



Los Angeles County  
Office of Education



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# Los Angeles County Office of Education

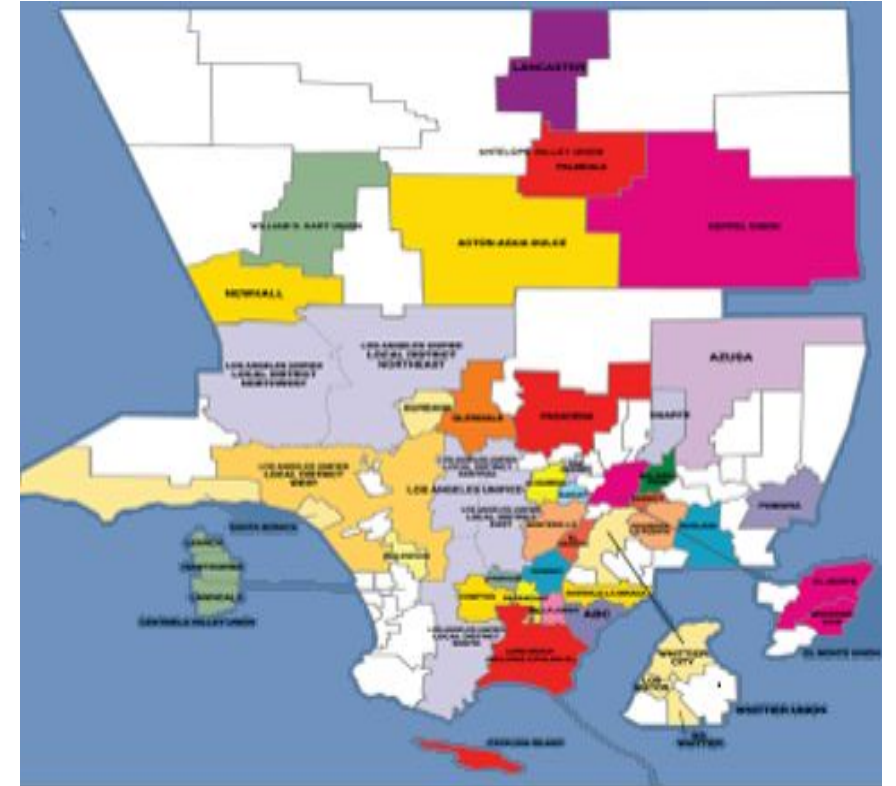
## 5.28.20

# LACOE Census Overview

LACOE has focused Census outreach efforts with 38 districts and 9 LACOE authorized charters that were identified as having HTC areas.

**Below are numbers of impressions that have been recorded from January 1 to May 15.**

- Advertising – 36,638
- Curriculum – 22,846
- Education Forum – 8,361
- Events – 5,695
- Flyers – 14,632
- Media\_other – 27,565
- Meetings – 4,746
- Nudge\_alert – 14,597
- Phone\_banking – 22,000
- Social Media – 11,130
- Other Activities – 18,100

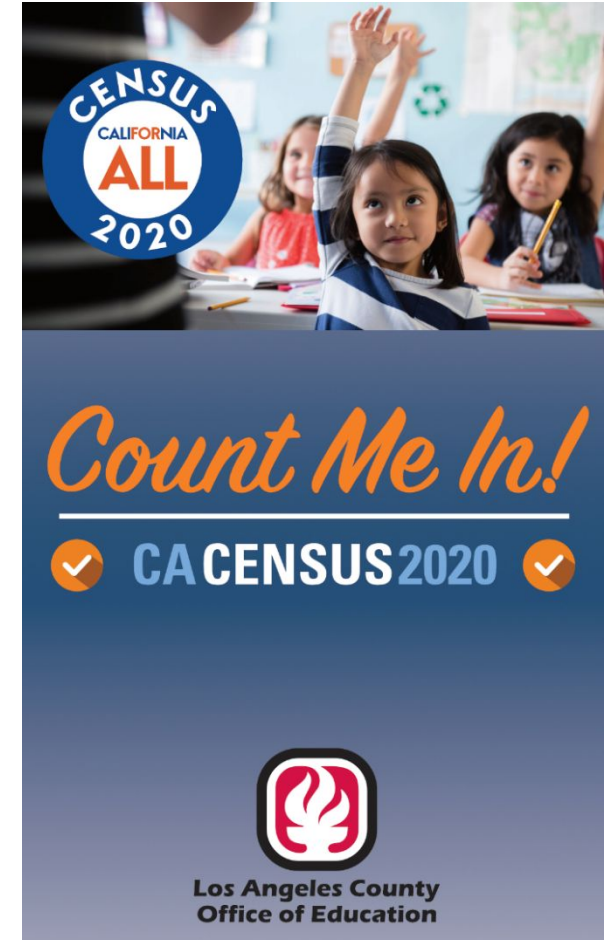


# LACOE Strategy Shift

Prior to the school closures that were effective on March 16, LACOE staff presented at school sites, provided training for QAC/QAK, and engaged with districts on their outreach strategies and future events for Census outreach.

