2020 Census Activities for Adult Education Classrooms and Programs

January 28, 2020
AGENDA

Program-wide mobilization
Heather Ritchie, Carlos Rosario International Public Charter School

Census Ambassador training
Stephanie Kriebel, San Mateo Adult & Career Education

Preparing Beginning ESOL Students to Participate
Jennifer Gagliardi, Milpitas Unified School District

Stand Up and Be Counted resources for adult educators
Andy Nash, World Education
PROGRAM WIDE MOBILIZATION

Heather Ritchie
Professional Development Specialist
Carlos Rosario Int’l Public Charter School
SHOULD WE OR SHOULDN’T WE?

Step 1: Bring leadership together
- What did we do in the past?
- What is our current environment--politics, fraud, etc.?
- What is our role as an educational institution?
How Should We Do It? What Are The Options?

- Level 1: Mention it to students
- Level 2: Discuss it and have partners come in for presentations (school audience only)
- Level 3: All In! Lessons, messaging, partners, presentations - broader community and school audience
WHAT WILL IT LOOK LIKE?

- **Step 2: Build your Team**
  - Who is on it? Admin, Teachers, Students Services, Students!!!

- **Step 3: Build Partnerships & Find and Adapt Resources**
  - Presentations: From partners to students & to school staff and teachers
  - Flyers/Handouts - Multiple Languages (Spanish, Amharic, English, French, Chinese)
  - Internal: Lessons, Posters, Bulletin Boards, School TVs
  - Internal/External: Messaging for Social Media & Announcements
## Communications Plan: Week of Feb 3

<table>
<thead>
<tr>
<th>Main Message</th>
<th>Facebook/Instagram</th>
<th>Twitter</th>
<th>IPTV</th>
<th>Announcements</th>
<th>Posters</th>
<th>Classroom</th>
<th>Info Tables/Partner Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Census 2020 is Coming in April! Everyone Counts!</strong></td>
<td>Every single person living in the US of any age or immigrant status can participate and should be counted in the Census. The Census makes sure every community gets their fair share of government resources. The 2020 Census is a complete count of everyone in the United States.</td>
<td>In progress</td>
<td>3 slides</td>
<td>Wednesday announcements and faculty bulletins</td>
<td>In progress</td>
<td>Coming Soon… Scavenger Hunt</td>
<td>DC Gov Info Tables</td>
</tr>
</tbody>
</table>
What Will It Look Like?

- **Step 4: Plan for Open Space**
  - Open computer labs & provide real-time support
  - Field trips to library to use computers
CONSISTENT MESSAGING & REPETITION IS CRITICAL
QUESTIONS?

Heather Ritchie
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USEFUL CENSUS LINKS

Complete Count Committee Partners


NCL Pledge To Be Counted! campaign https://national-coalition-literacy.org/research/the-2020-census/pledge-to-be-counted/

San Mateo County Census 2020 Social Media Guide
https://national-coalition-literacy.org/research/the-2020-census/pledge-to-be-counted/

Filling out the Census: Video of the Census Form
https://youtu.be/fXg1_1HHKzA

Census Bureau Materials for Adult Ed
census.gov/programs-surveys/sis/2020census/2020-resources/ell-adult-esl.html
THANKS!

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Slide deck & webinar recording will be posted on the NCL website