campus housing.

Outreach to SDSU's off-campus community was shifted from events and in-person gatherings to a concentrated social media campaign. Using emails provided by students, the SDSU team purchased advertising on social media to ensure off-campus students were seeing direct messaging about the census in their feeds.

Due to the extension of the census deadline, the SDSU team was able to partner this fall with SDSU's Associated Students Rock the Vote efforts and fold in census messaging with the voter registration information being distributed. Reminders to take the census and discussions about the importance of the census were also included in many of the Zoom meetings held by Associated Students. SDSU's Athletics department also distributed information about the importance of taking the census and how to access the census website through text messaging and a Zoom meeting.

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Some of the SDSU team's plans were still viable. The microsite with frequently asked questions about the census and information on the importance of participation was launched in March. In April, an article appeared on SDSU's Newscenter page. And in the SDSU Parents newsletter a reminder was published asking parents to talk to their students about completing the census. Banners were displayed on the WebPortal and Blackboard platforms SDSU students use to access class assignments and registration information. Finally, for several months census messaging about job opportunities and a call to action to respond to the census, were displayed on SDSU's digital marquee, which is visible from Interstate 8 highway.

San Francisco

Strategic and Implementation Plan

Gator Census 2020

- Branded the Census Efforts, "Gator Census"
- Created a "Gator Census" Page on the Dean of Students website
- Social Media Posts
- Create a Committee for Census
- Meet with Census Outreach for San Francisco to discuss recruitment for upcoming Census
- Gator Census featured on GatorGuides app, push notification were sent out
- Create a Parents Letter regarding student completing the Census March
- Meet with the Director of Residential Life
- Meet with the Director of Veteran Affairs
- Meet with the Director of Dream Resource Center
- Meet with Representatives from Associated Students
- Meet with LatinX Student Organization Leaders to plan Bienvenida (Welcome) LatinX Mixer
- Coordinate LatinX Mixer in Conjunction with Census Outreach in Malcolm X Plaza
- Plan Census Day Celebration
- Coordinate Census outreach Efforts in conjunction with President Mahoney's Investiture

OUTREACH APPROACH UPDATE

For the 2020 Census, SF State created a campaign, events, programs, and social media and website to fully engage ALL of our Gators in what we called Gator Census 2020!

We did this by:

- We hired two students to work a total of 20 hours a week on Census Outreach and Marketing efforts.
- Marketing consisted of many different posters and flyers that have been tailored specifically for SF State. We also distributed FAQ sheets electronically to all the housing residents.

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- Email correspondence and social media posts and information was sent to the student population in conjunction with the University President's Office and various other departments across the university.
- Census job opportunities (for San Francisco and San Mateo Counties) was marketed to SF State students in collaboration with Career Services & Leadership Development
- Although we had planned a Census Kick-Off event planned for April 1 (Census Day) in Malcolm X Plaza on-campus, we still included Census information in many virtual events and programs, including our monthly Lunch with Leaders with student organizations and meetings with our Associated Students and other student groups.

San Jose

SJSU's goals for Census 2020 collection were developed in January 2020 and involved:

1. Achieving a 97% response rate (about 4,400 students) within Housing,
2. Directly engaging 5,000 students, faculty, and staff during a three-week focused tabling effort for the census, and
3. Growing student civic engagement by offering education on how census data are used.

These goals and the approaches a cross-campus team developed to meet them in early 2020 were predicated on the assumption that we would conduct a concentrated, in-person census outreach effort throughout April. In mid-March, due to county health regulations relating to COVID-19, SJSU's classes and operations were converted to online modes.

Although we did not revise the original goals for this effort, we did adapt our strategies to leverage virtual methods of communication and engagement. We shifted to invest heavily in a #SJSUCounts campaign through digital media methods. The attached 3/19/20 Census Promo plan highlights how we rapidly reconfigured our strategy to support Census success.

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Before the spring system-wide push to deliver bulk responses from students in Housing, the majority of the grant funds were invested in gift card incentives for SJSU students in Housing to individually complete their 2020 Census forms. Because we had already purchased iPads in February to collect in-person Census responses, we chose to give away those iPads in incentive drawings rather than keep them on campus for no specific purpose. For a chance to win an iPad, students had to post on social media a photo of themselves completing the census along with a brief description of the reason they responded to the census.

