



Community  
ConnectLabs



CALIFORNIA  
ADULT EDUCATION  
PROGRAM

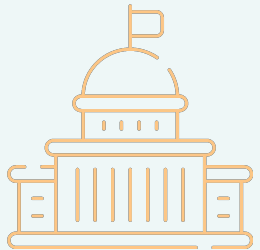
# Census Field Staff Recruitment Program

Webinar May 10, 2019

# Agenda

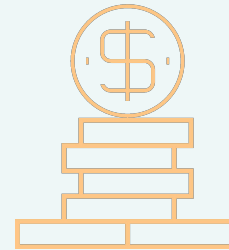
1. Census 2020 and the importance of field staff recruitment
2. Field jobs overview (requirements, application process)
3. CommunityConnect Labs field staff recruitment program
4. How Adult Education can participate
5. Next Steps

# Census 2020: What's at Stake



## Government Funding

Medicaid, food subsidies, preschools, housing, parks, highways



## Political Representation

District lines, House of Reps, Electoral College



## Business & Economy

Real estate, retailers, and other firms using demographic data

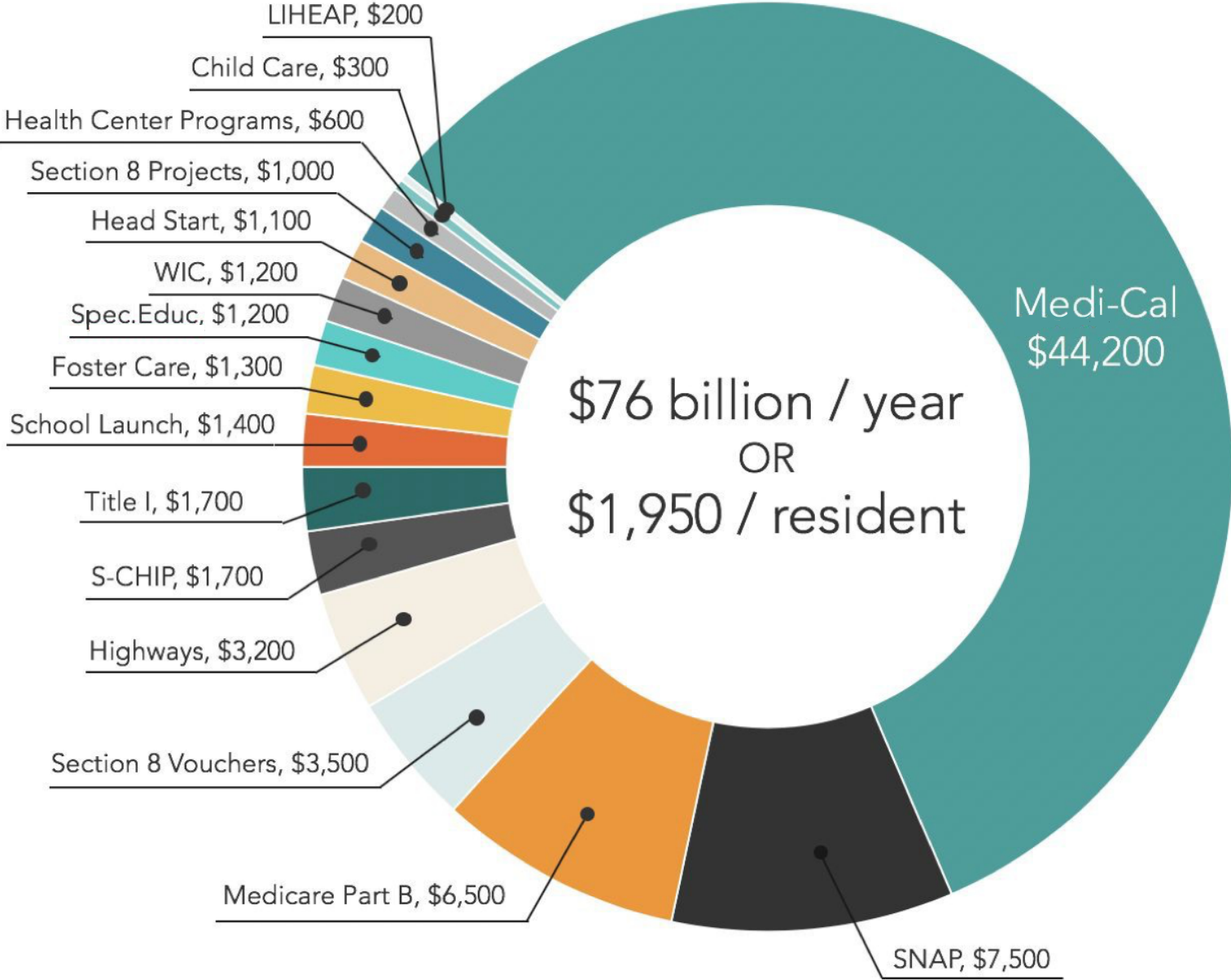


## Community-Based Services

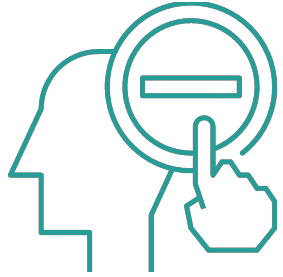
Funding for and accurate measurement of impact

# Federal Programs that Allocate Funds to the State of California Using Census Data

(in million dollars - FY15)



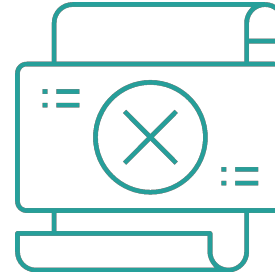
# “High Risk” GAO Rating



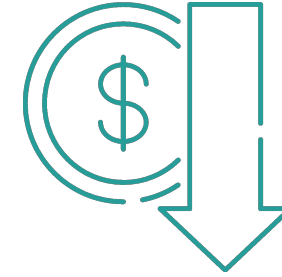
Smaller budget,  
delayed contracts



New technologies  
and processes



Cancellation of 2  
of the 3 field tests



Negative public  
opinion of the Census

Projected 2020 self-response rate as low as 60% in  
hard-to-count communities

# Census Bureau Needs to Hire ~55K Office & Field Staff in California



## CHALLENGES

- High need for local, bilingual candidates
- Strong economy; low unemployment