**Currently we provide districts and charters with online and physical tools such as:**

- E-fliers and physical fliers and promotional materials
- Language and messaging for texts and phone calls
- Hosting Zoom meetings every three weeks with districts and charters to provide low-response update, share upcoming opportunities for engagement, and collective ideas for further outreach
- Bi-monthly newsletters with updates, resources, and shout-outs from partner organizations, the Census Bureau and LACOE
- Social media contests and virtual events
- Staff availability for online Census presentations





# LACOE Census Resources

<a href="#">2020 Census Inquiries</a>	Lesson Plans for teaching the census for Grades 5, 8, 11, and 12.
<a href="#">Census 2020 Overview - Count Me In</a>	YouTube video from the Sacramento County Office of Education on using the Count Me In curriculum.
<a href="#">Count the Nation Social Media Contest</a>	<p>Social Media contest for high school students to promote the 2020 Census.</p> <p>Support materials for teachers on social media can be found in the <a href="#">Educator Toolkit</a> and <a href="#">Guidebook</a> into the curriculum.</p>



**COUNT** *the* **NATION**

# LACOE Census Digital Toolkit

## Resources for teachers and schools

This toolkit includes click-to-share social media graphics, talking points for parent-teacher conferences, and digital fliers that explain why the Census is so important to our students!

Thank you to our partner, We Count LA campaign with support from CCF and Fenton for the toolkit creation.



**WE COUNT  
LOS ANGELES**  
Our Community. Our Census.



**Los Angeles County  
Office of Education**

[✉ Contact](#) | [Instagram](#) [Twitter](#) [Facebook](#) [YouTube](#)

### LACOE Census Outreach

#### Welcome to the LACOE Census Digital Toolkit

This school year is definitely not going like we thought it would – COVID-19 has shifted everything we had planned. For most of us, the shift to remote learning and worry for our family, friends and students has made it difficult to focus on anything other than our day-to-day priorities. But now more than ever, ensuring a complete and accurate count to the 2020 Census is essential and **WE NEED EACH OF YOU TO HELP.**

- **The census comes once every 10 years and can influence the resources we get for the next decade.**
- **Teachers and school support staff like you are among LA County's most trusted messengers.**
- **Our communities and our kids rely on you.** Help spread the word about the importance of being counted and to ensure that we get the resources we need for our communities for the next 10 years. But we know you're busy, so that's why we've put together this toolkit in order to make talking about the census with parents and students as easy as possible.

For even more resources for outreach on the 2020 Census visit the [We Count LA toolkit](#).

Follow We Count LA on [Facebook](#), [Instagram](#) and [Twitter](#) for the most current information and content you can help amplify with your networks around the 2020 Census!

# LACOE Census 2020 Google Drive

[https://drive.google.com/drive/folders/1oCm7s4yy\\_IVgUUuKyIiwCoFUtf12W\\_Sm?usp=sharing](https://drive.google.com/drive/folders/1oCm7s4yy_IVgUUuKyIiwCoFUtf12W_Sm?usp=sharing)

My Drive > LACOE Census 2020 Outreach Resources



## Folders

Name ↓

We Count LA Resources

U.S. Census Bureau

To Print Fliers, Posters, Etc.

School Guides - Messaging...

OTHER LANGS: CENSUS IS ...

Other COEs Resources

NALEO Educational Fund C...

LACOE Mtg Slides and Refe...

Graphics and Social Media ...

COVID-19 and Census Mes...

Count Me In! Stand-alone C...

Count Me In! Curriculum

Census songs

APRIL 1st - CENSUS DAY

#StandUpBeCounted HS So...

#CountMeBlack Youth Wee...

