

**2020 Census**  
**Countywide Outreach Complete Count Committee**  
**Higher Education Sub-Committee Meeting Notes**  
**April 25, 2018, Mayor's Press Room, Los Angeles City Hall**

**Attendees:**

Aidan Arasasingham, University of California, Los Angeles  
Araceli Barcelo, U.S. Census Bureau, Los Angeles Regional Office  
Celeste Jimenez, U.S. Census Bureau, Los Angeles Regional Office  
David Galaviz, University of Southern California  
Dorothea Park, Chief Executive Office, County of Los Angeles  
Ellah Ronen, LA n Sync/California Community Foundation  
Francesca Vega, California State University, Northridge  
Jason Tajima, Chief Executive Office, County of Los Angeles  
Jeanne Ortiz, Loyola Marymount University  
Joseph Nino, California State University, Long Beach  
Karen Darr, Los Angeles Valley College  
Lawrence L. Bradford, Los Angeles Southwest College  
Marcus Rodriguez, California State University, Los Angeles  
Maria de la Luz Garcia, Mayor's Office, City of Los Angeles  
Rob Kadota, University of California, Los Angeles  
Rocio Gandara, Mayor's Office, City of Los Angeles  
Shannon Taylor, Loyola Marymount University  
Sylvia Files, Los Angeles Harbor College  
Tina Marquez Herzog, Chief Executive Office, County of Los Angeles

**Updates:**

Budget: Dorothea Park, County of L.A./CEO's Office reported that the Governor's proposed State Budget included approximately \$40M for the 2020 Census for "On-the-Ground" and "On-the-Air" outreach and to pay for State census staff. Both the Senate and Assembly realize more funding is needed.

The County of L.A. requested an additional \$8.7M that would go towards Countywide outreach for Local Complete Count Committees (CCC's). An additional request will be necessary based on the addition of the citizenship question in order to avoid an undercount of the immigrant community. More will be known after June 2018. The City of Los Angeles adopted a resolution for more funding to be allocated for the Countywide outreach efforts.

Citizenship Status Question Added to the Census: Maria Garcia, Mayor's Office, City of Los Angeles 2020 Census Initiative, discussed the implications of the Secretary of Commerce's action of adding a citizenship question to the 2020 Census survey. California State Attorney General Xavier Becerra, plus 18 other States and representatives from the U.S. Conference of Mayors, filed a lawsuit against this action. The County Board of Supervisors passed a motion directing County Counsel to join this effort by filing and/or signing on to an amicus brief. The L.A. City Council also officially opposed the addition of the question. The LA County Board of Supervisors previously passed a motion instructing the CEO to include immigrant populations in the Census outreach efforts and to encourage their participation.

## **Presentation by the Census Bureau-Process of Counting College Students:**

Enumerating College Students: Celeste Jimenez, Program Coordinator, US Census Bureau, Los Angeles Regional Office, presented information on enumerating group quarters. This category includes typical college students residing in college residence halls. Issues discussed in the past were confusion and timing of where students report their living status. The Census Bureau plans on making advanced contact with administrators of formal residence halls to determine their preferred method of outreach. Through advanced contact from the Census Bureau, administrators can select which form of participation is preferred, electronic or the option to collect paper questionnaires. The Census Bureau is planning to have early non-response follow-up for student housing around universities.

Enumerating Group Quarters include three types of operations:

- 1) Advance Contact: Five-week operation through local office, and no field contact follow-up. Confirming facility info and address. (Will occur Feb.-March 2020)
- 2) Service Based Enumeration: Homeless student count will take place at locations such as shelters, mobile food banks, etc. through 3-day operation (3/30/20-4/1/20). If a college hosts a Census outreach event, homeless students can enumerate there.
- 3) Group Quarter Operations: (April 2020-June 2020)

Enumeration methods:

- 1) Electronic: (April-May 1, 2020) Group home administrators can upload the Census through the Census portal. If the Census Bureau has not heard from them by May 1, 2020, they will initiate the enumeration phase (May-June 2020).
- 2) Paper: Self enumerate and drop off paper questionnaires.

Homeless Students will be captured on the day of their residence on April 1<sup>st</sup> even if they are “couch surfing” on that date. If their family already reported them living at a separate residence, the homeless student’s personal response will be thrown out.

**Action Item:** It was suggested that school addresses be used as a place of residence for homeless students when filling out a Census Questionnaire. Can this be done?

If students are on Spring Break, the college will be included as a “early non-response” location for follow-up of students living off campus and/or on Spring Break. The Census Bureau’s Housing Unit will be responsible for cross referencing student populations.

The Census Bureau “End-to-End” Questionnaire Test is online (Providence, Rhode Island).

**Action Item:** Celeste Jimenez will forward a Power Point presentation on Group Quarter Enumeration. (see attached)

### **Strategic Plan/Work Plan Discussion and Ideas for Outreach:**

Harbor College: Conduct outreach to student government and departments (nursing department, etc.) and groups such as Alpha Gamma Sigma that can provide volunteer hours. Also examine use of the International Student Office, Student Education Plans, counselors, and internship credit. Administrators may be able to coordinate this with faculty.

California State University-Los Angeles: Access communication between college Provost Deans and faculty. Promote Census next to online voter registration type modules, prompts and FAQ's. 2020 Census buttons could be distributed. Place census info in college schedules and calendars, online syllabus, Division of Student Affairs/Life and Dean of Students websites. Work with "Dreamers" using clear, concise messages to student activists.

University of Southern California: Utilize the Civic Engagement Institute, and other groups such as the Unger Institute and Student Affairs for potential partnerships. Examine possibilities through student orientation, the Transportation website where students register their vehicles and bikes, "Residential Life", President's message, Communications (need 5-6 months in advance). In two years, there will be new students not exposed to Census information. Graduate and undergraduate student's communications are isolated from each other.

University of California Los Angeles: Students use academic portals to access homework, obtain grades, and drop or add classes which is a more effective way to communicate than email. Hang Census banners. Consult with Arts Departments to develop more modern messaging that is more in touch with students.

Loyola Marymount University: Create friendly competition through student government elections, and/or athletes vs. "Greeks", with incentives. The Center for the Study of Los Angeles is active in surveying/pollsters and civic engagement.

Southwest College: Will rely on email blasts and student portals.

Los Angeles Unified School District/Los Angeles County Office of Education: Students (5<sup>th</sup>, 7<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grades) will participate through curriculums that will be developed specifically to promote the Census. Students can encourage parents to participate in the Census.

Cal State Long Beach: The Census may not always be important, because there is a lot going on. Would like to see educational piece on Census for a better understanding. Is there a way to mandate participating in the Census and negotiate participation through campus administration? Place Census Questionnaire on student registration portal that they can opt out from once they see the Census message. There are 40k students.

Question: Clarify how data is shared with the Census Bureau. Are there confidentiality requirements with group quarters? Answer/Census Bureau: There is an electronic database for student housing. The Federal Law/Privacy Act indicates that students are the owner of their own records. Certain directory information can be made available.

Empower student groups with a student Census advocacy toolkit for students that participate in community service.

**Action Item:** Get the Census legislated on each campus, for example through the UC Regents, State colleges and community colleges.

**Action Item:** Each entity to explore opportunities for students to obtain extra credit or obtain service hours based on Census-related activities. Guidelines could be set by professors.

**Next Meeting Date: Wednesday, June 6, 2018 2:00 p.m.  
Mayor's Press Room, LA City Hall.**