

# 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

# 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

# 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



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California Community Colleges

### What You Need to Know About the Census

Every 10 years, people across the country and in California fill out the Census in order to have an accurate count of all people in the United States. The Census determines California's funding for some student financial aid, healthcare, housing, transportation and other important student services. The Census also helps to reassign seats in the U.S. House of Representatives, ensuring our fair share of representation in Washington, D.C. Remember, more seats equal a greater voice in what happens on our campuses and in our communities!

**YOUR INFORMATION IS SAFE**


The U.S. Supreme Court ruled that immigration and citizenship status **will not** be asked in the Census. Your Census data is safe, protected, confidential and will not be shared with the federal government or any other organization.

**YOUR VOICE MATTERS.**

When filling out the Census, make sure to use the address where you would have been on April 1, 2020. If on this date you would have lived in off-campus housing not owned or managed by your college, make sure you and your roommates submit only one self-response questionnaire that includes everyone who lives there, regardless of their citizenship status.

If on April 1 you were to live in on-campus housing—like a residence hall, dorm, or apartment—or in off-campus housing that is owned or managed by your college, your college will include you in their count. You will NOT have to complete the Census form.

Visit [MY2020CENSUS.GOV](https://my2020census.gov) or call 844-330-2020 to complete the Census today!



### Three Ways to Complete the Census


The quickest and easiest way to complete the Census form is online or by phone but you can also complete it by mail.

**ONLINE:**  
For the first time, the Census form will be available online in 13 languages and will only take about 10 minutes to complete for each person living in your household.

**PHONE:**  
The Census form can be completed in 13 languages right from your cell phone or home phone.

**MAIL:**  
A limited number of households will receive a hardcopy census form, available in English and Spanish, that can be mailed back to the U.S. Census Bureau upon completion.

Visit [CALIFORNIA CENSUS.ORG](https://californiacensus.org) or call 800-923-8282 for more information



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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 to households that have not filled out the Census



# Census Video & Podcast



<https://www.youtube.com/watch?v=AnGPdzJ5RG&feature=youtu.be>



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

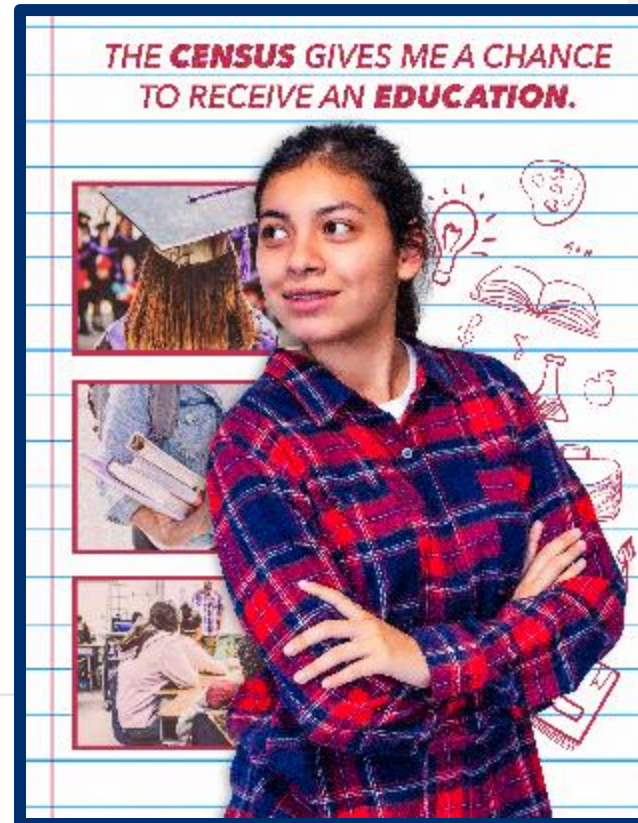


# Census Outreach Post COVID-19

- 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





# 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)

