

# Census 2020: Making Half a Million Jobs Count

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# Agenda

1. Census 2020 Background – Why Adult Ed?
2. Census 101 & Hiring Opportunities
3. Census Field Recruitment Process & Resources
4. Current Pilot Progress
5. Panel Discussion: Local Plan for Census 2020
6. Q&A

# The Beginning

- Governor Brown's Effort
- The Transition
- Regional efforts
- Starting over again

# The New Team

- Community Connect Labs
- State CAEP Office
- Regional Consortia
- Local adult education programs
- Regional Partners

# Multiple Efforts

- Census Awareness
- Recruitment – Address Listers
- Classroom Curriculum, IET, Co-apps
- Recruitment – Enumerators
- Building the student's skill set

# Census 2020 Background & Adult Education Pilot Program

Stephanie Kim, CommunityConnect Labs

# 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

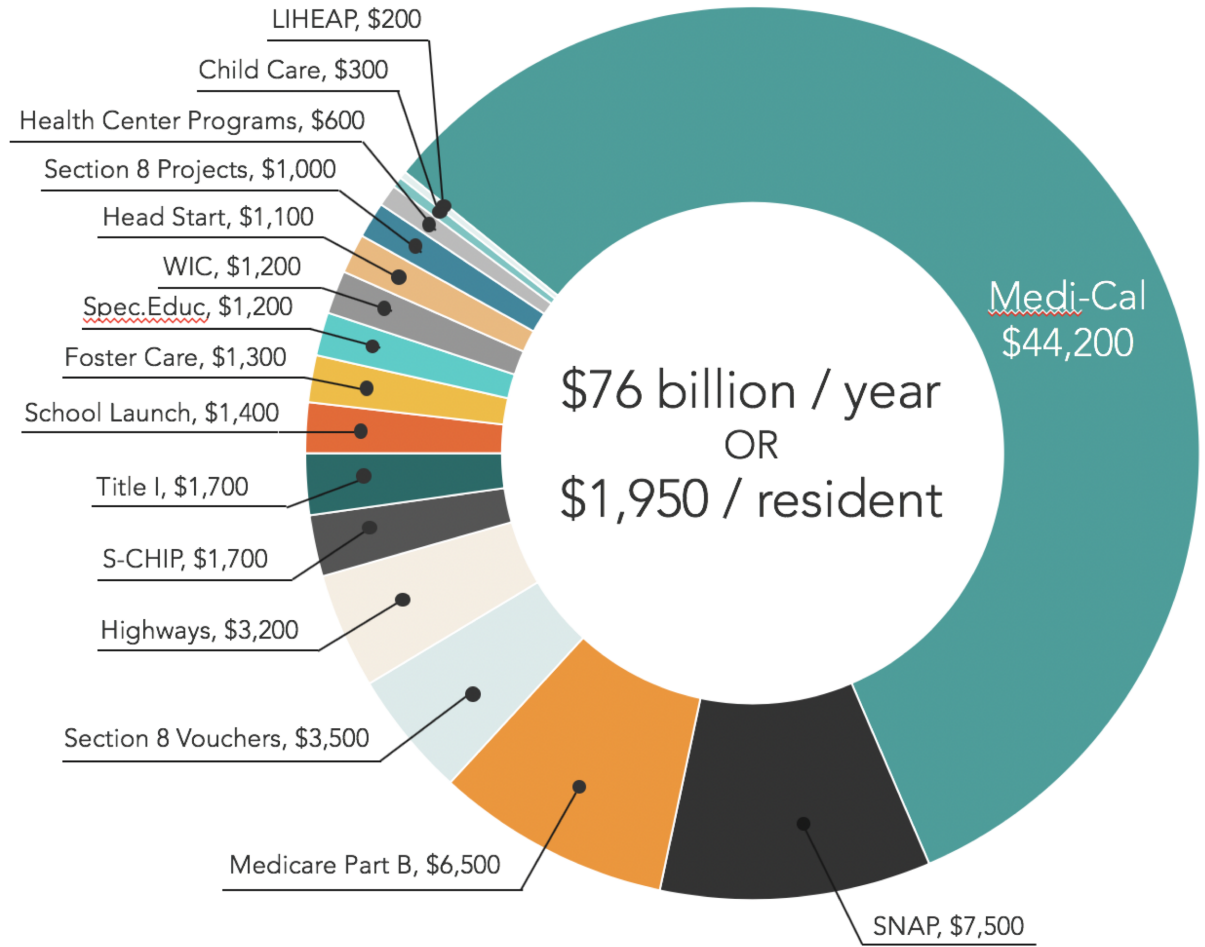


## Community-Based Services

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

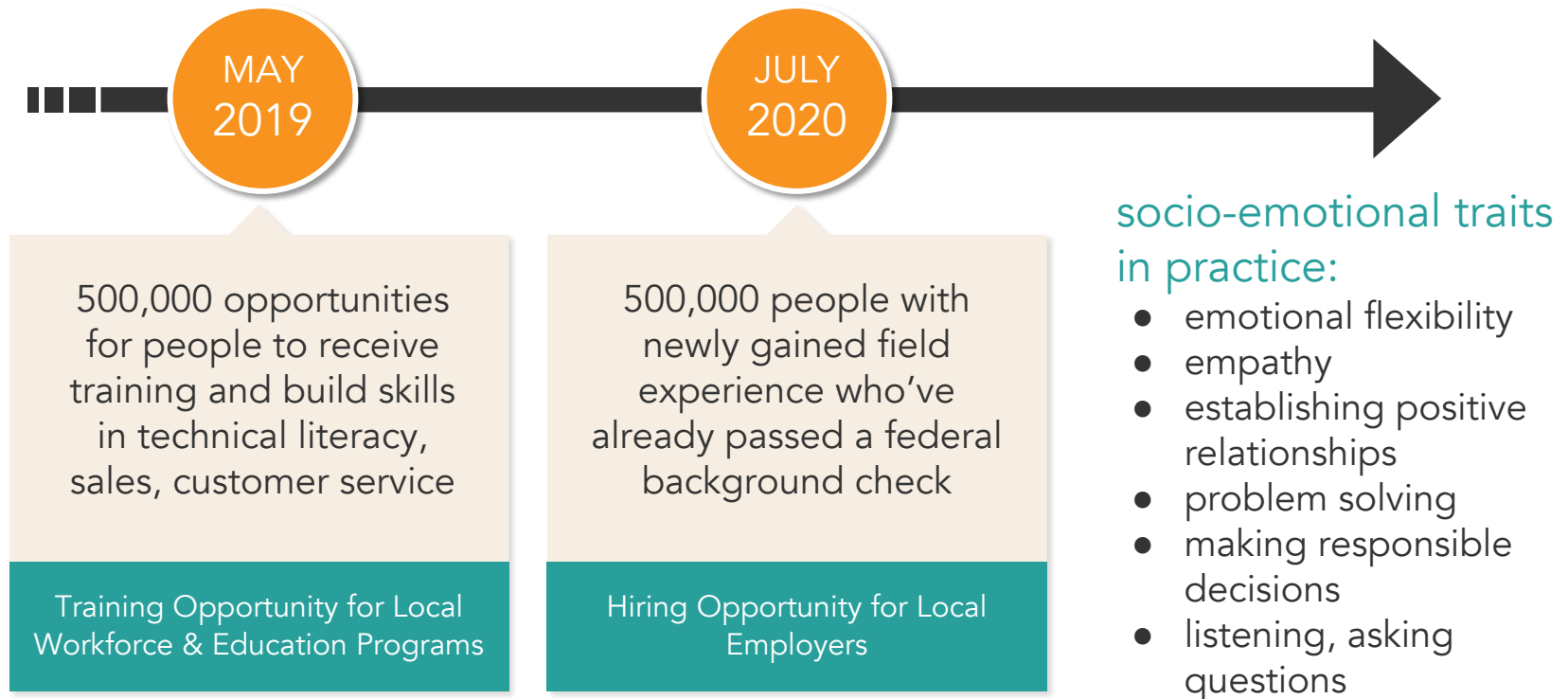


## CHALLENGES

- 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 = ~75K candidates in LA County\*
- Difficulty to-date filling management/supervisory roles

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

# National Workforce Development Opportunity



# 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

# Application Process

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

# 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

## 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



## Create a Profile

All fields marked \* are required.

- Passwords cannot have leading or trailing spaces
- Passwords cannot be the same as email.
- Passwords must contain both upper and lower case letters
- Passwords must contain alpha and numeric characters
- Passwords cannot have three or more consecutive same characters
- Passwords must contain at least one special character
- Passwords must be 12 - 20 characters

\* First Name

\* Last Name

\* Email

\* Confirm Email

Phone

\* Password

\* Confirm password

I'm not a robot



By creating a profile you agree to our [Terms of Service](#)

