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)

- HIHEAP, $200
- Child Care, $300
- Health Center Programs, $600
- Section 8 Projects, $1,000
- Head Start, $1,100
- WIC, $1,200
- Spec. Educ., $1,200
- Foster Care, $1,300
- School Lunch, $1,400
- Title I, $1,700
- S-CHIP, $1,700
- Highways, $3,200
- Section 8 Vouchers, $3,500
- Medicare Part B, $6,500
- SNAP, $7,500

$76 billion / year
OR
$1,950 / resident

Medi-Cal $44,200
“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+ years old
- 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

https://2020census.gov/jobs
## Recruitment Timeline

<table>
<thead>
<tr>
<th></th>
<th>Address Listers</th>
<th>Census Takers (Enumerators)</th>
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<tbody>
<tr>
<td>(Online Application / Assessment)</td>
<td></td>
<td></td>
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<tr>
<td>Interviews, Onboarding Forms, &amp; Background Check</td>
<td>June – July 2019</td>
<td>Feb. – Mar. 2020</td>
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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
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.

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

$30/hour in Santa Clara County
Evening & weekend shifts available – You set your own schedule
Apply here:
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Next Steps

1. Participating programs complete this survey by Wednesday May 15: [https://forms.gle/wA6nw1XfhFoA64Wg8](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!

www.censusoutreach.org | www.communityconnectlabs.com
stephanie@communityconnectlabs.com