



State of California – Government Operations Agency
 California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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Final Report – 2020 Census

General Information

Date of report	February 2021
Organization / Entity	University of California
Responsible Person / Title	Eric Heng, Acting Director, Student Policies and Governance, Graduate, Undergraduate and Equity Affairs Kathleen Fullerton, Associate Director for Strategy, Planning and Operations
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Narrative Report

The University of California (UC) is pleased to submit its final report on UC campus and UC Student Association (UCSA) efforts for the Census 2020. In addition to meeting the five key elements required by the Governor, each UC campus designated a Census lead to oversee all census efforts including coordination of the census collection, calendar/events promoting the census, and budget management of California Complete Count funds provided to help with census promotion.

Campus Challenges

During the 2020 Census, the Census leads were especially critical in addressing the challenges brought by UC's campus closures due to the pandemic crisis. Other campus challenges arising during the 2020 Census included:

- A shortened census data collection timeframe
- Misinformation regarding undocumented student data being provided to ICE
- Confusion regarding Group Quarter enumeration – who, what, and how student information was being collected

These challenges forced the campuses to adjust their census efforts by working closely with the UC Office of the President, the California Complete Count Office, and local census agencies in order to gather accurate data.

Campus Efforts

Beginning in spring 2020, UC campuses began revising their in-person campaigns to online efforts including creating ongoing outreach measures such as:

- Sending reminders to students and the campus community to complete the census
- Using social media platforms to distribute census educational information
- Working virtually with student leaders to continue promoting the census at home and within their local communities
- Educating students about the impact on California – local, state, and national levels
- Conducting outreach to students who returned home or were no longer living on the campuses, to complete the census based on their place of residency at the time of campus closure (spring 2020)
- Expanding efforts to address the fall “student virtual orientation”

The UC Office of the President and campus Census leads worked with the California Complete Count Office to determine the types of information to include on group enumeration that protects students' personal information, including that of undocumented students, and provides accurate data to the County census offices. Each UC campus either promoted and/or created websites to provide accurate census information and the impact of the census. For example, UC Riverside created a website, “Here’s how UCR is Preparing for the 2020 Census,”

(<https://news.ucr.edu/articles/2019/10/28/heres-how-uc-riverside-preparing-2020-census>) which included information on the importance and impact of the Census, particularly in Riverside County. The site included links to CA Complete Count and the 2020 Census.

Finally, the campuses partnered with student government and other on- and off-campus organizations in promoting the census such as online social informational gatherings regarding the census, assisting fraternity and sorority houses to complete census Group Quarter forms and/or convening campus census taskforces to assist in campus census efforts.

Although the 2020 Census was completed this past fall, the UC campuses have already started compiling recommendations for the 2030 Census including establishing deadlines that allow for maximum data collection, clear definitions to be included in Group Quarter information, and outreach campaigns for hard-to-count student populations such as undocumented students, students with disabilities, and students who are former foster youth.

Attachments

- a) UC Census 2020 Final Report – UC Campuses
- b) UC Census 2020 Mid-term Report – UC Campuses (previously submitted)
- c) UC 2020 Census communication collateral:
 - <https://www.universityofcalifornia.edu/civic-engagement/census>
 - <https://deanofstudents.berkeley.edu/cal-counts-2020-census-uc-berkeley/>

University of California

- <https://www.facebook.com/universityofcalifornia/videos/census-2020-every-voice-counts/837940433365616/>
 - https://www.youtube.com/watch?v=yPzjnz_WVpg
- d) UC Census 2020 Final Report – UCSA
- e) UC Census 2020 Mid-term Report – UCSA (previously submitted)

The following CA Census 2020 status report is the final update from each campus Point of Contact and details their efforts in the ensuing areas: Outreach Approach, Coordination, Calendar & Events, and Challenges & Barriers.

Name: Esther Gulli, Executive Director, Government & Community Relations

Email: egulli@berkeley.edu

Organization / County: UC Berkeley / Alameda

OUTREACH APPROACH: The census work at UC Berkeley continued throughout the summer and into the fall. The working group continued to meet, brainstorming ways to reach students in a complicated and ever-shifting shifting landscape. While UCB students were supposed to return to Berkeley in August, in mid-July, the campus announced it would begin the semester remote with limited housing for students. This impacted the number of students who chose to return to Berkeley and required the campus to again shift its messaging to remind students that they should be counted where they were living before the pandemic hit, not where they were living currently. A confusing message, to be sure. This coupled with the Governor's new public health orders for higher education, the President's Executive Order threatening deportation of international students, the Census Bureau changing dates for the end of census fieldwork - multiple times, created multiple hurdles for UCB weary working group to navigate as the campus worked its way to the finish line. But through it all, UCB students showed their resilience and ability to adapt and find new ways to problem-solve.

Students hosted multiple zoom sessions for targeted groups to help explain the census, its importance and dispel some of the misconceptions around it. They shared census information through classes, newsletters, classroom portals, and official university events. They connected with peers digitally through earned media, social media, and online contests. Nothing slowed them down.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Tammy Heath, Program Manager, Government and Community Relations

Email: tmheath@ucdavis.edu

Organization/County: UC Davis / Yolo County

OUTREACH APPROACH: The UC Davis Point of Contact coordinated with student groups (ASUCD, GSA, and UCAN) as well as a non-profit campus center to inform, publicize, and encourage participation in the Census, arranged for a Census Recruiters to participate in the Winter Job Fair, as well as tabling events across campus, led a train-the-trainer event for teaching assistants in a GSA meeting, and worked with Housing, Greek Life, and UCD'S local Census office to ensure a complete and accurate count of our Group Quarters reporting. Addition efforts included:

- Worked with the Cal Aggie Alumni Association on posting a total of three messages on their Facebook site, to inform parents that university students should complete their own Census form, using the address where they live the majority of the year.

- Shared the social media toolkit at the Communications Council to encourage colleges and schools across campus to include the Census information in their newsletters and social media platforms.
- Conducted a large Census Engagement social media campaign, targeting students through ads on Facebook, Instagram, Twitter, and MyUCDavis, as well as information in the Student Affairs newsletter which was sent to all students. The primary messages included:
 - How to complete the Census
 - Why it's important, including student targeted benefits
 - A reminder to students to use the address where they live the majority of the year
 - Confidentiality
- Purchased ad space in the student paper, The Aggie
- Hosted a Census Enumeration Training on campus

Other campus efforts were the Center for Regional Change's website hosted a raffle for liking their Census information posts (gifts were purchased with grant funding received from the Yolo Community Foundation/Yolo Complete Count Committee). And, Chancellor May sent out several messages to the Campus Community and 35,000 parents on the importance and correct way for students to complete the Census.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Amanda M. Hughes, Community Relations Manager, Strategic Communications & Public Affairs

Email: hughesam@uci.edu

Organization/County: UC Irvine / Orange County

OUTREACH APPROACH: No changes since the mid-term report.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Karen Hedges, Deputy Director, Department Campus Life & Student Development

Email: khedges@saonet.ucla.edu

Organization/County: UC Los Angeles / Los Angeles County

OUTREACH APPROACH: UCLA's efforts continued through the campus closure, just modified for no in-person opportunities. UCLA continued to work closely with:

- **Los Angeles Regional Census Center, Partnership Specialist & Los Angeles Mayor's Office of Budget and Innovation, Deputy Director:** Constant and consistent communication allowed UCLA to stay up to date on local efforts as they fluctuated along with the pandemic. UCLA tried to support local efforts as best it could but the student population had mostly left the area.
- **UCLA Complete Count Committee:** The Complete Count Committee did not meet but did continue to stay active through email communications.

