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
Census Ambassador Training

Stephanie Kriebel
Career Education Coordinator
CENSUS AMBASSADOR PROGRAM

https://cmo.sm cg ov.org/census-ambassador-program
Pilot Program
June - September 2019

- Partnership between San Mateo Adult School and the County of San Mateo
- Developed as a way to reach immigrants who are least likely to participate
- Four week training program 3 hours per day
- ESL students trained to be Census Ambassadors

https://cmo.smcgov.org/census-ambassador-program
How Does It Work?

- Census Ambassador team presents to classes to explain
  - What the census is, why it is important, and how they can participate
  - Most important - to help people overcome their fear of participating
- Presentations offered in Chinese, Spanish, Portuguese, Russian and Hindi
- Census Ambassadors do tabling events

https://cmo.smcgov.org/census-ambassador-program
RESULTS: HOW MANY PEOPLE HAVE WE REACHED?

- Census Ambassadors have presented to 4 adult schools in the San Mateo ACCEL consortium
- They have reached more than 700 students
- 70% pledge rate

https://cmo.smcgov.org/census-ambassador-program
FUTURE PLANS & MATERIALS

• Census Ambassadors will visit all adult schools in the San Mateo ACCEL consortium
• Continue tabling events leading up to Census Day
• Coordinator Guide & Training Materials Available

https://cmo.smccgov.org/census-ambassador-program
QUESTIONS?

Stephanie Kriebel
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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