

**2020 Census
Countywide Outreach Complete Count Committee
Higher Education Sub-committee Meeting**

**April 25, 2018 2:00 p.m. - 3:30 p.m.
Mayor's Press Room, Room 303
Los Angeles City Hall**

AGENDA

1. Welcome & Introductions

2. Updates

- a. LA County proposal to State for additional resources to support Countywide outreach *Dorothea Park
Chief Executive Office, County of LA*
- b. Implications of adding a citizenship question to the census survey *Maria Garcia, Mayor's Office
City of LA*

3. Presentation on Census Process of Counting College Students

*Celeste Jimenez
U.S. Census Bureau*

4. Review & Discussion of Census Outreach Issues and Opportunities Identified at March 8, 2018 Higher Education Sub-Committee Meeting (handout)

Dorothea Park

5. Development of a Strategic Plan and Workplan (timeline) for Census Outreach: Discuss and develop key strategies and timeline with milestones for outreach and education to students, and if feasible, surrounding Hard-to-Count communities.

6. Questions / Public Comment

7. Next Meeting Date and Future Meeting Schedule

Please note: The next Countywide Outreach Complete Count Committee meeting is scheduled for May 24, 2018, 9:30 a.m. at Los Angeles City Hall.

8. Adjourn meeting

**Higher Education Subcommittee Meeting Notes
March 8, 2018**

OPPORTUNITIES: What are the best ways to reach students and encourage their participation in completing the Census?

1. Include students in the discussions of the subcommittee
2. Utilize student groups as main points of contacts (i.e. student government leaders); peer to peer communication
3. Through student resource centers (i.e. for veterans, LGTBQ students, Dreamers)
4. Social Media, but be aware of which platforms are most widely used on your campus
5. E-mail
6. Geo-fencing
7. Banners
8. Leverage existing events on campus most effective to reach students
9. Incentives to participate (i.e. USB drive)
10. Create educational/promotional social media videos

ISSUES: What concerns do you foresee in outreaching to students?

1. Census survey will not be available as an app on a mobile device
2. Some current students will have graduated by 2020
3. Census materials may not be available in some less commonly spoken languages
4. Email blasts may not be effective; students tend not to read long emails
5. Student's often do not know where they should be counted
6. Homeless students do not have a physical address
7. Timing of the outreach campaign will be critical, given academic calendar

Agenda Item #5: Development of a Strategic Plan and Workplan (timeline) for Census Outreach: In response to the 2020 Census outreach brainstorming session held at the last Higher Education Sub-Committee meeting on March 8, 2018, the County of Los Angeles and the City of Los Angeles created a list of questions for your consideration. This list is meant to be a launching point to further discuss census outreach strategies for higher education institutions.

How do we:

1. Address the challenges that may affect student population response and strategies for improving the response rate, including but not limited to, homeless students, immigrant and DACA students?
2. Address outreach scheduling issues, e.g. spring break, exams, etc.?
3. Address group living quarters, e.g. dormitories, sororities and fraternities, etc.?
4. Develop and deliver consistent messaging both “On the Air” and “On the Ground” to students?
5. Identify potential opportunities for institution and student involvement in outreach to surrounding communities?
6. Incorporate Census Action Kiosks (CAKs) in and around campus LRS locations?
7. Incorporate Census Goodwill Ambassadors program into this effort? Is there a place/space for students to engage?
8. Identify and address potential gaps in outreach based on Low Response Score (LRS) variables and populations in and around colleges and universities?
9. Identify employment opportunities with the US Census Bureau?
10. Develop campus event calendars focused on Census outreach?