Photo: The #SJSU Counts campaign promoted on the high-traffic Financial Aid web page.

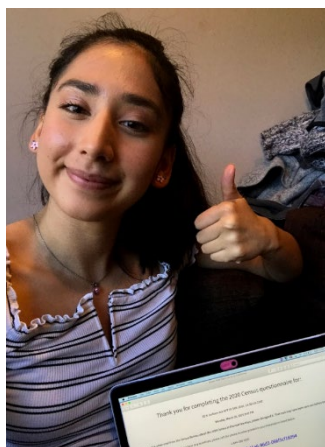
To avoid competing with a steady stream of messages from campus regarding COVID-19, our outreach efforts were focused on two periods: April and late September. As the deadline for the Census 2020 was extended from August to October 15, we chose to run a second social media campaign in late September.

The following table indicates the originally planned census support strategies compared to the ultimate strategies.

Goals	Pre-Remote Methods (Prior to mid-March)	Remote Methods (Mid-March to October)
97% response rate for students in Housing	<ul style="list-style-type: none"> April outreach parties, prize drawings, promotional collateral (including door tags to mark when students have responded). 	<p>April:</p> <ul style="list-style-type: none"> Targeted emails sent to students in Housing to solicit their consent to share bulk census responses. <p>June:</p> <ul style="list-style-type: none"> 2,601 Census responses for students in Housing were sent to our county representative.
Engage 5,000 students, faculty,	<ul style="list-style-type: none"> April tabling offering small giveaways to foster engagement over a three-week period and 	<p>March:</p> <ul style="list-style-type: none"> Collaboration with student PR group on #SJSUCounts

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and staff in tabling effort	<p>gather e-Responses before the exam period starts in May</p> <ul style="list-style-type: none"> • Collect eResponses to the Census on 7 iPads • Collaboration with student PR group on #SJSUCounts awareness campaign with county supervisor • Social media and enote campaign to generate broad awareness of Census 2020 • Install banner images with census-response links on select high-traffic SJSU web pages 	<p>awareness campaign with county supervisor</p> <p>April through September:</p> <ul style="list-style-type: none"> • #SJSU Counts social media campaign to generate visuals of students responding to Census 2020. • eNote campaign to generate broad awareness of Census 2020. • Install banner images with census-response links on select high-traffic SJSU web pages
Offer education on how census data are used	<ul style="list-style-type: none"> • Workshops and parties offered in collaboration with cultural centers to inform students/families • Develop instructional guide for student responses to Census 2020. Embed guide in a variety of communications. 	<p>April:</p> <ul style="list-style-type: none"> • Develop instructional guide for student responses to Census 2020. Embed guide in a variety of communications. • Conduct two webinars in collaboration with City of San Jose, inviting a range of potential Census respondents, including non-SJSU affiliates. We served about 50 individuals in these webinars.



campaign.

In collaboration with campus strategic communications, we ensured that our resources and documents were accessible to those with visual impairments. We also conducted two webinars with the City of San Jose that offered multi-lingual (Spanish and Vietnamese) support for individual's aiming to complete Census forms. Those webinars were broadly promoted to the campus and broader community.

One of our collaborators from the City of San Jose thanked us for our engagement and support, indicating that, "San Jose finished so strong! We are #1 City of Self Response rate (77.1%) of all cities with 290K residents and above."

Photo: SJSU student posting social media image for #SJSUCounts

ADDENDUM – Campus Outreach Activities

San Luis Obispo

Cal Poly Administration and ASI worked closely with the City of San Luis Obispo, San Luis Obispo County Complete Count Committee, and U.S. Census on recruitment, advertising, and outreach. For on-campus, the Administration elected to participate in the e-response process for Group Quarters Enumeration (approximately 8,000 students) and also provided information on off-campus Greek housing to the U.S. Census for them to follow up with enumeration efforts. Cal Poly Administration and ASI partnered with the City and County on outreach primarily for off-campus students, including recruitment of student enumerators, targeted marketing/advertising, campus email message, message on Cal Poly student portal, promotional materials, boothing, participation in Census parades, etc.