- Online application and assessment
- Long wait time → leaky pipeline
- 5:1 candidate-to-hire ratio = ~300K candidates\*
- Difficulty to-date filling management roles

\*CCL estimate based on HTC population and publicly discussed Census hiring targets

# Field Job Requirements (Adult Ed style)

- US Citizen AND 18+ yearsold
- Must have SSN
- (Male candidates must have Selective Service Number)
- No educational level requirement
- Good speaking & listening skills
- Digital literacy skills (smart pads, online apps)
- Bilingual a plus (not mandatory); English proficiency
- Interpersonal skills, cultural competency, problems solving abilities
- Physical requirements: standing for long periods of time, walking, climbing stairs
- Awareness of and attention to privacy of personal/confidential info

Great  
opportunity  
for Advanced  
ESL and ASE  
programs

## On the Census Team, every one counts.

Joining Census gives you the opportunity to put your skills to work in a challenging environment where innovation is part of the mission. The Census Bureau provides you with the opportunity to survey the horizon, from coast-to-coast and door-to-door, in business and in industry.

As a valued member of the Census Team, you will be responsible for contributing to the fabric of our nation - *where every one counts*.

**To view all current openings, and to apply for jobs with the United States Census Bureau, please choose from the following:**

First-time Applicants  
[Register Here](#)

Returning Applicants  
[Login Here](#)