- **BruinsCount- student initiative:** A student group assembled to design and post creative and current social media content to encourage and engage UCLA students regarding the US Census. These posts were both informational and actionable sending students directly to the US Census site. And, it was through this creative social media that we held competitions and gave away prizes. The following [link](#) provides the social media content for BruinsCount.

Also, this group developed a Website to keep our student informed:

<http://www.aasc.ucla.edu/storybooks/2020census/default.aspx>

- **Group Quarters reporting:** UCLA provided all university housing occupancy information, and supported the US Census in working with the Hospital and the Fraternity & Sorority houses.
- **Campus wide email:** UCLA Chancellor Block sent out an email before the US Census deadline to remind students to complete the Census: <https://chancellor.ucla.edu/messages/time-register-vote-complete-census/>

COORDINATION: UCLA also worked with Linda V. Marshall-Smith, Partnership Specialist in the Los Angeles Regional Census Center. Bobby Kobara, Mayor's Office of Budget and Innovation, Deputy Director, Census 2020 Initiative. Jennifer Poulakidas, UCLA Associate Vice Chancellor, Government and Community Relations, and several campus offices including Undergraduate Student Government. Social media content was pushed on all UCLA BruinsVote social channels as well as reposted on many other prominent UCLA channels such as UCLA, UCLA Athletics, and UCLA Housing.

CALENDAR & EVENTS: UCLA refocused all engagement efforts to social media and emails to the Bruin community.

CHALLENGES & BARRIERS: UCLA had a great deal of successes given the pandemic changing everything. The campus's Census 2020 Point of Campus has decided for the next census period (Census 2030), she will work to get ahead of the group quarters responses from the Fraternity and Sorority houses. As these are not university owned properties, the POC will work to develop a better flow of communication and timeline.

Name: Tawana Parks, Director, Student Involvement and Cori Lucero, Executive Director, Government Relations

Email: tparks@ucmerced.edu; clucero2@ucmerced.edu

Organization/County: UC Merced / Merced County

OUTREACH APPROACH: UC Merced co-hosted with the Latino Community Foundation, a Get-Out-The-Vote/Census 2020 rally which included participation by California Secretary of State Alex Padilla to help kick-off the rally. The campus Point of Contact also participated on Region 4 California Complete Count - Census 2020.

UCM Registered Clubs and Organizations promoted Census at events/meetings such as Town Halls and Student Government.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Eric Calderon, Assistant Director, Center for Social Innovation

Email: eric.calderon@ucr.edu

Organization/County: UC Riverside / Riverside County

OUTREACH APPROACH: The following reflects the changes made to UC Riverside's Outreach Approach – Reminder Phase. Due to the COVID 19 crisis, this phase was increased from the mid-term report.

Reminder Phase

May – July

- Participated in the Inland Empire Complete Count Committee regional updates
- Engage in ongoing campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)
- Designate Campus Census Centers
- Sent out a campus-wide email via the Chancellor of UCR
- Sent out multiple emails campus-wide emails to students, both on the weekly ASUCR (student government) email notices along Census-specific emails sent by the President of ASUCR
- Sent out email to all Summer professors asking them to help spread the word on Census, offered quick information sessions/announcements to classes
- Created a Census Quiz for students to be entered in a weekly raffle
- Worked with the Student Recreation Center to incorporate Census outreach during their weight/gym equipment loan program
- Continued to utilize the R’Pantry (campus food pantry) outreach to students by asking them to incorporate Census materials when the community utilizes their services
- Social Media: continue to post on a daily basis from our @UCRCOUNTS Instagram account. Also leveraged the social media accounts of existing UCR affiliated accounts including those from campus departments (UCR Admission, Residential Life, etc.) and student groups (ASUCR, CalPIRG, other clubs/orgs.)

COORDINATION: The UCR Counts Committee was involved and presented updates at the Inland Empire Complete Count Regional table. The Center for Social Innovation at UCR helped coordinate campus efforts, bringing together Government Relations Office, Student Life, Associated Students of UCR, Housing and Residential Life, and CalPIRG. Working together, these entities engaged in a multi-level outreach effort involving students, student groups, university staff and faculty.

CALENDAR & EVENTS: OUTREACH APPROACH: The following reflects UCR’s additional events post the Census 2020 mid-term report.

4/2/2020	Staff Census Champion Training 2020 Information Session (Virtual due to COVID-19)
4/8/2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19)
4/15/2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19) (2)
4/23/2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19) (2)
5/6/2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19) (2)
5/14/2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19) (2)
5/20/2020	The Civics Hour: The Importance of Being Counted
6/17/2020	The Civics Hour: The Importance of Being Counted
9/9/2020	ASUCR President’s Email to all students
9/30/2020	The Civics Hour: The Census, the importance of representation, the importance of having a seat at the table
10/7/2020	The Civics Hour: The People! Why we matter!
10/8/2020	ASUCR President’s Email to all students
10/14/2020	The Civics Hour: Census, Voter registration, specific measures/ballot initiatives, affirmative action, how to read your voter guide, resources to understand measures, resources research, websites

CHALLENGES & BARRIERS: UC Riverside’s switch to online outreach and marketing hindered their ability to reach students. The campus found the best practices to be by word of mouth through faculty, staff, and other student groups.

Name: Heather Belk, Director, Associated Students Administration; John Weng, Assistant Director, Associated Students Administration

Email: heather@ucsd.edu; joweng@ucsd.edu

Organization/County: UC San Diego / San Diego County

OUTREACH APPROACH: The following reflects UC San Diego's revisions to their current measures:

- Campus website launch
 - UC San Diego Census webpage launched: <http://census.ucsd.edu/>

March – June

- Social media campaigns (Facebook, Instagram, TikTok, YouTube)
 - Launched Census Day social media campaign on April 1st with support from numerous campus departments and entities.
 - UCount UCSD Census social media campaign and accounts launched
 - Partnered with Count Me 2020: San Diego and Imperial Counties Census Outreach Coalition to host a Facebook Live panel with other local college campuses about the Census efforts happening on campus.
- Staff/faculty focused trainings and workshops focusing on the Census
 - In development

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS:

4/1	Census Day Social Media Campaign
4/21	Facebook Live: Census 2020 Power Hour feat. San Diego Colleges

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Jennifer Rosko, Director, Student Involvement & Programs-Student Life

Email: jennifer.rosko@ucsf.edu

Organization/County: UC San Francisco / San Francisco County

OUTREACH APPROACH: No changes since the mid-term report.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Viviana Marsano, Isla Vista Liaison & Senior Campus Organizations Advisor, Office of Student Life

Email: marsano-v@ucsb.edu

Organization/County: UC Santa Barbara / Santa Barbara County

OUTREACH APPROACH:

November – December **Strategic planning phase**

- Convened a Complete Count Committee for UCSB and Isla Vista with the Isla Vista Community Services District (met bi-weekly)
- Participated in bi-weekly Santa Barbara County Complete Count Committee meetings
- Designed an outreach and educational campaign plan

- Applied and received a grant from the Santa Barbara County.

