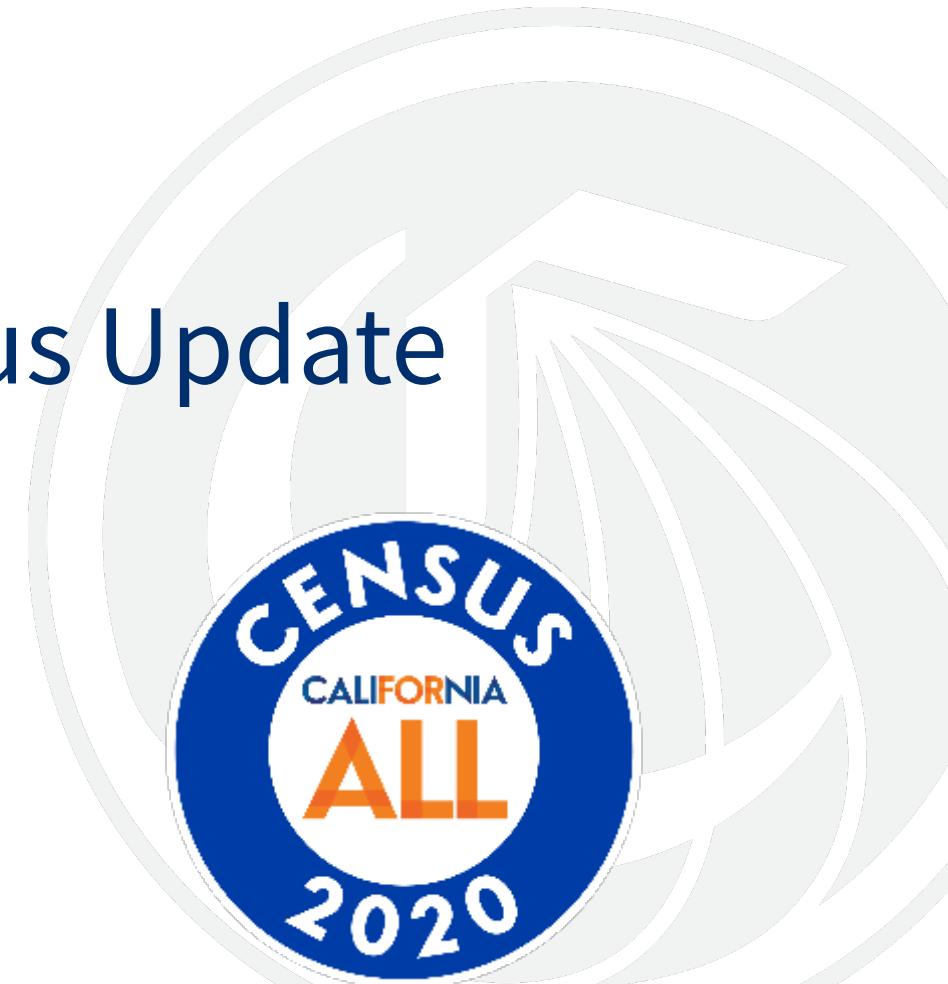


Bi-Monthly PIO Call – Census Update

May 20, 2020



Priority Colleges

- Priority Colleges are colleges located in California Hard-to-Count (CA-HTC) communities determined by the California Census.
- The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate.
- Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.



Prioritized Colleges by Region

North and Central



Superior California

- Lassen College
- American River College
- Cosumnes River College
- Sacramento City College
- College of the Siskiyous
- Yuba College

North Coast

- Mendocino College
- Napa Valley College
- Santa Rosa Junior College

San Francisco Bay Area

- College of Alameda
- Berkeley City College
- Laney College
- Contra Costa College
- Los Medanos College
- San Jose City College

Northern San Joaquin Valley

- San Joaquin Delta College
- Modesto Junior College
- Columbia College

Central Coast

- Monterey Peninsula College
- Cuesta College
- Allan Hancock College
- Santa Barbara College
- Oxnard College

Southern San Joaquin Valley

- Fresno City College
- Reedley College
- Bakersfield College
- Taft College
- Porterville College



California
Community
Colleges

Prioritized Colleges by Region

Southern



Inland Empire

- Palo Verde College
- Norco College
- Copper Mountain College
- San Bernardino Valley College
- Riverside City College
- Barstow College

Los Angeles County

- Compton College
- Long Beach City College
- LA City College
- LA Harbor College
- LA Southwest College
- LA Trade-Tech College
- Pasadena City College
- Santa Monica College