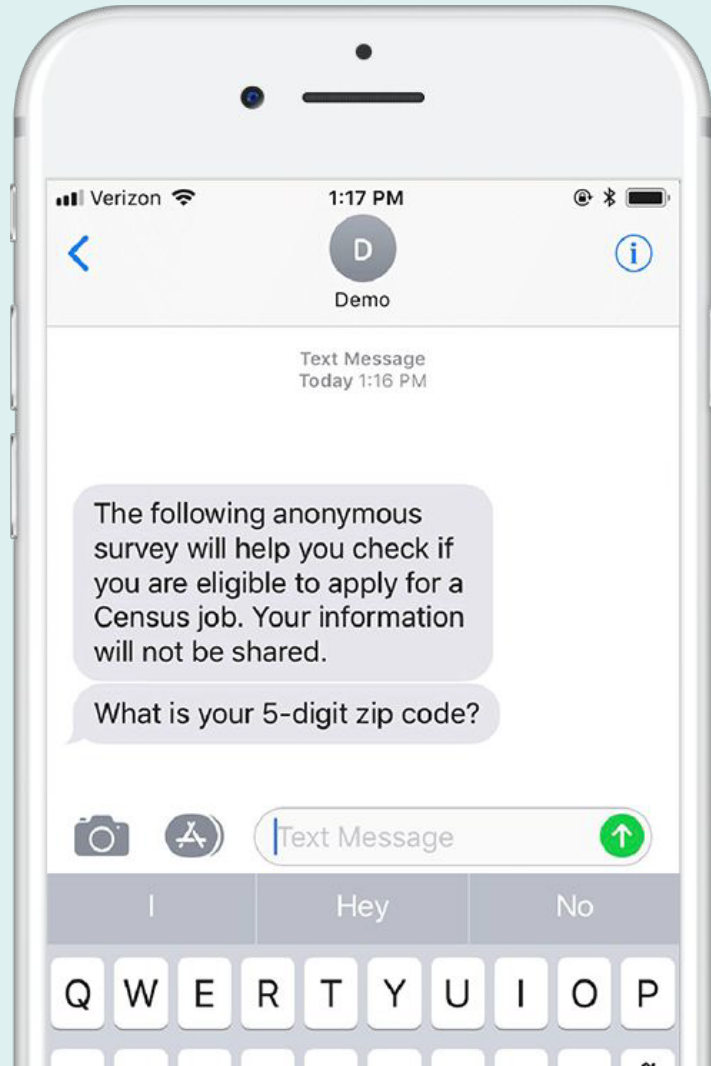
# Recruitment Timeline

	Address Listers	Census Takers (Enumerators)
<b>Peak Recruitment (Online Application / Assessment)</b>	May – June 2019 (application open now)	Sept. 2019 – Feb. 2020 (application open now)
<b>Interviews, Onboarding Forms, &amp; Background Check</b>	June – July 2019	Feb. – Mar. 2020
<b>Paid Training</b>	July – Aug. 2019	Mar. – Apr. 2020
<b>Work</b>	Aug. – Oct. 2019	Apr. – July 2020

# Application Process

1. Education/Awareness
2. Online Application
3. Online Assessment
4. Interview
5. Onboarding / Background Check
6. Training
7. Work
8. Post-job

# CCL Field Staff Recruiter Tool



## Build, engage, and support a pipeline of qualified field staff candidates

- Educate candidates about census opportunity
- Direct qualified candidates to census application
- Connect candidates to local resources for application support
- Keep qualified candidates motivated and informed through complex application process
- Inform local outreach/recruitment efforts by providing data on candidate pipeline (location, languages, progress)

# Role of Adult Education Programs

## Outreach

1. Advertise census jobs and texting program to candidates from Advanced ESL or low ASE programs
  - a. marketing materials provided by CCL
  - b. 1-hr webinar training provided by CCL for staff in late May
2. Share contact lists, send outbound emails & text message inviting students to receiving reminders and tips

## Support (Optional)

1. Host info sessions and workshops about census jobs and texting program
2. Make computer labs available for applicants; add optional staff support for applications
3. Provide refresher trainings & workshops (TBD)
4. Examine how to enroll student in TOPSPro or MIS, update their progress

# Sample Marketing & Outreach

**Earn Money and Make an Impact!  
Apply Now for Census Field Jobs**

Text "Work2future" to  
(408) 418-9914  
for tips from Work2future

**Part-time Field Jobs Available:**

- ▶ Address Listers  
(August – October 2019)
- Census Takers (Enumerators)  
(May – July 2020)
- ▶ \$30/hour in Santa Clara County
- ▶ Evening & weekend shifts available  
– You set your own schedule
- ▶ Apply for part-time field jobs at:  
<https://2020census.gov/jobs>

All candidates must be U.S. Citizens  
and 18 years of age or older




To stop receiving messages from this number at any time text "EXIT"  
Standard message and data rates may apply

To learn more about Census office jobs, visit:  
<https://www.census.gov/about/census-careers.html>



 **Work2future** Like Page

The U.S. Census Bureau is hiring part-time field staff to help ensure Santa Clara County is fully counted for the #2020Census. Text "Work2future" to (408) 418-9914 for info and tips on how to apply. #CensusJobs

**Work for the Census**

**Part-time Field Jobs Available** >>

- ✔ \$30/hour in Santa Clara County
- ✔ Evening & weekend shifts available – You set your own schedule

**Apply here:**  
<https://2020census.gov/jobs>

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# Next Steps

1. Participating programs complete this survey by **Wednesday May 15**: <https://forms.gle/wA6nw1XfhFoA64Wg8>
  - a. Individual schools - Address Listers
  - b. Consortia - Enumerators
2. 1 hour webinar training for participating staff late May
3. (Optional) CASAS conference session June 12
  - a. Census 2020: Making Half a Million Jobs Count (10:30am-12pm)

# Thank you!

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