We did not revise our strategy much due to COVID-19. However, our overall success in reaching off-campus students was likely impacted due to most students no longer living in San Luis Obispo during the Spring and Summer Quarters.

San Marcos

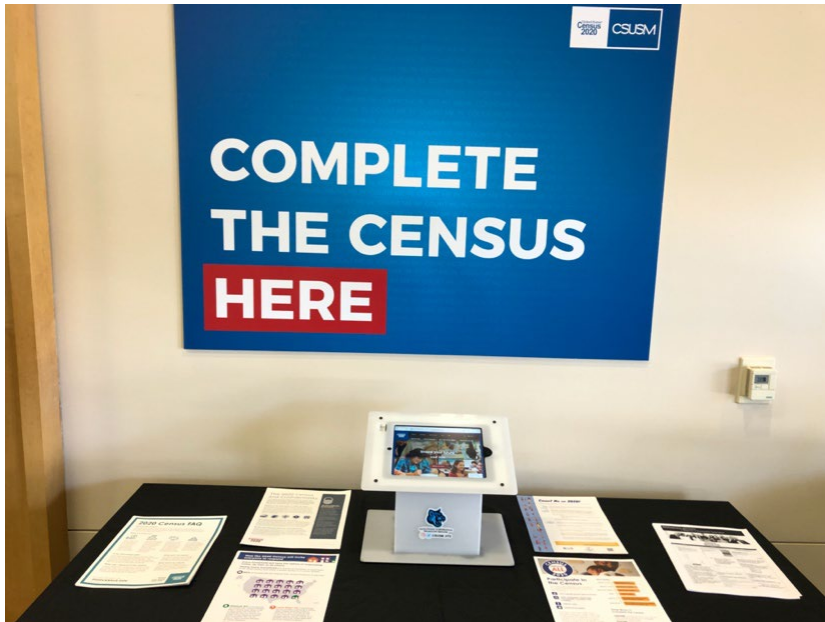
Our goals were to:

- support educational events that encourage the campus community (particularly students) to complete the 2020 Census
- arrange for a kiosk with a tablet and educational information to enable visitors in completing the 2020 Census
- facilitate Group Quarters Enumeration (GQE) for students living in housing
- collaborate with the National Latino Research Center (NLRC), a local Census sub-awardee funded to reach hard-to-count communities

With the onset of COVID-19, all in-person activities were suspended and the majority of students in housing moved out. We continued with GQE as though students had not moved out and we communicated with them to explain we were facilitating them being counted and they should not be counted in their new location.

Pre-COVID, we were able to launch the kiosk, in partnership with the University Library.

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Additionally, we crafted a Census FAQs and placed at the kiosk.

Also, one of the colleges created an informational display in one of the display cases in the lobby.



We had to forego many of our planned outreach events. In lieu of in-person events, we designed a “yard sign campaign” during which any CSUSM student who completed the Census (on the honor system) could request a yard sign via a web-based form. The yard

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sign was mailed to their house along with five Census door tags and a note asking the recipient to take a photo of/with their sign in their yard and post to social media.



The note also asked the recipient to distribute the door tags to neighbors (of course, with mask and practicing social distancing) to encourage neighbors to complete the Census. We were able to cross-tab our student body with the Self-Response Rate (SRR) in each Census tract and we focused our outreach for the Yard Sign Campaign to students living in the lowest SRR tracts. Ultimately, we distributed about 100 yard signs.

Sonoma

Goals

To support the US Census Bureau efforts in accurately counting residents of Sonoma County and Sonoma State University, our efforts focused toward two primary goals:

1. Ensure that all members of the campus community (on- and off-campus students, faculty, staff) understand the importance of participating in the US Census.
2. Facilitate that all students living on-campus participate in the US Census, accurately counting themselves as residents living on the Sonoma State University campus.

Objectives

Related to the two goals above, we focused on four corresponding objectives.

