



**SAN JOAQUIN COUNTY  
OFFICE OF EDUCATION**

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**SJCOE Census 2020 Update #4**  
Monday, January 27, 2020

**Census Countdown: 9 weeks to Census Day (April 1, 2020)**

This week's update provides additional information to support your work towards achieving the project's purpose which is to educate, motivate, and activate students, parents, and families to engage in the 2020 Census.

These updates are written with district coordinators in mind, but you can certainly select components to share with others in your district as you deem appropriate.

**Census Webinar – Monday Jan. 27**

The next Census webinar will be held this afternoon, Monday, January 27 at 1:00 via Zoom (<https://brandman.zoom.us/my/cwoozoomroom>). At that webinar we will look at the timeline for Census activities and review a sample of the census questionnaire so that you can see exactly what questions are asked on the census and how it is organized. There will also be opportunities for questions and for districts/programs to share plans for educating students, parents and families about the 2020 Census. At this webinar we will also review the documents for reporting your district activities. A link to the recording of the meeting will be sent out after the meeting (either later that day or on Tuesday morning).

**Guidance on using Promotional Items:**

The state Census office has provided the following guidance to address questions regarding promotional items.

- 1) Promotional items should support activities in the MOU.
- 2) Cost for each promotional item shall not exceed five dollars.
- 3) Cost for food used as a promotional item shall not exceed five dollars per person.
- 4) CA Census logo shall be used on the promotional items, when possible.

If you have any questions, please contact Carol. We appreciate your compliance with these guidelines.

**Interactive Hard To Count Populations Map:**

The state Census office has developed an interactive map with a wealth of information by census tract and block. At the Jan. 27 webinar a brief overview will be provided. If you would like to explore, here is the link (<https://census.ca.gov/HTC-map/>). Using the map allows users to identify specific neighborhoods to target for outreach based on the hard to count index.

### **Census Webinars and Update Meetings**

As noted in previous updates, we are providing census webinars and update meetings for our district contacts. Outlook meeting invites have already been sent out for all of these meetings. They will be recorded and the link to the recording will be sent after each webinar for those who are not able to attend. Here is a summary of the remaining webinars/meetings,

<b>Meeting Type</b>	<b>Date</b>	<b>Time</b>	<b>Topic</b>
Webinar	Monday, Jan 27	1:00 pm	Census questionnaire/Census timelines/Census Activity Reporting
Update	Friday, Feb. 7	11:00 am	Update (Census Activity Reporting)/Q&A
Webinar	Friday, Feb 14	11:00 am	Census Curriculum Resources
Update	Monday, Feb. 24	1:00 pm	Update/Q&A
Webinar	Monday, March 9	1:00 pm	Guidelines for On Site Census Assistance
Update	Friday, March 27	1:00 pm	Update/Q&A
Update	Friday, April 10	11:00 am	Update/Q&A

### **Suggested Activities for the Week:**

Here are some activities you might consider for this week:

- Log any completed Census activities into the reporting spreadsheet in the shared Google drive:  
<https://drive.google.com/drive/u/2/folders/1VDw1JO9Gyhix7W3JSbvCsUoWgBU1YV4?hl=en>
- Continue to work with site administrators to develop a calendar for site events to educate and motivate families about the Census. Include dates for staff meetings, parent information meetings (including parent club, school site council, or other existing parent groups), sharing information via school newsletters, social media, or other means of communication.
- Provide site administrators with reporting form so they can submit information on outreach activities to you.
- Work with your district webmaster to put Census information on your district website (and school websites).

### **Census Materials: Shared Google Drive**

<https://drive.google.com/drive/u/1/folders/0APQOYMjJXEE3Uk9PVA>

Just a reminder that a shared Google Drive has been created to store materials related to the Census. All district contacts have been added as users so that you can easily access materials. If you are not able to access this folder, please contact Marlene Flau (mflau@sjcoe.net).

Please don't hesitate to contact me if you have questions or if I can be of any assistance with census activities in your district. The best way to reach me is via e-mail. Please put the word Census in the subject line.

*Carol Woo*

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