



The Outreach Plan

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

The Office of the Fresno County Superintendent of Schools (FCSS) currently serves 32 school districts and more than 206,000 students. One of the main functions of FCSS is to ensure school districts remain fiscally solvent and compliant with state and federal laws. The County Office runs specific programs for students with special needs and offers direct services for migrant, special education and court and community school students. Over 38,800 (18.8%) are classified as English Learners. FCSS provides school districts with a full range of support programs and services such as professional development, curriculum training, fiscal support, health and pupil personnel services.

The County’s Student Enrollment by Ethnicity is as follows:

| <u>Ethnicity</u> | <u>Percentage of Student Enrollment</u> |
|--------------------|---|
| Hispanic or Latino | 65.2% |
| White | 16.8% |
| Asian | 9.3% |
| African American | 4.8% |
| Other | 3.9% |
| Total | 100% |

I) Your outreach plan should include at least two different aspects of outreach.

1) Overall countywide initiatives

- To promote awareness about the Census 2020, FCSS will focus on the Western Fresno County school districts that are home to a large portion of the HTC population. County Office of Education staff will coordinate with school district officials to distribute Census 2020 materials at informational tables during existing campus and community events. Staff will promote upcoming community forums, availability of Questionnaire Assistance Centers (QAC), and timeline of important Census 2020 events and deadlines.
- School districts will provide access to their campuses and other facilities to allow FCSS to host Questionnaire Assistance Centers (QAC) and Questionnaire Assistance Kiosks (QAK) to serve surrounding communities. The County Office of Education staff will provide the personnel and technology necessary to host multiple QAC/QAK locations. The FCSS Migrant Education Office will house a permanent QAK where staff will provide direct assistance to residents until the completion of Census 2020 data collection.
- FCSS staff will utilize the Community Outreach Toolkit to create Census 2020 presentations that will be made at various FCSS and school district parent

meetings. Selected school districts and FCSS facilities will serve as the locations for a series of Census 2020 informational workshops.

- The County Office of Education will work with both English and Spanish media outlets to disseminate Census 2020 information. Specifically, we will partner with the local Univision affiliate to participate in their Get Out The Vote campaign. We will join forces with Univision 21 Fresno to develop an aggressive and coordinated plan to promote Census 2020 with HTC population on multiple media platforms. Designated staff will appear as guests on their morning televised program, Despierta Valle Central and their community affairs radio program, Contacto Comunitario. We will be operating a Census 2020 informational booth at multiple Univision-sponsored community events and promote the Get Out The Count community forums. Univision's on-air talent will create social media postings aiming to clarifying the doubts the HTC community faces with the Census process and its benefits.

- 2) Targeted resources (use SwORD to find indicators and name the Census Track(s) and use the common neighborhood names) Indicate which schools are located/near those tracks with high numbers of English Language Learners and high poverty

Western Fresno County is home to a large number of small rural communities that are located in HTC census tracks and include populations with high numbers of low-income households with limited English proficiency. FCSS will focus on working with administrators from the following identified school districts to urge their surrounding communities to participate in Census 2020.

- *Burrel Elementary School District*
- *Westside Elementary School District*
- *Raisin City Elementary School District*
- *Orange Center Elementary School District*
- *Riverdale Unified School District*
- *Laton Unified School District*
- *Fowler Unified School District*

- II) Where will the resources be targeted?

- 1) Indicate what hard-to-count populations will be served?

- Latinos
- Farmworkers/Migrant Farmworkers
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Children 0-5
- Houses with Limited English Proficiency

- 2) Using the hard-to-count indexes show what neighborhoods/areas where outreach will take place. (This can be in the form of a table.)

| School Name | School CDS Code | School Address | Outreach Activity (Parent Night/Friday night Live/PTA meetings/rally) | Tentative date |
|--------------------------|-----------------|---|---|-------------------------|
| Burrel Elementary | 10620426005797 | 16704 South Jameson Avenue Riverdale | Parent Advisory Council Meeting | Fall/Winter 2019 |
| Westside Elementary | 10625396007413 | 2695 South Valentine Avenue Five Points | Parent Advisory Council Meeting | Fall/Winter 2019 |
| Raisin City Elementary | 10623806007074 | 6425 West Bowles Avenue Raisin City | Parent Advisory Council Meeting | Fall/Winter 2019 |
| Marshall Elementary | 10621586006050 | 142 N Armstrong Ave Fowler | Parent Advisory Council Meeting | Winter 2019/Spring 2020 |
| Orange Center Elementary | 10623316007009 | 3530 South Cherry Avenue Fresno | Parent Advisory Council Meeting | Winter 2019/Spring 2020 |
| Riverdale Elementary | 10623986007082 | 3700 Stathem Street Riverdale | Parent Advisory Council Meeting | Winter 2019/Spring 2020 |
| Laton Elementary | 10622816006902 | 6065 Latonia Laton | Parent Advisory Council Meeting | Winter 2019/Spring 2020 |
| Univision | | Fulton Mall, Fresno | Fiestas Patrias | September 15, 2019 |
| Univision | | Fresno State University | Education Fair | October 5, 2019 |