#AAPI2020 NCAPA

## Files

Scan here to complete the 2020 Census  
United States® Census 2020  
QR\_Code.png

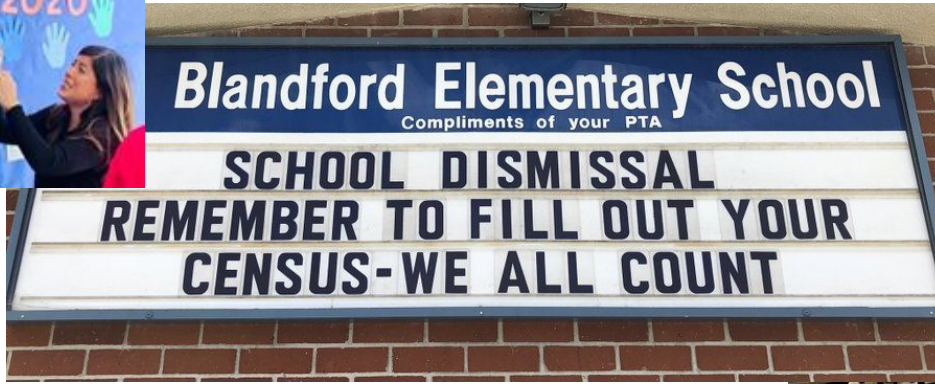
**CENSUS OUTREACH WORKSHOPS**  
Working from Home | May 2020  
**Educational Tools**  
THURSDAY, MAY 7, 2020, 11:00 A.M. – 12:00 P.M.  
Learn the importance of the census with educational activities available to you. Use with students, staff, and as part of your digital media census outreach. Topics will cover history, activities, videos, webinars, maps and data tools.  
**Labor Rights**  
THURSDAY, MAY 14, 2020, 11:00 A.M. – 12:00 P.M.  
The Employee Rights Center is a leading non-profit organization in the San Diego area that offers legal services regarding employment and labor law. Contact Araceli Cardenas with discussion, advocacy and education in our field for court cases.  
**Reputation Marketing**  
THURSDAY, MAY 21, 2020, 11:00 A.M. – 12:00 P.M.  
MAY WORKSHOPS.pdf

preguntas:  
1. ¿Qué es el censo de Estados Unidos?  
2. ¿Por qué es importante el censo?  
3. ¿Qué es el censo de Estados Unidos?  
4. ¿Por qué es importante el censo?  
5. ¿Qué es el censo de Estados Unidos?  
6. ¿Por qué es importante el censo?  
7. ¿Qué es el censo de Estados Unidos?  
8. ¿Por qué es importante el censo?  
9. ¿Qué es el censo de Estados Unidos?  
10. ¿Por qué es importante el censo?  
Las Preguntas del CENSO.d...

**CENSUS BILL OF RIGHTS**  
YOU HAVE THE FOLLOWING RIGHTS:  
1. To be counted in the 2020 Census.  
2. To participate in the federal decennial census free of threat or intimidation.  
3. To confidentiality and privacy.  
4. To respond to the census either online, by telephone, or by paper.  
5. To request language assistance.  
CACensusBillOfRights\_Fina...



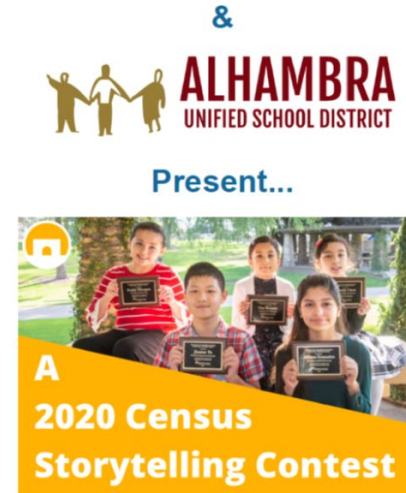
# District – Activities



- Webpage(s) dedicated to the Census and directing them to the questionnaire
- Flyers and materials at grab & go sites
- Banners at school and district sites
- Presentations in person (prior to COVID-19)
- Social media posts – district and school's Twitter, Instagram, Facebook sites
- Parent/Staff mailings (physical & email)
- Personal and robo-calls to parents
- Facebook live events and giveaways
- Staff and/or student videos



#elevateCensus2020



# Looking Forward – Summer/Fall

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**Our team will continue to support districts and charters and engage in collective activities in the county. Actions that will continue and proposed are:**

- Zoom meetings and themed e-newsletters (e.g. June is Immigrant month) with continued updates to self-response rates throughout the county and resources
- Provide new physical fliers and promotional materials (for touch points, and fall)
- Social media outreach tools and update messaging
- Participating in Census Days – national and local actions for districts and charters
- Summer school Census challenge (reading, activity, etc.)