Optional: UCSB plans to offer regular hours for QACs and QAKs but added additional ones tied in to community events like Zumba classes, food distribution, meals in the park offered to the houseless population. **(Due to the COVID-19 crisis, these arrangements were cancelled)**

January-March **Awareness Phase**

- Had a Census Job table at our quarterly Jobs Fair to recruit students as census workers. Also reached out to staff for recruitment.
- Had QAKs 2-3 times a week in several locations in the Isla Vista community and distributed a large amount of literature.
- Connected Housing, Dining, and Auxiliary Enterprises with census staff to decide on the enumeration method. Response is already happening.
- Connected fraternities and sororities house managers and house mothers with census staff to decide on enumeration methods. Process is already in place.
- Worked with faculty from every department to request they post our campaign messages on their class platforms.
- Worked with Associated Students to assist in the awareness phase.

March – June **Complete the 2020 Census Campaign**

- Campus publicity (social media campaign, print ads, flyers, newsletter announcements, YouTube videos, Shoreline, etc.)
- Class announcements, registered campus groups meetings (done virtually during Zoom meetings and classes)
- Door hangers in homes and apartment complexes in Isla Vista (cancelled due to COVID and exodus out of Isla Vista). This type of outreach was done through social media.
- Food distribution events (cancelled)
- Isla Vista churches (cancelled)
- Efficiently worked with the Census Bureau and UCSB Housing, Dining, and Auxiliary Enterprises to do the Group Quarter (GQ) report and successfully included almost 10,000 living in university residence halls and apartments.
- Efficiently coordinated self-response efforts for Greek Life to complete the GQ questionnaire. All the 18 sorority and fraternity houses completed the questionnaire.
- Coordinated communication and GQ response for the Santa Barbara Housing Coop, with approximately 6 houses in Isla Vista.

July-mid October **Final Campaign Push**

Did a major email/social media campaign with messaging to every graduate and undergraduate student registered (26,000) and parents (24,000) during summer and fall quarters as well as the permanent community in Isla Vista that does not leave in the summer.

Worked with 54 academic departments and program chairs who in turn requested their faculty and lecturers to include census information and link to the census questionnaire in their lectures. The link to the census questionnaire was posted on GauchoSpace, the platform that all registered students need to utilize for their classes. This announcement was viewed 660,000 times in the first two weeks it was posted.

Coordinated a radio and TV advertising campaign in both English and Spanish speaking outlets to reach the non-student population in Isla Vista and Goleta, the areas surrounding UCSB.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

Name: Richelle Noroyan, Community Relations Representative, University Relations

Email: rnoroyan@ucsc.edu

Organization / County: UC Santa Cruz / Santa Cruz County

OUTREACH APPROACH: UC Santa Cruz formed an internal team of staff from student services, on campus housing, government and community relations and the public information office to implement outreach activities and methods for counting students who live on campus. This team also coordinated efforts with the UCSC career center to promote Census jobs for UCSC students and the student organizations office to supplement campus wide messages through reach out to the campus's student organizations.

Plans for tabling, advertising on campus shuttles and fleet vehicles, inside shuttle advertisements and Santa Cruz County Metro bus system advertisements have been suspended due to the virus. Advertisements were also planned for on campus newspapers.

Spring Quarter: Due to operations being very limited for the spring quarter, the UCSC team turned its focus to using electronic media to promote the census. The team sent campus wide emails on a regular basis encouraging Census participation (UCSC main campus communication medium for contacting students), and used social media and took out advertisements on a variety of social media platforms to promote the Census. The campus placed several messages within the student portal several times encouraging participation in the Census. All students must use the student portal to sign up for classes and check grades so they couldn't avoid the messages. For students who remained living off campus, Census lawn signs were placed in student dense apartment complexes and at bus stops frequently used by students. UCSC reached out to grocery stores to ask if students could put up Census messaging, but the stores felt overwhelmed with all the signage and door monitoring needed to handle COVID19 mitigations.

UCSC has been a very active participant with the local CCC that covers Santa Cruz County. The campus's Census 2020 Point of Contact attended all CCC monthly meetings the past year and worked closely with county officials in collaboration and brain storming efforts with census staff not just for UCSC but have knowledge on community outreach in general. UCSC continued meeting with the CCC over Zoom and had several check-in meetings with high level county officials to specifically discuss student outreach after SIP orders were in place.

Summer and Fall Quarters & Evacuation due to the CZU Wildfire: To encourage students to reach out to their peers to take the Census, the campus ran a "Slugs for Census" selfie contest two times. UCSC ran one contest in the summer and one in the fall, it offered 5 prizes for each contest and randomly selected the winners. The posts were creative and everyone used the hashtags as directed. The campus purchased social media advertising to promote the contest and for general Census messages.

UCSC continued to send emails to the student body and had plans to hire sign wavers at campus entrances and purchase ads on shuttles and Metro busses. These plans were scrapped when due to campus evacuation for part of August until the last week of September due to wildfires that threatened people and buildings. While the campus expected to have 2500 students on campus in the fall, due to the wildfires, it asked students who could be somewhere other than campus to not come to Santa Cruz. The campus also discouraged students from living off campus if they could. Around 925 homes were destroyed in the fire with hundreds damaged. Fire victims needed places to rent immediately. Many of the staff working on the Census and other UCSC staff also had to evacuate their homes and around 45-50 UCSC staff lost their homes.

The wildfires hindered many plans and the Trump administration ending the Census two weeks earlier than expected didn't leave much time to do more outreach between the time the fall quarter started and the Census ended. Despite all these challenges, UCSC did take out advertisements in the weekly entertainment newspaper that is very popular for

students. The campus estimated around 2500-3000 students moved back to the Santa Cruz area for the fall quarter so its focus turned to these students for final outreach.

COORDINATION: No changes since the mid-term report.

CALENDAR & EVENTS: No changes since the mid-term report.

CHALLENGES & BARRIERS: No changes since the mid-term report.

2/11/2021

Salih Muhammad, Interim Executive Director
Anais Lieu, Executive Director (currently on leave)
University of California Student Association
Contract #



OUTREACH APPROACH UPDATE

Please provide a brief overview of your outreach activities.

