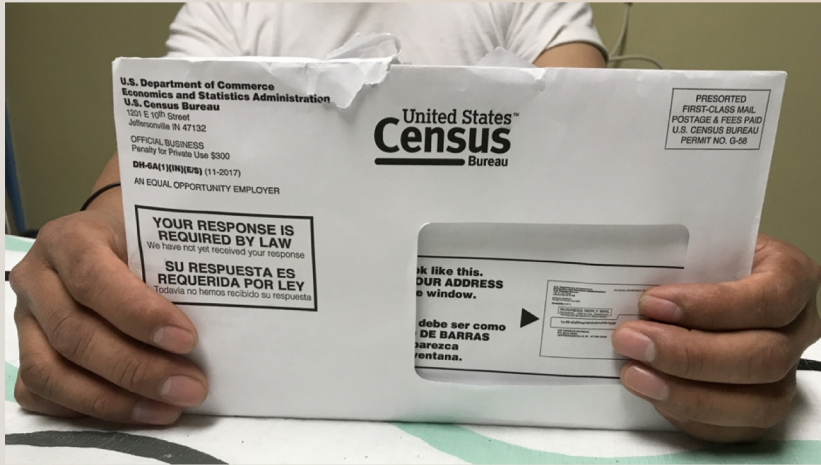


2020 CENSUS ACTIVITIES FOR ADULT EDUCATION CLASSROOMS AND PROGRAMS



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

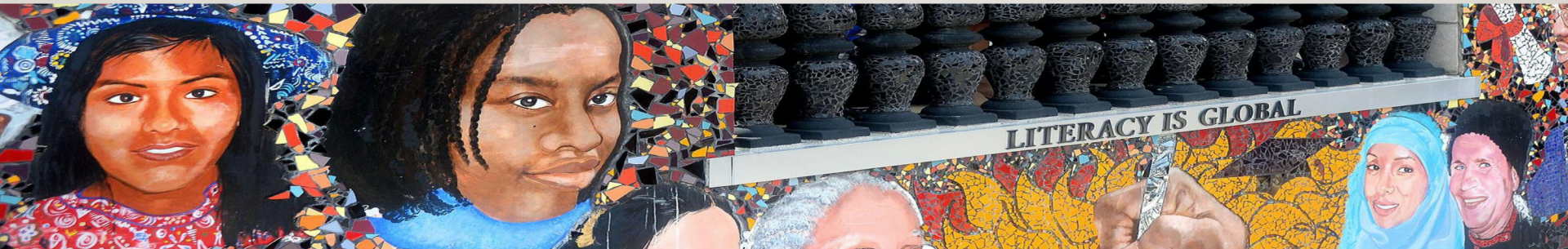
- What did we do in the past?
- What is our current environment--politics, fraud, etc.?
- What is our role as an educational institution?



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
 - Census Partners: <https://2020census.gov/en/partners.html>
 - 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

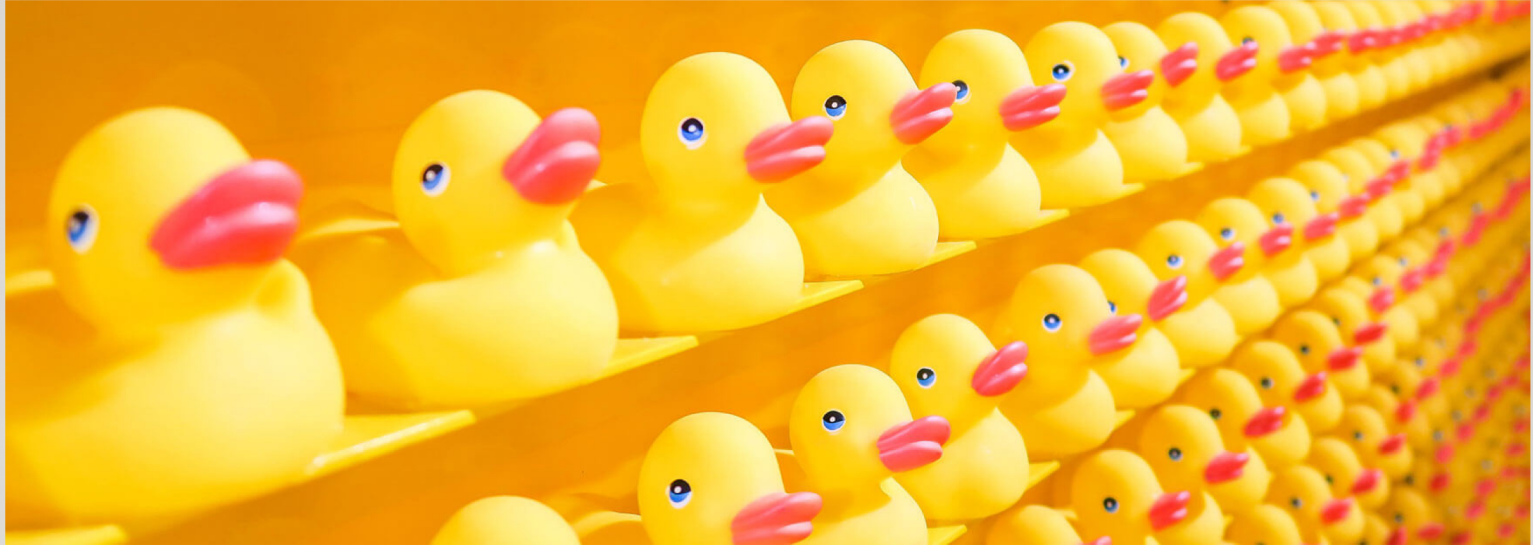
| Main Message | Facebook/Instagram (1-2 messages a week) - Videos or Text | Twitter | IPTV | Announcements | Posters | Classroom | Info Tables/ Partner Presentations |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|-----------------------------------------------|-------------|-------------------------------|---------------------------------------|
| Census 2020 is Coming in April! Everyone Counts! | <p>Every single person living in the US of any age or immigrant status can participate and should be counted in the Census.</p> <p>The Census makes sure every community gets their fair share of government resources.</p> <p>The 2020 Census is a complete count of everyone in the United States.</p> | In progress | 3 slides | Wednesday announcements and faculty bulletins | In progress | Coming Soon... Scavenger Hunt | DC Gov Info Tables |

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
hritchie@carlosrosario.org





USEFUL CENSUS LINKS

Complete Count Committee Partners

<https://2020census.gov/en/partners.html>

NCL Census Resource List <https://national-coalition-literacy.org/research/the-2020-census/census-2020-resource-links/>

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