Orange Coast

- Orange Coast College
- Cypress College
- Irvine Valley College
- Saddleback College
- Fullerton College

San Diego — Imperial

- Imperial Valley College
- San Diego City College
- San Diego Mesa College
- San Diego Miramar College



California
Community
Colleges

Census Digital Toolkit

- Materials available in English, Spanish and Chinese
 - Customizable Videos (Includes: CCC/UC/CSU/AICCU)
 - Digital Ads
 - Bookmark
 - Fact Sheet
 - Brochure
 - Flyer
 - Template Social Media
 - Template News Article



California
Community
Colleges

The image shows a screenshot of the California Community Colleges Census Toolkit website. The top right features a large circular logo with "CENSUS" at the top, "CALIFORNIA" in the middle, "ALL" in large orange letters, and "2020" at the bottom. Below the logo, there are three main sections: 1) A banner with a student in front of a college building, titled "What You Need to Know About the Census" and "YOUR VOICE MATTERS." It includes a call to action: "Visit MY2020CENSUS.GOV or call 844-330-2020 to complete the Census today!" 2) A section titled "Complete the Census" showing two students smiling. 3) A section titled "Three Ways to Complete the Census" with a timeline from March 12 to April 28, 2020, detailing the process: 3/12-3/20: "2020 Census letters will be mailed, explaining how to complete the Census form"; 3/16-4/3: "Reminder notifications mailed"; 4/1: "Check your campus and community for Census Day activities"; 4/8-4/27: "Hard copy of Census form and final reminder notifications mailed"; 4/28: "All home in-person follow-ups begin in households that have not filled out the Census". The bottom right corner of the toolkit page has a link: "Visit CALIFORNIACENSUS.ORG or call 800-923-8282 for more information".

Census Video & Podcast



https://www.youtube.com/watch?v=AnGPdzJ5RG_E&feature=youtu.be



Census Podcast

<https://www.cccco.edu/-/media/CCCCO-Website/Podcasts/CCC20032.mp3>

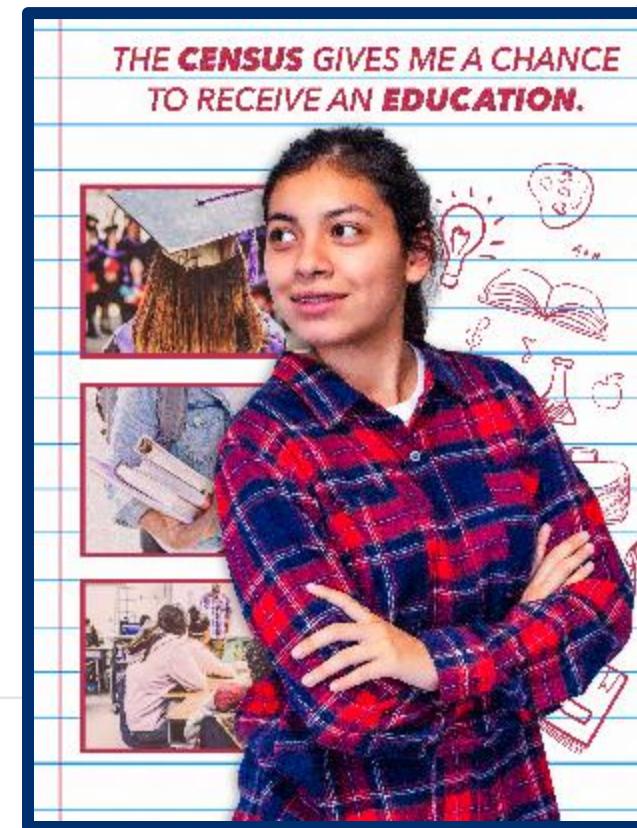
Census Outreach Post COVID-19

- Digital Advertising Campaign (GeoFraming)
 - Replaced On-Campus Kiosk Advertising
- Revised Digital Co-branded Toolkit w/ new messaging
- Micro-influencer outreach
- Local media outreach (print/online/radio)
- College radio pitch
- Census FAQ article for student media outreach



Student Ambassador Outreach

- 60K HTC Students reached Digitally
 - Social Media
 - Blogs
 - Club Presentations
 - Mass Emails



California
Community
Colleges

Digital Advertising Campaign (GeoFraming)



- Dates: March 24-April 30
- Target: 20 HTC Campuses
- Impressions: 8,503,110
- Link Clicks: 173,402
- CTR: 2.04% (Benchmark – 0.60%)
- CPC: \$0.26 (Goal \$1.00)



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