Consistent with State and University goals, the University of California Student Association committed to and completing the following Census 2020 Efforts: 1) produced daily social media messaging and advertisements; 2) staffed a team of students to do dedicated outreach to student clubs, underrepresented student communities, and student organizations; 3) established a communication chain and social media coordination between systemwide leadership groups and local student governments to spread the reach of information; 4) conducted a digital week of action for the 2020 Census; 5) hosted a Census 2020 Strategy conference with student leadership from all 9 Undergraduate UC Campuses; and developed a blog encouraging student communities

Optional: Please list one or two creative/innovative outreach approaches that were a result of your outreach efforts?

One of the unique elements of 2020 was the increased focus on racial justice and equity. In this context, our social media outreach did some specific, targeted outreach to underrepresented communities such as undocumented students and Black students.

Developed student-oriented “memes” that helped to capture attention of our target demographic

COORDINATION UPDATE

Please identify outreach and education efforts within your Strategic Implementation Plan that may/will require support from one or more of the awarded Statewide CBO's?

N/A.

BUDGET UPDATE

Please share any budget challenges to date.

- Intern team for early push (Spring 2020): \$6000
- Intern team for summer: \$3000
- Intern team for early fall: \$1000
- Professional staff support time: \$3000
- Systemwide student events (Zoom conferences, speaker honorarium): \$1500
- Design and technology tools: \$500
- Intern team for September: \$2000

One challenge we were unable to rectify is the use of social media ads as platforms deemed them political and UCSA is not a registered political organization.

Have you identified/secured additional funding sources to support your complete count program? **No**

CALENDAR & EVENTS UPDATE

Please provide a timeline for your outreach and education “boots on the ground” campaign?

We started daily digital efforts on March 23, 2020, and had our first Day of Digital Action on April 1. We were initially able to hire a team of 7 remote student interns.

Emily Castelazo (Intern - Social Media)
Valerie Johnson (Intern - Social Media)
Gabriel Pineda (Intern - Social Media)
Alisha Saxena (Intern - Social Media)
Jennifer Velazquez (Intern - Social Media)
Julia Nolfo (Intern - Graphic Design)
Idalys Perez (Intern - Graphic Design)

Social Media Interns were each assigned a student population to outreach to over the period of March 30 - April 30. Emily, Gabriel, Alisha, and Jennifer divided the nine undergraduate campuses between them and did targeted outreach to groups of students on their assigned campuses. Jennifer additionally included graduate students on all campuses in her outreach. Valerie approached students at a systemwide level, but concentrated her efforts on outreach through student government social media channels. Valerie also ran official UCSA social media channels. Graphic Design Interns produced materials to be used for social media and email marketing efforts.

Most of these internships ended on April 30th. However, Valerie, Idalys, and Alisha remained on the team through September to continue systemwide efforts. During this time, Idalys continued to develop innovative and unique graphics for distribution through our social media account and coordinated with various partners. Alisha, aided in planning and execution of 2020 UCSA

Census Strategy Conference, supported targeted outreach efforts to student government associations, and developed community-specific and time-sensitive graphics.

Additionally, we hired four interns in September – Himaja Vendidanda, Nathan Phoenix, Naomi Garcia, and Irene Gonzales- each of whom focused on specific outreach and engagement strategies. Naomi focused on connecting with members of the Queer community whereas Nathan focused on increasing online engagement through a variety of strategies including a census quiz giveaway.

Are you planning any special events? If yes, when, where and how many?

Due to the Covid-19 Pandemic, all programs were hosted online.

UC Student Census 2020 Strategy Conference – September 5, 2020

UCSA Census Week of Action – September 7-10

Queer/Trans Census Townhall – September 23, 2020

UPDATE ON CHALLENGES & BARRIERS

List any issues or concerns your organization would like to address with the Census Office.

Known outreach challenge of COVID-19 concerns moved all goals to be digital/remote. However, we were able to successfully transition our outreach methodologies to a singularly digital context.

The following CA Census 2020 status report mid-term updates from each campus Census lead and details their efforts in the ensuing areas: Outreach Approach Update, Coordination Update, Budget Update, Calendar & Events Updates, and Updates on Challenges & Barriers.

OUTREACH APPROACH UPDATE - Please provide a brief overview of your outreach activities. Optional: Please list one or two creative/innovative outreach approaches that were a result of your outreach efforts?

Name: Esther Gulli
Organization / County: UC Berkeley / Alameda
Contract #:

The Government and Community Relations Department (GCR) together with Resident Life regularly convened a working group that brought together and facilitated collaboration between all of the groups engaged with the Census 2020 on campus, including representatives from student government, Student Affairs, the Public Service Center, UC libraries, the statewide database, the LEAD center, and other campus partners. Additionally, we included external partners such as the Berkeley City Manager's office, the U.S. Census Bureau, and the Alameda County Commission.

The campus developed a comprehensive [Census Communications Toolkit](#), including an email plan, social media guide, images for display screens, signs for download, print, and promotional materials. We reached out to 50+ campus departments, resource centers, and student groups to share the toolkit and encourage them to spread the word about the census through their channels. Since the COVID-19 outbreak, we have doubled down on online communications.

Prior to the COVID-19 pandemic outbreak, we began the distribution of posters, banners, and flyers around campus.

The librarians installed library terminals/kiosks in campus libraries for the general public and campus community to fill out the census. These went live and were operational before the libraries closed due to COVID-19.

The residence hall staff communicated to residents about the census and had plans to Individual Census Questionnaires to every student living in the residence halls. Now, the residence halls are focusing on encouraging students to take the census online.

Campus staff has been communicating with the leadership of fraternities, sororities, and co-operatives to ensure they are executing their enumeration strategy.

The student government hosted a Census Town Hall with Alameda County Supervisor Keith Carson to get students engaged and offer a platform to ask questions. They also hosted a census roundtable with hard-to-count communities in order to brainstorm the best ways to reach them. The student government had been planning on hosting a large Census Fair event on April 1st with games and prizes on the main thoroughfare of campus, along with outreach events specific to nontraditional, disabled, and black students.

Prior to the closure of the campus, the Public Service Center had planned to host informational events about the census.

Optional: The campus coordinated with the Alameda County Complete Count Committee.

Name: Tammy Heath, Government and Community Relations

Organization/County: UC Davis / Yolo County

Contract #: Agreement # CCC-19-60046

- UCD Census lead coordinated with student groups (ASUCD, GSA, and UCAN) as well as a non-profit campus center to inform, publicize, and encourage participation in the Census.
- Arranged for a Census Recruiters to participate in the Winter Job Fair, as well as tabling events across campus.
- Led a train-the-trainer event for teaching assistants in a GSA meeting
- Currently implementing a social media campaign to roll out in late March

Name: Amanda M. Hughes

Organization/County: UC Irvine / Orange County

Contract #:

Goals

What is the business or operations goal of this project?

- A complete count in the 2020 Census

Audience

Main Audience:

- Current Students
- Staff & Faculty

Are their populations within the audience UCI should be especially aware of reaching?

- International Students
- Veterans
- LGBTQ
- Homeless Students
- Dreamers
- Student Housing

Messaging

What do you want the audience to know?