| | | | | |
|--------------------------------|--|--------------------------|--|-------------------|
| Univision | | Fresno State University | FAFSA Day | November 2019 |
| FCSS Migrant Education Program | | 1684 W Shaw Fresno 93711 | Parent Advisory Council Workshops | September 7, 2019 |
| FCSS Migrant Education Program | | Fresno State University | Mother's Symposium | November 16, 2019 |
| FCSS Migrant Education Program | | Fresno State University | Father's Symposium | January 25, 2020 |
| FCSS Migrant Education Program | | 1684 W Shaw Fresno 93711 | Parent Advisory Council Workshops | February 29, 2020 |
| FCSS Migrant Education Program | | Fresno State University | Regional Parent Conference/Honor Student Recognition | April 25, 2020 |

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.

| | |
|-----|---|
| 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. |
| | <i>Reviewed archived April 5, 2019 Webinar on K-12 County Office of Education (COE) Funding</i> |
| 2.2 | Use the <i>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 |
| | <i>Reviewed the California Schools-based Communications Outreach Toolkit in preparation for meetings with regional and district staff.</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. |
| | <i>Many of the school districts have either just begun or are about to begin the 2019-2020 school and have not be available to finalize locations and dates. FCSS staff will be meeting with district and site staff to confirm locations and dates for QACs/QAKs.</i> |
| 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>Anticipating additional information regarding SwORD access, training, and features.</i> |
| 2.5 | The COEs PIOs or equivalent shall publicize outreach events and locations/times of QACs/QAKs to surrounding communities. |
| | <i>The locations/times of QACs/QAKs and outreach events will be promoted at various FCSS parent meetings, informational booths, television/radio public service announcements, and a phone bank call center.</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>Anticipating to implement the Census 2020 Week Toolkit strategies during the designated March 23-April 9, 2020 timeframe.</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 |

| | |
|------|---|
| | The Census 2020 information that will be shared with the public will be available in both English and Spanish. |
| | OPTIONAL ACTIVITIES |
| 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 |
| | Three schools in the Central Unified School District will be implementing the “Census 2020 Count Me In: A Historical Perspective” in grades 5, 8, and 11. Big Picture Charter School will be using the program for grade 12. |
| 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). |
| | Selected staff will be attending a Census 2020 informational training on August 27, 2019 at the Tulare County Office of Education. |
| | |
| 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. |
| | FCSS has opted not to participate in the Visual and Performing Arts contest. |

**Census Budget
Fresno County Office of Education**

| | | | TOTALS |
|----------|---|----------------|-----------------|
| | Personnel | | |
| 1000 | | | |
| 1000 | | | |
| 2000 | Support staff \$37.96x350 hrs | | \$13,286 |
| | Subtotal Salaries | | \$13,286 |
| | Benefits | | |
| 3000 | Benefits for support staff x.21% | | \$2,790 |
| | Subtotal Benefits | | \$2,790 |
| | | | |
| A | TOTAL PERSONNEL | | \$16,076 |
| | | | |
| | Operations | | |
| 4000 | Books | | \$300 |
| 4000 | Supplies and Services | | \$10,714 |
| 5000 | Travel | Mileage | \$2,200 |
| | | | |
| 5000 | Consultants, Contracted Services, Other Operating Expenses | Media/printing | \$10,400 |
| 5000 | Phone/Fax | | \$0 |
| 5000 | Postage/FedEx | | \$0 |
| 5000 | Printing/Copying | | \$1,250 |
| 5000 | Facility Rental/Minor Equipment | | \$0 |
| 5000 | Contracts and Subagreements | | \$22,831 |
| B | TOTAL OPERATIONS | | \$47,695 |
| | | | |
| C | TOTAL DIRECT COSTS (A+B) | | \$63,771 |
| | | | |
| | NOT SUBJECT TO INDIRECT* | | |
| | | | |
| D | TOTAL USED TO CALCULATE INDIRECT | | |
| | | | |
| E | INDIRECT COSTS | 0.00% | \$0 |
| | | | |
| 7000 | BUDGET TOTAL (C+E)** | | \$63,771 |