- 1a. Launch an advertising campaign for the University (all constituents included) to communicate why the census is important, how participant information is protected, how to participate.
 - Email from the President to University
 - Presentation to the President's Cabinet on our educational and outreach efforts
 - Presentations to campus student leaders
 - Instagram story campaign
 - Twitter posts
- 2a. Educate on-campus residents...
 - on the importance of counting themselves in the residential community
 - to communicate with their families not to count them in their childhood home

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- on where to pick up and drop off their Census forms
- 2b. Coordinate drop-off and pick-up of Census forms in the residential community
- 2c. Track self-reported student participation in the Census to monitor progress and inform further participation efforts

Revision of Objectives due to Covid-19 and US Census Bureau’s Operational Adjustments

As a result of Covid-19 and US Census Bureau’s Operational adjustments, we made two primary changes. Instead of encouraging on-campus students to participate in the Census by facilitating the enumeration process, coordinating drop-off and pick-up and tracking participation, we took the recommendation from the Chancellor’s Office to provide directory information for our on-campus residents. We did remove any students who had a FERPA non-disclosure on their directory information. We also shifted all education materials to explain that if you had been living on-campus at the beginning of the semester you had already been counted and did not need to do anything else.

Later in the summer, we also supported a request from the Census Bureau to assist with the enumeration process of our off-campus students by providing a list of all students who were registered at Sonoma State as of April 1, 2020. We provided this information by the August deadline, removing any students who had a FERPA non-disclosure request on their directory information.

Because we moved all education materials to online distribution and we were no longer present in the on-campus community, we shifted our budget for publicity, promotional items, and hardware to go 100% to professional and student staff pay to manage the shift in administrative workload.

Stanislaus

Goals	Objectives	Revised Goals & Objectives
Increase student participation in the 2020 Census; and educate the students on the importance of being counted	<p>(1) Increase awareness through class talks, information kiosks, and other outreach activities using social media;</p> <p>(2) Encourage campus collaborations to reach hard to count populations by hosting web meetings with the campus points of contacts, directors of Services for Students with Disabilities, and directors of the Dream Centers that work with recent immigrants and students who are undocumented;</p>	<p>1) Increased awareness through virtual talks, social media challenges and informational sessions.</p> <p>2) Collaborated with undocumented student services, housing and residential life and Associated students in an effort to reach hard to count populations.</p> <p>3) Provided kick-off census meetings prior to covid to</p>

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	(3) Educate campus points of contact on the group quarters enumeration options and process	provide information and resources relating to enumeration options and process, particularly for on campus residents.
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Stan State Census Education & Outreach

Revised Plan- Adjustments for continuing promotions

Purpose:

- The 2020 Census aims to count the entire population of a county. Completing the census only takes about 10 minutes and will help the community for the next 10 years! Census participation determines each community's share of federal funding for healthcare, schools, roads, and more for the next decade.

Goal:

- Continue with Census Education & Outreach promotion for Stanislaus State.
- Develop ideas for how even with social distancing- Stan State can continue to share census participation, how-to facts and encourage pledge drive.
- Pledge Goal:
 - Original goal- 1,000 (prior to COVID-19 and campus closure)
 - Updated goal- 400 (set realistic goal with limited access to students)

Pledge:

- Students are encouraged to take the pledge by texting keyword #countmein to a designated phone number.

Associated Students, Inc.:

- Continue Census Outreach via social media posts
 - Focus- getting students to take the pledge
- Create Census #countmein pledge video to post on all participating social media sites
- Regular reporting of Outreach to CNC
- Assist with promotions and sharing outreach via social media and email for Diversity Center & Housing.
- Deliver Census Incentive items to Housing & Residential Life for distribution once students take the pledge. Items include: Baseball t-shirt, buttons, sticker and a tote bag.
- Potential of mailing out incentive items if doing any giveaways on social media.

Diversity Center:

- Continue Census Outreach via social media posts

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- FAQs for Warriors as part of Census Education
- Educational events- share Census info, answer questions, inform students how to take the pledge
 - Ex- Loteria Bingo Game via zoom event
 - Giveaways
- Working with Census Student Assistant on other ideas
- Revised Census Timeline

Housing & Residential Life:

- Continue Census Outreach via social media posts
- Display Bulletin Board with Census info/ pledge info
- Plan to work with Resident Assistants on relaying information via email to their residents on how to take the pledge.
- Once student completes the pledge, they can place incentive items in mailbox or leave on doorstep.
- Estimated count of current residents: (get number from Housing).