- Their 'place of residence' is wherever someone lives for most of that year on April 1. (even International students)

What do you want the audience to feel?

- Everyone Counts.
- Data is SAFE
- Civic Duty

What do you want the audience to do?

- Participate in the 2020 Census

Name: Karen Hedges

Organization/County: UC Los Angeles / Los Angeles County

Contract #:

Intended to do: (March 18th-April 1)

- Undocumented Student Center will hang posters and provide education on the upcoming census
- Career Center to host a recruitment fair as well as tabling along Bruin Walk to recruit student workers
- Education to residents of group quarters regarding the Census being done for them
- LGBT Resource Center will hang posters and hold a session for trans students
- Parent & Family Programs office to send information (Facebook, newsletter) regarding completing the Census for their Bruin

- International Scholars and Students office will send information via newsletter on who counts (anyone in the US 6 months plus a day) and how to be counted.
- Transportation providing Census advertisement in Van Pools and next to pay stations.
- Graduate division to send email to all post Doc's
- Student Activities to email all registered student organizations, encourage student government to draft and pass a resolution supporting the completion of the 2020 Census, Support Census workers to table on Bruin Walk
- Veteran Services will send out Census employment opportunities and can liaise with the West LA VA homeless efforts.
- Strategic Communications will publish a newsroom story

Optional: All of UCLA's campus efforts were scheduled to begin March 18th. But, before that date UCLA suspended all nonessential events of any size through the end of spring quarter and essentially closed campus. Therefore, none of the campus's originally planned outreach efforts took place.

Name: Tawana Parks and Cori Lucero

Organization/County: UC Merced / Merced County

Contract #:

The campus co-hosted with the Latino Community Foundation, a Get-Out-The-Vote/Census 2020 rally which included participation by California Secretary of State Alex Padilla to help kick-off the rally. UCM student clubs have been hosting Town Halls and soliciting ideas for hosting additional meetings. Campus Census lead serves on the Merced County Census 2020 Complete Count committee.

Name: Marlenee Blas

Organization/County: UC Riverside / Riverside County

Contract #:

UCR convened a Census Campus Complete Count Committee (UCR Counts!) comprised of campus staff, students and faculty to promote the 2020 Census and address (1) participation at campus census information sessions (2) hosting a recruitment fair for U.S Census Bureau (3) designating wi-fi enable census locations (4) hosting outreach events and (5) inviting the public to campus.

November – December **Strategic early education phase**

- Convened internal UCR Counts! committee
- Participated in the Inland Empire Complete Count Committee regional updates
- Hosted CA Complete Count office and met with Director Ditas Katague, Dr. Mignonne, Quintilia Avila
- Supported ASUCR and UCR Counts Committee to pass joint ASUCR Resolution in September
- Launched UCRCounts.ucr.edu website to provide campus updates on census efforts
- Hosted two information session in Fall Quarter, including presenters from U.S Census Bureau, CA Complete Count Office, San Bernardino Valley College and our Regional NGO partners.
- Hosted U.S Census Bureau Recruitment Fair

January – February **Awareness phase**

- Designed UCR Counts stickers, bags, and campus posters
- Distributed UCR Counts posters and pledge cards to 270 campus departments
- Hosted two information sessions and co-branded Census Events with Middle Eastern Programs

March – June **Motivation Phase**

- Participated in the Inland Empire Complete Count Committee regional updates
- Engage in ongoing campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)
- Designate Campus Census Centers
- In partnership with UCOP, support storytelling and messaging around Census participation

May – July **Reminder Phase**

- Engage in ongoing campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)
- Designate Campus Census Centers

August – December **Thank you phase**

- Engage in ongoing campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)

Name: Ben Mendoza

Organization/County: UC San Diego / San Diego County

Contract #:

At the start of fall 2019, UC San Diego put together a Census Taskforce Group comprised of campus staff and students to educate and inform campus about the 2020 Census. Additionally, this group was charged with fulfilling the five UC-wide commitments of: (1) joining a local complete count committee (2) hosting a recruitment fair (3) designating Wi-Fi enable census locations (4) hosting outreach events and (5) inviting the public to campus.

October – December

- UC San Diego Census Taskforce begins meeting
- Participate and attend San Diego Census Count Committee
- In partnership with US Census Bureau, develop and publish Census 101/FAQ cards for students and staff

January – February

- Distribution of Census 101 cards to residence halls and events
- Education and recruitment tabling
- “Census at the Centers” – Series of passive programming focused on HTC communities
- Student focused trainings and workshops focusing on the basics of Census
- Panels and programs on the importance of being counted in the Census
- Campus publicity (email, flyers, newsletter announcements, digital signs, social media)
- Campus website launch

March – June

- Social media campaigns (Facebook, Instagram, TikTok, YouTube)
- Staff/faculty focused trainings and workshops focusing on the Census
- Campus publicity (email, flyers, newsletter announcements)
- Campus mobile Census centers (*postponed*)

June – July

- Campus publicity (email, flyers, newsletter announcements, social media)
- UC San Diego Census Taskforce meetings conclude

Name: Jennifer Rosko

Organization/County: UC San Francisco / San Francisco County

Contract #:

UCSF convened a Census Work Group comprised of campus staff, students and faculty to promote the 2020 Census and address (1) joining a local complete count committee (2) hosting a recruitment fair (3) designating Wi-Fi enable census locations (4) hosting outreach events and (5) inviting the public to campus.

November – December **Strategic early education phase**

- Convene internal UCSF census committee
- Participate in SF Census Count Committee
- Engage in Alameda County Census Committee and California Complete Counts

January – February **Awareness phase**

- Recruitment events
- Distribute campus publicity toolkit

- Campus website launch
- Work with UCSF Health to Incorporate census info with patients

March – June **Motivation Phase**

- Campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)
- Dolores Huerta screening and Census discussion event
- Campus Census Centers
- Farmers Markets Tabling

May – July **Reminder Phase**

- Campus publicity (flyers, newsletter announcements, digital signs, mobile app notifications, social media)

August – December **Thank you phase**

Name: Viviana Marsano

Organization/County: UC Santa Barbara / Santa Barbara County

Contract #:

November – December **Strategic planning phase**

- Convened a Complete Count Committee for UCSB and Isla Vista with the Isla Vista Community Services District (met bi-weekly)
- Designed an outreach and educational campaign plan
- Applied to a grant from the Santa Barbara County.

Optional: UCSB plans to offer regular hours for QACs and QAKs but added additional ones tied in to community events like Zumba classes, food distribution, meals in the park offered to the houseless population. (Due to the COVID-19 crisis, some of these arrangements will change/postponed/cancelled)

January-March **Awareness Phase**

- Had a Census Job table at our quarterly Jobs Fair to recruit students as census workers. Also reached out staff for recruitment.
- Had QAKs 2-3 times a week in several locations in the Isla Vista community and distributed a large amount of literature.
- Connected Housing, Dining, and Auxiliary Enterprises with census staff to decide on the enumeration method. Response is already happening.
- Connected fraternities and sororities house managers and house mothers with census staff to decide on enumeration methods. Process is already in place.
- Worked with faculty from every department to request they post our campaign messages on their class platforms.
- Worked with Associated Students to assist in the awareness phase.

