



EDUCATION OUTREACH PLAN TEMPLATE

| INFORMATION | |
|-----------------------------|--|
| County | Marin County Office of Education |
| COE Agreement # | |
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| Date | 5/17/19 |

The template provides guidance to the County Office of Education for Requirement – Outreach Plan

The Outreach Plan should include evidence of collaboration with the local Complete Count Committee. The plan must show how resources are directed to the hardest to count populations and in those areas in the county. It should also include a description in a timeline of activities that highlights different locations. The Outreach Plan should address the subtasks 2.1 through 2.10 below.

Please keep the plan to a minimal number of pages maximum 10 pages.

The plan must be submitted with sixty (60) days of entering into contract. The CCC Office must approve (in writing) the Education Outreach Plan.



The Outreach Plan

Provide a brief demographic overview of the county's educational system (race, English language learners, total number of students)

Marin County Educational Demographics

Marin County Office of Education (MCOE) provides services to eighteen school districts spanning more than 800 square miles. MCOE also operates alternative and special education programs on behalf of all districts in Marin. Marin County public schools educate a diverse student population in both suburban and rural settings. In 2018-19, 15% of the 33,441 students were English Learners, 29% were socioeconomically disadvantaged, 1% were migrant students, 4% were immigrant students, and 11% were eligible for special education services. MCOE provides technical assistance to our eighteen school districts in several areas. With Marin County's diverse demographics, there is much focus on narrowing the achievement gap, providing support related to trauma informed practices, and addressing the needs of our underperforming and underrepresented students and families. Districts develop individual Local Control Accountability Plan (LCAP) goals which highlight targeted assistance particularly to students within these subgroups. MCOE gathers information from LCAP goals, actions, and services to plan professional development opportunities, for coordination of services and community agency outreach, and as a means for meaningful collaboration within and between districts.

I. Two Aspects of Outreach

1) Overall countywide initiatives

MCOE has been participating in the Marin County Complete Count informational meetings throughout spring 2019. We will be aligning our work to countywide efforts, maximizing and leveraging all resources and partners.

The Marin County Complete Count has three main initiatives, in a three-phased approach:

- a) Awareness and Education: Create consistent, common messaging for Marin County, especially for the Hard-to-Count (HTC) Communities. Outreach Strategy Subcommittees to use this messaging:
 - Local government
 - Community Based Organizations
 - Local businesses
 - Marin County Office of Education and local public / private schools
 - Faith based organizations
 - Housing organizations
 - Marin County Health and Human Services
 - Libraries
 - Local media

The Marin County Complete Count Committee, with its participating subcommittees, will aim to build awareness around the importance of a complete count for California. There will also be a focus on educating Marin County residents and students about the Census in general to motivate more resident involvement. The Committee is considering messaging the important facts related to funding and political outcomes for each Californian missed in the count. Some of the Federal Programs that allocate funds to California using Census data could be highlighted based upon the Marin County hard-to-count communities that depend on this funding. These may include Medi-Cal, SANP, Head Start, Section 8 Vouchers, and Health Center Programs. In terms of political ramifications, the Committee may decide to educate communities about congressional representation, reapportionment, and redistricting. It will be important to note data from the 2000 Census when 18 census participants added a California Congressional seat.

Content in the messaging will address the following barriers to response:

- Lack of knowledge
 - Apathy
 - Confidentiality and privacy concerns
 - Digital Census
 - Fear of repercussions
 - Possible citizenship question
- b) Targeted Outreach: The Marin Complete Count Committee has identified the hard-to-count communities based on past Census experience and new Census 2020 features. This population, hard to identify, reach, persuade, and interview includes residents in several Marin County areas. Targeted outreach will take place in the Canal neighborhood of San Rafael, Marin City, areas of Novato, and West Marin. While awareness and education will reach all Marin County residents, concentrated outreach to those living in these communities is a priority. Using trusted messengers, community based partners, and active students, the Committee is planning strategies for targeted outreach efforts. Some of the hard to count communities include Latinos, African Americans, immigrants and refugees, homeless individuals, doubled-up households, rural residents, children 0-5, and households with limited English proficiency.

Each of the Marin County HTC communities received a score which indicates the degree of difficulty to motivate residents to participate in the Census. The total score range for the HTC Index is 0-154 (easiest to hardest to count). Scores for the most remarkable Marin County HTC communities are as follows:

- Novato (Pop. 5,737): 49
- Terra Linda (Pop. 6,376): 50
- Canal (tract 1) (Pop. 7,700): 105
- Canal (tract 2) (Pop. 4,607): 66
- Marin City (Pop. 2,686): 79

These data points will assist MCOE as we align our education efforts with the Marin County Complete Count plan. Targeted outreach will provide participating school districts with an evidence-based, focused approach to positive outcomes for the count. The K12 Educators Subcommittee, organized through the Marin Complete Count Committee, has begun sharing effective strategies to identify, reach, and persuade residents in the targeted, HTC communities. Some of the shared strategies are:

- Engage neighborhood volunteers
- Include DACA youth to take part in outreach and education within their communities
- Work with transitional-aged youth to generate community participation
- Partner with College of Marin and Dominican University
- Involve High School Government class students in the messaging, education, and outreach efforts
- Reach out to Marin County Adult Education classes
- Host Census 2020 block parties in HTC communities
- Information distribution at the 2019 Marin County Fair
- Sponsor a student competition for messaging in a variety of mediums
- Outreach to student-run, local radio shows to participate in community messaging
- Engage with school site Community Liaisons

- c) **Non-Response Follow-Up:** Marin County has designated the month of May as the timeframe to conduct the non-response follow-up efforts. The Marin County Complete Count Committee understands how crucial it will be to begin our non-response follow-up efforts prior to unfamiliar enumerators knocking on people's doors. Some of the strategies listed above will be instrumental in an effective non-response follow-up. Engaging neighborhood volunteers to interact with community residents, encouraging or assisting them in completing the Census will be very important. We know residents, especially in HTC communities, will respond more favorably to trusted individuals living within their neighborhoods. Part of the non-response follow-up will be similar to outreach efforts in ensuring residents are aware of non-response implications. It will be essential to consider what resonates best to motivate participation dependent upon specific demographics of each HTC community. The Marin County Complete Count Committee is also encouraging HTC residents to apply for positions with the U.S. Census Bureau to become enumerators, focusing on maintaining trusting partnerships within communities. Schools will be a useful component to the non-response follow-up efforts as well, through educating students who can then transfer knowledge to their families. Education about the Census will continue through this non-response follow-up period.

2) Targeted resources: Schools located near SwORD indicated Census Tracts with high numbers of English Learners and high poverty

Novato

YMCA Early Learning
 Hamilton School
 Loma Verde Elementary School
 Lynwood Elementary School
 Rancho Elementary School
 San Jose Intermediate School
 Novato High School
 Marin Oaks High School

Terra Linda

Venetia Valley K-8
 Terra Linda High School
 Vallecito Elementary
 Marin’s Community School

Canal

Bahia Vista
 Laurel Dell
 San Pedro
 Short
 Davidson Middle
 San Rafael High
 Madrone High School

Marin City

Bayside Martin Luther King Jr.
 Academy
 Willow Creek

II. Where Resources will be Targeted

1) Hard to Count Populations to be Served

The hard-to-count populations to be served by our collaboration with the Marin County Complete Count Committee will include Marin County communities that may typically need more support to receive equitable resources. Data related to residents least likely to respond is based on both past Census counts, as well as what we know about the communities within our schools. These populations include Latino and African American families, immigrant families, families with children aged 0-5, people with disabilities, families who are homeless or non-conventionally housed and other minority communities. The targeted areas and schools listed above are representative of these hard-to-count residents. It will be our goal to provide messaging for schools to educate as many residents as possible about the Census and its importance. We will focus efforts on the hard-to-count populations to address data indicating fewer than 7 in 10 householders plan to participate in the 2020 Census. It is predicted the Census 2020 will have the worst undercount of African-American and Latino residents in 30 years. The K12 Educators Subcommittee will make sure this information serves as the base for our motivation to support the Complete Count efforts within the HTC communities.

2) Neighborhoods Where Outreach will Take Place

| Primary HTC population | School District Name | School District CDS Code |
|---|----------------------------------|--------------------------|
| English Learner / Free-Reduced Lunch qualification | Novato Unified | 21654170000000 |
| English Learner / Free-Reduced Lunch qualification | Dixie Elementary | 21653180000000 |
| English Learner / Free-Reduced Lunch qualification | Marin County Office of Education | 21102150000000 |
| English Learner / Free-Reduced Lunch qualification | San Rafael City High | 21654660000000 |
| English Learner / Free-Reduced Lunch qualification | San Rafael City Elementary | 21654580000000 |
| African American / Free-Reduced Lunch qualification | Sausalito Marin City | 21654740000000 |

The K12 Educators Subcommittee discussed the following activities as the best strategies for outreach to the HTC neighborhoods and areas:

| Activity | Agency Partners | Tentative Timeframe |
|---|--|---------------------|
| Meet with schools' Community Liaisons | School sites with Community Liaisons | Fall 2019 |
| Participate in question assistance center set up | Marin County Complete Count Committee | Fall 2019 |
| Participate in technology assistance center set up | Marin County Complete Count Committee | Fall 2019 |
| Create messaging for Census 2020 education | Marin County Complete Count Committee | Fall 2019 |
| Student competition: visual/multi-media arts competition to display Census 2020 message | Marin County Office of Education – Academic Competitions Program | Fall 2019 |

