

2020 Census
Countywide Outreach Complete Count Committee
Higher Education Sub-committee Meeting Notes
Co-Leads: County of Los Angeles and City of Los Angeles

June 6, 2018 2:00 p.m. to 3:30 p.m.
Mayor's Press Room, Room 303
Los Angeles City Hall

Attendees:

Jonathan T. Hughes, Azusa Pacific University
Frances Teves, California State Polytechnic University, Pomona
Francesca Vega, California State University, Northridge
Sylvia Files, Los Angeles Harbor College
Karen Daar, Los Angeles Valley College
Shannon Taylor, Loyola Marymount University
Ella Turenne, Occidental College
David Galaviz, University of Southern California

Celeste Jimenez, U.S. Census Bureau, Los Angeles Regional Office
Raef Fakhoury, U.S. Census Bureau, Los Angeles Regional Office
Maria de la Luz Garcia, Mayor's Office, City of Los Angeles
Rocio Gandara, Mayor's Office, City of Los Angeles
Dorothea Park, Chief Executive Office, County of Los Angeles
Tina Marquez Herzog, Chief Executive Office, County of Los Angeles
Jason Tajima, Chief Executive Office, County of Los Angeles

1. Welcome & Introductions

Maria Garcia, Director of the Census 2020 Initiative for the Office of Mayor Eric Garcetti opened the meeting at 2:07 p.m. by welcoming everyone and attendees introduced themselves.

2. Review of NALEO Round Table Discussion

Maria Garcia gave a brief overview of the round table discussion the City of Los Angeles hosted with NALEO, "Ensuring an Accurate Count of LA's Immigrant Population in Census 2020" on May 23, 2018. She also mentioned the 6 lawsuits pending against the addition of the citizenship question on the census questionnaire.

3. State Census Updates

Dorothea Park, from the Chief Executive's Office in Los Angeles County, shared the State of California Census Bureau has unveiled their census logo and their census website is now live (census.ca.gov). She also provided a brief overview of the four convenings the state is hosting in LA County:

- 6/26/18 - San Gabriel Valley, El Monte, Grace Black Auditorium
- 6/27/18 - San Fernando Valley, San Fernando HS
- 8/1/18 - South Los Angeles, Holman United Methodist Church
- 8/2/18 - Long Beach, Long Beach Convention Center

4. Review & Discuss Draft Higher Education Census Outreach Strategic Plan and Work Plan for Census Outreach:

Dorothea Park called attendees attention to the Higher Education Subcommittee Strategic Plan, which summarizes outreach ideas the subcommittee members have discussed in previous meetings. She also referenced the strategies and issues handout, which contains other outreach ideas and issues of concern the subcommittee identified in previous meetings. Lastly, she informed subcommittee members that they are now to develop their own individual work plans for their colleges or universities that will track accomplishments, challenges and next steps. Consider ways to also promote off campus to surrounding Hard- to-Survey (HTS) neighborhoods (student housing) if possible. Dorothea noted that colleges should look at cross-campus collaborations, where feasible and there may be different strategies and projects developed for the administration and for students.

Francesca Vega from CSUN asked if the City/County reached out to the CSU and UC central offices and asked for program content for the state's convenings. Maria Garcia and Dorothea Park provided more information on the state's convenings.

Ella Turenne from Occidental College asked how to engage students in the Census Goodwill Ambassadors (CGA) program that the City/County plans to roll out. Dorothea Park stated that a toolkit for the program still needs to be developed, and that students will have to be trained, ie. to staff Census Actions Kiosks (CAKs) on campus, undertake neighborhood walks, and host town halls on campus. She indicated that each campus will have to develop their own CGA program that fits their campus' need. Maria Garcia added that as each college develops their own outreach plan and CGA program, the City/County will then learn how to best support each college or university. Dorothea further added that the City/County's role is to fill in the gaps.

Ella Turenne from Occidental College inquired about the inclusion of the citizenship question on the Census 2020 questionnaire and what type of messaging the City/County will be using. Maria Garcia mentioned that the round table discussion the City hosted with NALEO, "Ensuring an Accurate Count of LA's Immigrant Population in Census 2020" offered some insight. With the pending litigation around the addition of the citizenship question, Maria indicated there is not a resolution yet, and ultimately we do not know if the question will be added. Further, she mentioned that both NALEO and Asian Americans Advancing Justice are undertaking message research now and those findings will be released later this year.

Celeste Jimenez from the L.A. Regional Census Bureau Office reported that the Census test in Rhode Island produced a 45% self response rate and only tested systems. There was no media campaign or outreach/partnership activities associated with the test. She further indicated that the general public is only aware of the citizenship question if they are aware of the census, and their priority is to ensure that the general public is aware of the census.

Dorothea Park noted that since the test in Rhode Island is the only test nationwide, we will have to make some assumptions based on the 45% self response rate, even though not much information is known about the participation of Hard-to-Count populations. The Census Bureau's test in Rhode Island did not include the citizenship question.

Maria Garcia added that it will be even more important to identify key assets to reach immigrants.

Frances Teves from Cal Poly Pomona asked about the timeline for developing their own individual plans for their campus and the implementation period of these plans. Dorothea Park shared that this year is a planning year (2018), and that colleges and universities should start working on their plans now and can share them with others at these meetings to determine if there are any common strategies campuses can collaborate on. Maria Garcia added that implementation of the plans would be in the fall of 2019 through 2020.

Celeste Jimenez discussed the Census Bureau's outreach program for group quarters and residence halls and handed out samples of the Family Educational Rights and Privacy Act (FERPA) letter. There is a Census Bureau website has a link describing group quarters and the bureau's operations.

Maria Garcia asked the subcommittee members for their feedback on creating their own individualized outreach plans for their campuses.

Action Item: Draft Strategies will be presented and discussed at the next Sub-committee meeting (September 26th). The Higher Education Sub-committee Objective and Strategies Form was handed out.

5. Request Contact Information for Colleges and Universities Not Already on the Sub-Committee (handout)

Maria Garcia referenced the handout that includes the names of colleges and universities within LA County of which City/County staff does not have contact information for, and asked subcommittee members to help identify individuals to invite to future meetings.

Action Item: Sub-committee members to email contact information to the City/County for representatives from institutions that have not been included in past Higher Education Sub-committee meetings.

6. Questions / Public Comment

Sylvia Files from Los Angeles Harbor College inquired about using the State of California's census logo on their school materials.

Action Item: the City/County will report back on the status of the use of the logo by other entities for communication and outreach purposes.

7. Next Higher Education Sub-committee Meeting Date:

The subcommittee members decided to meet on **September 26, 2018 at 2 p.m.** The next meeting will be hosted by the County of Los Angeles at the Hall of Administration. Room to be determined.

Maria invited Sub-committee members to the next Countywide Outreach Complete Count Committee meeting scheduled for **July 26, 2018, from 9:30 a.m. to 11:00 a.m.**, at the Kenneth Hahn Hall of Administration, Room 743.

8. Adjourn meeting: The meeting was adjourned at 3:10 pm.