March – June **Complete the 2020 Census Campaign**

- Campus publicity (social media campaign, print ads, flyers, newsletter announcements, YouTube videos, Shoreline, etc.)
- QACs and QAKs both on campus and in Isla Vista at several community events and Isla Vista social and human services agencies and non-profits.
- Class announcements, registered campus groups meetings
- Door hangers in homes and apartment complexes in Isla Vista
- Food distribution events
- Isla Vista churches

July-August **Final Campaign Push**

Will concentrate outreach and educational campaigns on summer school students/classes and the permanent community in Isla Vista that does not leave in the summer.

Name: Richelle Noroyan

Organization / County: UC Santa Cruz / Santa Cruz County

Contract #:

UC Santa Cruz has formed an internal team of staff from student services, on campus housing, government and community relations and the public information office to implement outreach activities and methods for counting students who live on campus. This team has also coordinated efforts with our career center to promote Census jobs for our students and with our student organizations office to supplement campus wide messages through reach out to our student organizations.

Plans for tabling, advertising on campus shuttles and fleet vehicles, inside shuttle advertisements and Santa Cruz County Metro bus system advertisements have been suspended due to the virus. Advertisements were also planned for on campus newspapers.

Due to operations being very limited, our team has turned our focus to using electronic media to promote the census. We will be relying much more on email (our main campus communication medium for contacting students), but will also be using social media and possibly taking out advertisements on a variety of social media platforms to promote the Census.

UCSC has been a very active participant with the local CCC that covers Santa Cruz County. We have attended all CCC monthly meetings the past year and have worked closely with county officials in collaboration and brain storming efforts with census staff not just for UCSC but have offered our knowledge on community outreach in general.

COORDINATION UPDATE – Please identify outreach and education efforts within your Strategic Implementation Plan that may/will require support from one or more of the Statewide CBOs?

UCB: Coordinated with the Alameda County Complete Count Committee.

UCD: Student Housing and Greek Life Departments have been working closely with UCD CBO, as well as Complete County California, to get clarification on Group Quarters enumeration.

UCI: UCI will be relying heavily on our @UCICounts (Facebook) and @UCI_Counts (Twitter) pages... UCI will be pushing out messaging more frequently and working with our UCI channels to share appropriate messages. The campus is also working to develop a social strategy for these pages that will allow for boosted posts as campus is now virtual. UCI initially planned for only two campus messages – 1) VC Haynes, Diversity & Inclusion & 2) Mayor Shea, City of Irvine. UCI will now have a total of 4 with a third from the Chancellor and a fourth from VC Banks of UCI Student Affairs.

UCLA: The UCLA Census lead has been working with Linda V. Marshall-Smith, Partnership Specialist in the Los Angeles Regional Census Center.

UCM: Outreach efforts include messaging to over 175 Registered Clubs and Organizations on campus. The plan is to continue said outreach using the materials from the toolkit provided by UCOP.

UCR: The UCR Counts Committee is involved and presents updates at the Inland Empire Complete Count Regional table. The Center for Social Innovation at UCR is helping coordinate campus efforts, bringing together Government Relations Office, Student Life, Housing and Residential Life.

UCSD: The campus was planning on working with the US Census Bureau and the San Diego Complete Count Committee to host mobile Census centers on the UC San Diego campus in the week leading up to Census Day (April 1st) and the week post-Census Day. However, due to COVID-19 and the Stay at Home order issued by Governor Newsom, UCSD is currently shifting their efforts virtually.

UCSF: The Chairs of the UCSF Census Work Group are working with the City and County of San Francisco Complete Count Committee run out of the Office of Civic Engagement and Immigrant Affairs as well as a Partnership Specialist for San Francisco Bay Area US Census Bureau to host several recruitment fairs, educational efforts, and two Census Centers open to the campus and local community at two of UCSF's library locations.

BUDGET UPDATE – 1) Please share any budget challenges to date. 2) Have you identified/secured additional funding sources to support your complete count program?

UCB:

- 1) No response provided. 2) The student government secured a grant from United Way to conduct multiple tabling outreach events, and to host a Census Fair on the main thoroughfare of campus on April 1st. The Alameda County Complete Count Committee provided a grant to the campus to cover costs of printing promotional materials
-

UCD:

- 1) To this point, UCD's costs have been minimal. UCD had plans to have three QACs, as well as a large student-centered event on the quad, but those were canceled due to the pandemic. The campus changed their plan to focus on a large social media campaign and student challenge with prizes. 2) No response provided
-

UCI:

- 1) Trying to rework budget to reflect changes with Covid-19. 2) N/A
-

UCLA:

- 1) None; 2) No
-

UCM:

- 1) The campus does not have any budgetary challenges and we do not perceive any forthcoming challenges. 2) No response provided
-

UCR:

- 1) The Center for Social Innovation, with financial support from ASUCR has spent about \$3,000 in printed material, stickers, posters, food and room expenses to cover outreach events. 2) UCR Counts committee is grateful that ASUCR has allocated \$2,500 towards Census efforts.
-

UCSD: N/A

- 1) No response provided. 2) The UC San Diego Census Taskforce has partnered with the Student Organized Voter Access Committee (SOVAC) to support some of our campus' complete count program.
-

UCSF:

- 1) The budget for the UCSF Census Work Group is focused primarily on outreach materials and outreach events.
 - 2) The UCSF Census Work Group has not identified/secured additional funding sources to support our complete count program.
-

UCSB:

- 1) So far, the budget if the campus receives UC funding will be adequate. 2) UCSB has received funding from the Santa Barbara County that will assist in the first phase of their campaign.
-

UCSC:

- 1) No response provided. 2) UCSC knows the campus has been allotted funding for activities, but it is awaiting details on how that funding will be administered.

CALENDAR & EVENTS UPDATE – 1) Please provide a timeline for your outreach and education “boots on the ground” campaign? 2) Are you planning any special events? If yes, when, where and how many

UCB:

- 1) UCB is awaiting sign off from UCOP OGC to send our email to students. Once OGC has signed off, the campus will email students living in group quarters giving them the option of “opting-in” to providing their personal information by filling out an online questionnaire that would populate a database that would mirror the census questionnaire that we would then turn over to the U.S. Census. For the rest of this semester, there will most likely be no more on-campus events, as classes and campus activities have moved online for the rest of the semester. 2) The ASUC Census Fair has been canceled.

UCD:

- 1) All in-person events have been canceled and everything will be online, due to COVID 19. 2) No response provided.

UCI:

- 1) This timeline acts as a GUIDE – dates are subject to change. 2) Special events highlighted in YELLOW.

