



BROUGHT TO YOU BY THE
California Community Colleges

Census 2020 Service-Learning Project Guide

The California Community Colleges Chancellor's Office recognizes that many students are unable to complete their service-learning hours due to the state and federal social distancing guidelines set in place to combat COVID-19. Our office has developed the following guide for college faculty and staff to solve that challenge. Below is an outline of a new opportunity for students to virtually volunteer with the 2020 Census as a method for fulfilling service-learning hours.

As you may know, the Chancellor's Office is supporting the Foundation for California Community Colleges and the California Complete Count Committee in their effort to count every community college student in the state as part of the 2020 Census. The opportunity to be counted happens once in every decade and participation is vitally important. Data collected by the Census determines the number of seats each state has in the U.S. House of Representatives and helps inform how billions of dollars in federal funding is distributed to local communities for resources such as financial aid, healthcare, housing, transportation and much more.

That's why we need students to help us spread the word about the Census and ensure their household is counted. Interested students can earn service-learning credit for their help. To participate, students must:

- **Educate themselves.** Read up on the 2020 Census and understand why it is critical all Californians—and specifically, community college students—are counted. Information about the 2020 Census can be found on the [Chancellor's Office Census 2020 Toolkit](#), [California Census website](#) and [U.S. Census Bureau website](#).
- **Develop a plan.** Create a document describing how they will inspire and educate others about the Census through the use of social media, emails, etc. The plan must describe:
 - Who will be reached (e.g. community college students in the history department).
 - What information from the [Chancellor's Office Census 2020 Toolkit](#) will be shared and what goals will be met during outreach (e.g. one social media post per week from the toolkit's sample social media post guide for eight weeks).
 - Where will Census information be shared. (e.g. across social media channels like TikTok, Twitter and Instagram)
 - When will the information be distributed.
 - How will the information be distributed.
 - Why the methods in the plan been chosen and how will they contribute to success.



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- **Implement the plan.** This includes sharing information and key messaging with everyone possible—friends and family, neighbors, co-workers, etc.
- **Document their progress.** Keep notes about how the plan was implemented.
- **Record their impact.** How many people were reached? How many likes did they get on social media content? How many people saw their posts? What were the most commonly asked questions? What methods were most effective?

This service-learning project can be worked on individually or in pairs of two people. The institution that students complete their volunteering with is the **California Community Colleges Census 2020 campaign**.

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