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| Share message cards with Subcommittee liaisons for school site distribution | District school sites | In time for Back to School Night (September 2019) |
| Share messaging with TAY Radio (Transitional Age Youth) for regular radio announcements | TAY Radio Marin | September 2019 – April 1, 2020 |
| High School Government Classes encouraged to participate in community education efforts, resources will be provided | Secondary programs and history departments with support of MCOE's Education Services team | September – December 2019 |
| Student and community volunteers message, educate, outreach at existing events around Marin County | Marin Complete Count Committee | September 2019 – April 1, 2020 |
| Participate in block parties for each HTC community | Marin Complete Count Committee | September 2019 – April 1, 2020 |
| Facilitate Census 2020 Week on school sites | California Complete Count Office | March 23 – April 9, 2020 |
| Outreach to Adult Education classes and local college classes to encourage Census participation and solicit neighborhood volunteers in individualized education/support | Novato Unified School District, Tamalpais Adult School, College of Marin, Dominican University | September 2019 – April 1, 2020 |
| Outreach to childcare centers to support the 0-5 HTC population | MCOE's Early Childhood Education Department, First 5 | September 2019 – April 1, 2020 |
| Provide relevant, up-to-date information to K12 Educators' liaisons for school site distribution | District schools | Ongoing – August 2019 – June 2020 |
| Discuss Census 2020 with District Homeless Youth Liaisons to get in front of any issues with counting homeless families | District administrators | September 2019 |

OPTIONAL ACTIVITIES:

The county will designate specific schools to use “*Count Me In- Census 2020*” curriculum?

Yes

No

The county will participate in a Visual and Performing Arts contest focused on Census 2020?

Yes

No

Task 1 -- Outreach Plan Within sixty (60) days of entering into contract, the Contractor must provide the State with the Contractor's Outreach Plan, which shall address subtasks 2.1 through 2.10. The California Complete Count (CCC) Office must approve (in writing) the Outreach Plan.

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|-----|---|
| 2.1 | Participate in/listen to a webinar (month of August 2019) regarding the <i>California School-based Communications Toolkit</i> and how to use it throughout the year. |
| | MCOE Program Manager to participate in/listen to webinar. Share important information with K12 Educators Subcommittee. |
| 2.2 | Use <i>the California Schools-based Communications Outreach Toolkit</i> through social media, letters, and telephone calls, to remind school communities to participate in the 2020 Census. Toolkits will be provided upon contract award |
| | Engage school sites in soliciting student support in communicating with communities based on strategies presented in <i>Communications Outreach Toolkit</i> . |
| 2.3 | Mobilize parent centers, or other school locations to be used as Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs) in coordination with your local Complete Count Committee. |
| | We are currently working with the Marin County Complete Count Committee to roll out the plan for mobilizing centers to be used as QACs and QAKs |
| 2.4 | Use Statewide Outreach and Rapid Development (SwORD) program for planning and documentation of activities. Details and instruction will be provided after contract award. |
| | <i>Census Office will provide an excel spreadsheet for you to show where activities are located in your district. The Census Office will input this data. (This may differ with LACOE/ San Diego)</i> |
| 2.5 | The COEs PIOs or equivalent shall publicize outreach events and locations/times of QACs/QAKs to surrounding communities. |
| | <i>*Provide newsletter stories/print newspaper in final report or in status reports.</i> |
| 2.6 | Hold a Census 2020 Week on campuses between March 23-April 9, 2020. Details will be provided to the COE once the contract has been awarded. The COE will work with the Education Outreach Manager to roll out Census Week plans. |
| | <i>A resolution will be passed in the California Assembly or Senate or both. A toolkit will be developed to help support you in this activity.</i> |
| 2.7 | When 15 percent or more of students enrolled in a public school speak a single primary language other than English, as determined by language census data from the preceding year, the contractor provides parents with information on census programs, meetings, and activities in a format and, to the extent practicable, in a language the parents can understand |
| | English, Spanish, other Indo-European languages (school site specific) |

| | <i>OPTIONAL ACTIVITIES</i> |
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| 2.8 | <i>Optional</i> - Use the curricula, “Census 2020 Count Me In: Taking Informed Action Today” and “Census 2020 Count Me In: A Historical Perspective” in grades 5, 8 11 and 12. See: https://census.ca.gov/wp-content/uploads/sites/4/2019/01/T-School-Curriculum-Count-Me-In-5-8-Grades-Sample-Curriculum.pdf |
| | MCOE will provide the curriculum to each school district. The school district will then share with school sites, allowing individual school sites to decide their level of participation in the curriculum. |
| 2.9 | <i>Optional</i> - Participate in a Train-the-Trainer workshop on the census curriculum. A minimum of one professional development day. (Date between July-August 2019). |
| | <i>There will be at least four regional trainings. Dates will be released as soon as possible.</i> |
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| 2.10 | <i>Optional</i> - Participation in the poster/public service announcements contests at school, district, and statewide levels. The State Education Outreach Manager will coordinate and announce activities. |
| | <i>The Visual and Performing Arts Guide will be provided. Rules of the contest will be distributed by the beginning of the year.</i> |