WHO	EVENT	WHEN	ATTENDING?
City of Irvine	City of Irvine Complete Count Committee Mtg.	7/16/2019	Amanda Hughes, UCI Community Relations
UC Irvine	CA Complete Count Committee (Webcast)	9/4/2019	Amanda Hughes, UCI Community Relations
County of Orange	Higher Education Census Roundtable	10/4/2019	Amanda Hughes, UCI Community Relations
UC Irvine	Job Fair w/ UCI Community Engagement Minor	10/24/2019	Students in Community Engagement Minor
OC Forum	Why the Census Matters	10/25/2019	Community Partner Event – Dr. Matt Freedman on Panel, ED of Center for Census Data on Campus
UC Wide	UC Campus Census Contacts Conference Call	10/29/2019	Amanda Hughes, UCI Community Relations
UC Irvine	UCI Strategic Comm Council Mtg. (Census Presentation)	11/21/2019	UCI Communications Leaders from Campus Units
UC Irvine	Community & Govt Relations Holiday Reception (Census tabling)	12/3/2019	Community Partners, Campus leadership, Students
UC Wide	UC Campus Census Complete Count Conference Call	12/20/2019	Amanda Hughes, UCI Community Relations

UC Irvine	Census Day Planning Meeting (ad hoc CCC)	1/14/2020	Campus stakeholders; open to community partners
UC Irvine	Census Presentation to Deans Team	1/16/2020	Campus Centers (i.e. LatinX, International Students, etc.)
City of Irvine	City of Irvine Complete Count Committee Mtg.	1/21/2020	Amanda Hughes, UCI Community Relations
UCI, CGR	Create UCI Counts FB/TW	1/27/2020	Amanda Hughes, UCI Community Relations
UC Irvine	Census Day Planning Meeting (ad hoc CCC)	2/4/2020	Campus stakeholders; open to community partners
UCI, Census	Census Tabling on Ring Road	02/05/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	02/12/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	02/19/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	02/26/2020	Students, Faculty, Staff
UCI, CGR	Post 3x Weekly on UCI Counts FB/TW	12x in February (approx.)	Amanda Hughes, UCI Community Relations
City of Irvine	City of Irvine Complete Count Committee Mtg.	2/18/2020	Amanda Hughes, UCI Community Relations
UCI, Census	Census Day Planning Meeting (ad hoc CCC)	2/25/2020	Campus stakeholders; open to community partners
UC Irvine	UCI Homecoming (Census tabling at festival)	2/29/2020	Students, Alumni, the Community
UCI, Census	Census Tabling on Ring Road	03/04/2020	Students, Faculty, Staff
UC Irvine	Census Day Planning Meeting (ad hoc CCC)	MOVED TO END OF MONTH DUE TO COVID19	Campus stakeholders; open to community partners
UCI, Census	Census Tabling on Ring Road	03/11/2020	Students, Faculty, Staff
VC Haynes	Campus-Wide Message	03/16/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	03/18/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	03/25/2020	Students, Faculty, Staff
UCI, Census	DCE Orientation	03/30/2020	New Continuing Education Students

UCI, Census	UCI Counts Campus Event	PUSHED BACK DUE TO COVID19	Students, Faculty, Staff, Community
UCI, CGR	Post 3x Weekly on UCI Counts FB/TW	12x in March (approx.)	Amanda Hughes, UCI Community Relations
UC Irvine	Census Day Event(s)	PUSHED BACK DUE TO COVID19	Students, Faculty, Staff
UCI, City of Irvine	Campus-Wide Message – Mayor Christina Shea	04/01/2020	Students, Faculty, Staff
UCI, Census	Census Tabling on Ring Road	PUSHED BACK DUE TO COVID19	Mobile Questionnaire Assistance
UCI, CGR	Post 3x Weekly on UCI Counts FB/TW	12x in May (approx.)	Amanda Hughes, UCI Community Relations
UCI, Census	Census Tabling on Ring Road	PUSHED BACK DUE TO COVID19	Mobile Questionnaire Assistance
UC Irvine	Anti-Cancer Challenge – Census Space at Community Fair	06/6/2020	Students, Faculty, Staff, the Community

UCLA:

- 1) UCLA needs to recreate its timeline as well as “boots on the ground” campaign as it needs to think virtually. 2) UCLA had planned a “Census Party” for April 1, 2020 but this has been canceled

UCM:

- 1) UCM has hosted two events thus far. 2) Given COVID-19, the campus is not moving forward with any “boots on the ground” events at this time. UCM is working on a social media plan to promote Census 2020.

UCR:

- 1)

September 20, 2019	UCR Census 2020 Informational Workshop
October 25, 2019	Census 2020: Jobs Information Session
October 24, 2019	California Complete Count Community Forum with Ditas Katague
December 16, 2019	Census 2020 Information Session
February 13, 2020	Census Announcement: UCR Staff Assembly
February 26, 2020	Census Champion Training 2020 Information Session
February 27, 2020	Census Champion Training 2020 Information Session
March 3, 2020	Census Presentation with Middle Eastern Student Center
March 30, 2020	Staff Census Champion Training 2020 Information Session (Virtual due to COVID-19)
April 8, 2020	Census Champion Training 2020 Information Session (Virtual due to COVID-19)
April 1, 2020	Email communication to campus
- 2) No response provided

UCSD:

- 1) 01/14-2/25 Farmers Market Tabling
 - 02/2-5/31 Census publicity Push (email, flyers, newsletter announcements, digital signs, social media)
 - 02/2-2/8 Census at the Centers Week
 - 02/6 Student focused Census workshop
 - 02/11 Deliberative Dialogue Series: Census
 - 02/18 Panel & Discussion: Census 2020 – Why U Count!
 - 02/27 Black Resource Center: The History and Importance of the Census Workshop
 - 02/29 UC San Diego Census webpage launched
 - 03/25 Staff focused Census workshop (*postponed due to COVID-19*)
 - 03/25-4/11 Census social media campaign
 - 03/29-4/10 Campus Census mobile center (*postponed due to COVID-19*)
 - 2) No response provided
-

UCSF:

- 1) 02/12-2/26 Weekly Recruitment Fairs
 - 02/27 UCSF Census Webpage launched
 - 03/12 Staff Census Center Training (postponed due to COVID-19)
 - 03/12-5/31 Census Publicity Push (flyers, newsletter announcements, digital signs, mobile app notifications, social media)
 - 03/18 Dolores Huerta Documentary and Census Discussion (postponed due to COVID-19)
 - 03/31 UCSF Census Center @ Mission Bay Library (postponed due to COVID-19)
 - 04/01 UCSF Census Center @ Parnassus Library (postponed due to COVID-19)
 - 04/01 Email communication to campus
 - 2) No response provided
-

UCSB:

