

**2020 Census
Countywide Outreach Complete Count Committee
Higher Education Subcommittee Meeting**

**March 8, 2018
2:00 pm - 3:30 pm
Mayor's Press Room, Los Angeles City Hall**

MINUTES

Attendees:

Frances Teves, California State Polytechnic University, Pomona
Francesca Vega, California State University, Northridge
Al Rios, East Los Angeles College
Maria Veoz, Chancellor's Office, LACCD
Sylvia Files, Los Angeles Harbor College
Lawrence L. Bradford, Los Angeles Southwest College
Dimitrios Synodinos, Los Angeles Trade-Technical College
Karen Darr, Los Angeles Valley College
Jeanne Ortiz, Loyola Marymount University
Debbie Ream, Mount St. Mary's University
Ella Turenne, Occidental College
Rob Kadota, University of California, Los Angeles
Aidan Arasasingham, University of California, Los Angeles
Chloe Pan, University of California, Los Angeles
David Galaviz, University of Southern California
Emily Sandoval, University of Southern California

Araceli Barcelo, U.S. Census Bureau, Los Angeles Regional Office
Luz Castillo, U.S. Census Bureau, Los Angeles Regional Office
Maria de la Luz Garcia, Mayor's Office, City of Los Angeles
Rocio Gandara, Mayor's Office, City of Los Angeles
Dorothea Park, Chief Executive Office, County of Los Angeles
Tina Marquez Herzog, Chief Executive Office, County of Los Angeles
Jason Tajima, Chief Executive Office, County of Los Angeles

1. Welcome and Introductions

Maria de la Luz Garcia opened the meeting at 2 pm by providing welcome remarks, then everyone in the room introduced themselves, identifying their college or university.

2. Brief Overview of Countywide Outreach Complete Count Committee (CCC) Outreach Efforts and the role of local government

- a. CCC framework and goals: Review the framework (handout), the objectives and strategies of the CCC and Subcommittees**

Following along with the Powerpoint presentation provided, Maria de la Luz Garcia and Dorothea

Park provided a brief overview of the Countywide Outreach CCC and the overall region wide Census outreach efforts the City & County have partnered to undertake to ensure a complete count in 2020.

3. Impact of the 2020 Census on Higher Education

- a. Discuss how demographic statistics from Census driven data provides characteristics of students that reside in neighborhoods and communities surrounding colleges and universities.**

Dimitrios Synodinos from Los Angeles Trade-Technical College indicated that 30% of their students are considered homeless (i.e. live in their cars, on someone's sofa) and have no permanent home address.

Luz Castillo, Partnership Specialist from the U.S. Census Bureau, provided information on how the Census Bureau counts college students. She indicated they will work directly with colleges and universities to count the students living in dorms on campus (group quarters). Colleges and universities can submit an electronic or paper count to the Census Bureau, who can also drop off Census questionnaires at the college or undertake in person interviews. International students living in Los Angeles on April 1, 2020 will be counted here. Students living off campus will be counted in the traditional way (online questionnaire). The nonresponse follow up for students will start earlier than the regular nonresponse follow up period.

4. County Low Response Score Mapping Tool Live Demonstration: How to identify and learn characteristics of Hard-to-Survey areas near institutions of higher education

<http://rpgis.isd.lacounty.gov/lrs/>

Jason Tajima reviewed the slides in the Powerpoint presentation that focus on the County's mapping tool. He went over the 16 variables from the Census Planning Database that help inform the location of hard to count populations. Using the County's mapping tool, he illustrated the Low Response Score or LRS that the U.S. Census Bureau created to predict areas that are less likely to respond to the Census, or hard-to-survey. He reviewed all the maps he had created for each college or university present at the meeting using the County's mapping tool to highlight the LRS for the census block groups surrounding each campus.

Further, Jason highlighted that 44% of census block groups in LA County have a very high LRS, meaning that about 4.5 million people are considered hard to count.

David Galaviz from the University of Southern California pointed out that they have two campuses, University Park and the health campus.

Dimitrios Synodinos indicated that the community college system is so big that some students attend more than one campus, which could potentially lead to double counting these students.

One of the representatives from UCLA asked if one is able to search by community names in the County's mapping tool.

Luz Castillo shared that the census questionnaire will be available online on March 23, 2020, and that the nonresponse follow up period will start on May 15, 2020.

5. Group Discussion: Create a strategic plan for colleges and universities as it relates to conducting Census outreach and education

Rocio Gandara facilitated a discussion around how each college or university can help promote the importance of the census on their campus, to ensure students get counted. She asked the attendees what are the best ways to reach students and encourage their participation in completing the Census, and what concerns do you foresee in outreaching to students. Attendees generated several outreach ideas, as well as some area for concern. These are captured in the attached handout.

6. Public Comment/Questions and Answers

After the group discussion, there were no additional comments.

7. Determine next meeting date

The group decided to meet quarterly and to bring students from their campuses to help inform the conversations around census outreach. The next meeting was set for the end of April, with Rocio Gandara sending all the attendees a Doodle poll with possible dates and times. The meeting after that would then be in September.

8. Adjourn meeting

The meeting was adjourned by Maria Garcia.