- 1) 1/22 & 1/23: Recruitment fair for census jobs
- 1//7-6/1: Facebook, Twitter, Instagram, YouTube, Shoreline, other local social media platforms
- 3-10-6-1: Collaboration with faculty for advertising on class platforms
- 3/23-6/1/: QACs and QAKs on campus and Isla Vista
- 4/1/: Door hangers in Isla Vista
- 4/1/-6/1: Tabling at Isla Vista churches
- 2)
 - Thursday, April 9 from 11:00am-12:00pm QAC at the IVCR
Connect to: IVCN Meeting
 - Friday, April 10 from 9-11am QAC at the IVCR
Connect to: Coffee Hour
 - *Saturday, April 11 from 2:30-5:30pm QAK at the IVCC
QAK Census Outreach being organized by Goleta Census Counts Committee/IVYP
 - Tuesday, April 14 from 5-7pm
Connect to: IVCSB Board Meeting
 - Thursday, April 16 from 4:00-6:30pm QAK at the IVCC
Connect to: Family Literacy Program, Zumba Class,
 - Monday, April 20 from 4:00-6:30pm QAK at the IVCC
Connect to: Family Literacy Program, Zumba Class
 - Wednesday, April 22 from 9-11am QAC at the IVCR
Connect to: Computer Literacy Program

- Friday, May 1 from 4:00-6:30pm QAK at the IVCC
Connect to: Salsa Class
- Saturday, May 9 or Sunday May 10 time TBD QAC at the IVCR
Connect to Mother's Day Event
- Thursday, May 14 from 11:00am-12:00pm QAC at the IVCR
Connect to: IVCN Meeting
- Thursday-Saturday May 14-16 - QAK/C at the IVCC
Connect to: Beloved Community Dialog
- More events added as we go.

UCSC:

- 1) This is in flux considering the virus. UCSC hopes to have a better timeline once the campus has a better picture of what it needs to communicate to UCSC students. 2) All events are cancelled.

UCSA:

- 1) No, UCSA plans to start daily digital efforts on March 23, 2020. 2) At least one "Day of Action" remote phone banking effort coordinated across nine UC campuses.

UPDATE ON CHALLENGES & BARRIERS -- List any issues or concerns your organization would like to address with the Census Office.

UCB: Many of our students moved back to their hometowns in mid-March upon the announcement that in-person classes and most on-campus activities would be suspended. Students may be confused about whether to fill out their census at their address on April 1st (which may be their parents' residence) or their address near campus where they've lived for most of the year

UCD: No response provided

UCI: Timeline around Covid-19. More information on how this will effect counting students as they are leaving campuses

UCLA: We need to recreate our timeline as well as "boots on the ground" campaign as we need to think virtually. It would be helpful to know what other campuses are doing to determine which efforts we can replicate at UCLA.

UCM: No response provided

UCR: Our campus points of contact have questions regarding carrying out enumeration of students living on-campus. We would like to proceed with the E-Response method but have questions regarding how and what information can be shared given the limits we foresee from the FERPA communication shared by UCOP. In addition, given limitation of outreach and COVID-19 policies, our in-person events have been postponed or shifted to a webinar format, presenting last-minute challenges to outreach efforts. In the light of recent changes, we will focus on social media platforms and email communications.

UCSD: The biggest challenge we are currently facing, as are most institutions, is that we had planned for numerous on campus events and programs leading up to Census Day (April 1st). However, with ever evolving COVID-19 situation and the Stay at Home order issued by Governor Newsom we are currently shifting our efforts virtually. Our plan is to utilize email campaigns, social media, and other online content to activate and educate our campus community.

UCSF: The most immediate challenge and barrier to our outreach efforts is the COVID-19 situation as our campus, city, and state encourage social distancing for the next few weeks (during the exact time of the launch of Census and Census Day). As a result, until the guidance of social distancing is lifted, we will be focusing our efforts virtually to our campus community.

UCSB: Any face-to-face campaign and events listed on the question above will most probably be cancelled or postpone depending on the COVID-19 situation. Since it is now confirmed that students will be taking only on-line classes until the end of the academic year, we will adjust and identify other ways to strengthen the email, social media campaign.

UCSC: The campus is still struggling with the question on how to count our on campus students. Originally UCSC was going to count on campus students via paper form, but today the campus is working to see if the Census can be flexible in the type of data they need to capture to make an eResponse possible. The campus's group quarters administrator is working with Census staff on this conundrum. If an eResponse can't work, the campus will need to look into the possibility of on campus students being able to register online using their university address. The county officials are very concerned about UCSC's ability to count on campus students for obvious reasons.

UCSA: Known outreach challenge of COVID-19 concerns moved all goals to be digital/remote.

3/13/2020

Anais Lieu
University of California Student Association
Contract #



OUTREACH APPROACH UPDATE

Please provide a brief overview of your outreach activities.

Consistent with State and University goals, the University of California Student Association commits to: 1) producing daily social media messaging and advertisements; 2) staffing a team of students to do dedicated outreach to student clubs, group housing arrangements, and organizations; 3) building a communication chain between systemwide leadership groups and local student governments to spread the reach of information; 4) conducting at least one day of action with phone banking; 5) sending email notices to 20,000 contacts.

Optional: Please list one or two creative/innovative outreach approaches that were a result of your outreach efforts?

COORDINATION UPDATE

Please identify outreach and education efforts within your Strategic Implementation Plan that may/will require support from one or more of the awarded Statewide CBO's?

N/A.

BUDGET UPDATE

Please share any budget challenges to date.

Not yet received advance funds to allow for payment to student outreach team.

Some trouble using the budget we had allocated for ads due to social media platforms targeting them as “political” and UCSA not being recognized as a political organization. We continue to troubleshoot this so that we can use the full budget.

Have you identified/secured additional funding sources to support your complete count program? **No**

CALENDAR & EVENTS UPDATE

Please provide a timeline for your outreach and education “boots on the ground” campaign?

We started daily digital efforts on March 23, 2020, and had our first Day of Digital Action on April 1. We were able to hire a team of 7 remote student interns.

Emily Castelazo (Intern - Social Media)
Valerie Johnson (Intern - Social Media)
Gabriel Pineda (Intern - Social Media)
Alisha Saxena (Intern - Social Media)
Jennifer Velazquez (Intern - Social Media)
Julia Nolfo (Intern - Graphic Design)
Idalys Perez (Intern - Graphic Design)

Social Media Interns were each assigned a student population to outreach to over the period of March 30 - April 30. Emily, Gabriel, Alisha, and Jennifer divided the nine undergraduate campuses between them and did targeted outreach to groups of students on their assigned campuses. Jennifer additionally included graduate students on all campuses in her outreach. Valerie approached students at a systemwide level, but concentrated her efforts on outreach through student government social media channels. Valerie also ran official UCSA social media channels. Graphic Design Interns produced materials to be used for social media and email marketing efforts.

Most of these internships will end April 30. However, Valerie and Idalys have agreed to remain on the team to continue systemwide efforts, until the budget is exhausted.

Are you planning any special events? If yes, when, where and how many?

At least one “Day of Action” remote phone banking effort coordinated across nine UC campuses.

UPDATE ON CHALLENGES & BARRIERS

List any issues or concerns your organization would like to address with the Census Office.

Known outreach challenge of COVID-19 concerns moved all goals to be digital/remote.