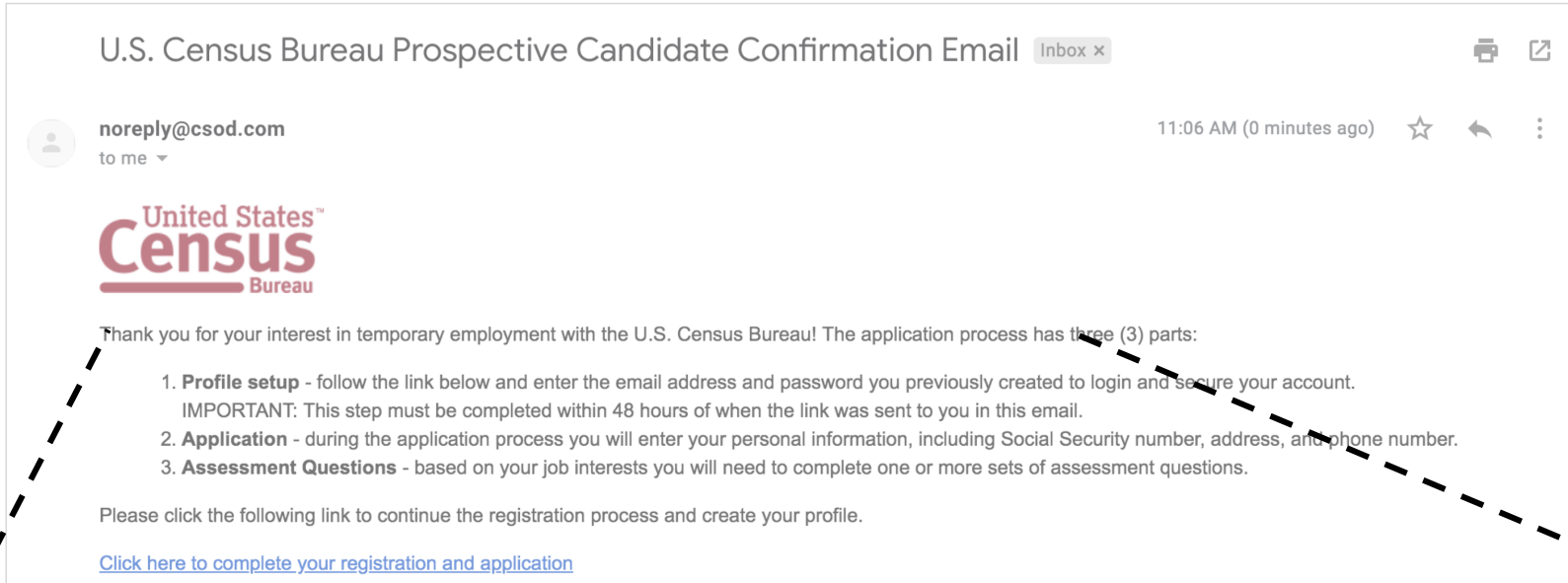
Create Profile

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- Passwords cannot have three or more consecutive same characters
- Passwords must contain at least one special character
- Passwords must be 12 - 20 characters





Thank you for your interest in temporary employment with the U.S. Census Bureau! The application process has three (3) parts:

- 1. Profile setup** - follow the link below and enter the email address and password you previously created to login and secure your account.  
IMPORTANT: This step must be completed within 48 hours of when the link was sent to you in this email.
- 2. Application** - during the application process you will enter your personal information, including Social Security number, address, and phone number.
- 3. Assessment Questions** - based on your job interests you will need to complete one or more sets of assessment questions.

Please click the following link to continue the registration process and create your profile.

[Click here to complete your registration and application](#)

From 09/07/2018 10:00 PM to 09/08/2018 12:00 AM, your portal will be briefly unavailable due to a software update.


### Personal Information

0%

**Social Security Number \***

**Confirm Social Security Number \***

**LEGAL NAME**

**First Name \***  **Last Name \*** **Middle Initial** **Suffix**

**HOME ADDRESS**  
Please do NOT enter a PO Box or other non-physical address. Hiring may be partly based on where you live. E-911 addresses, street addresses and RFD numbers are acceptable (include apartment number, if any).

**Address \***

**Address Continued**

**Address Continued**

**Zip Code \***

**City \***

**County, Parish, Borough, Municipio (Puerto Rico) \***

**State \***

Select a state

**MAILING ADDRESS (if different from home)**

**NEAREST CROSS STREETS TO YOUR HOME ADDRESS**

**Nearest Cross Street A**

**Nearest Cross Street B**

**Email Address \***

**PHONE INFORMATION**

**Primary \***

**Secondary**

**Other**

Help Desk Number: 1-855-562-2020

Previous

Next

Save & Exit

18.830.1959


### Personal Information

0%

**Social Security Number \***

**Confirm Social Security Number \***

**LEGAL NAME**

**First Name \***  **Last Name \***

# Language Skills and Availability

23%

## Language Skills

Some Census jobs require employees to conduct the Census interview by reading and recording responses to questions in a language **other than English**.

The employee must be able to convince individuals who speak no English to respond to the interview by explaining the purpose and importance of the census. Employees will receive Census job-related training, but not language training.

**Are you fluent in any language where you can hold a conversation, read and record responses, and respond to questions in that language? (Please include American Sign Language if applicable.) \***

Yes  No

Add Language

Language

Speak

Read

Write





Delete

## Assessment for Data Collection, Outreach, and Office Positions

50%

### Example 1:

My previous supervisors (or teachers, if not previously employed) would likely describe my self-discipline as:

1. *Superior*
2. *Above average*
3. *Average*
4. *Below average*
5. *Do not know*

### Example 2:

I dislike being the center of attention.

1. *Mostly True*
2. *Mostly False*

## Finished

# Congratulations!

You have finished your application and it has been submitted for consideration.

Thank you for your interest in Census jobs!

Help Desk Number: 1-855-562-2020

Exit

## U.S. Census Bureau Updated Application Status Inbox x



noreply@csod.com

to me ▾

11:18 AM (5 hours ago)



Your status has been updated.

Please [click here](#) and log in with your User ID and password to view the updated status.

09/08/2018 10:00 PM to 09/08/2018 12:00 AM, your portal will be briefly unavailable due to a software update.

# Welcome to the Census Applicant Portal

Thank you for your interest in working with us!

**Available - Your application can be considered for employment.**

## My Application

Census Help

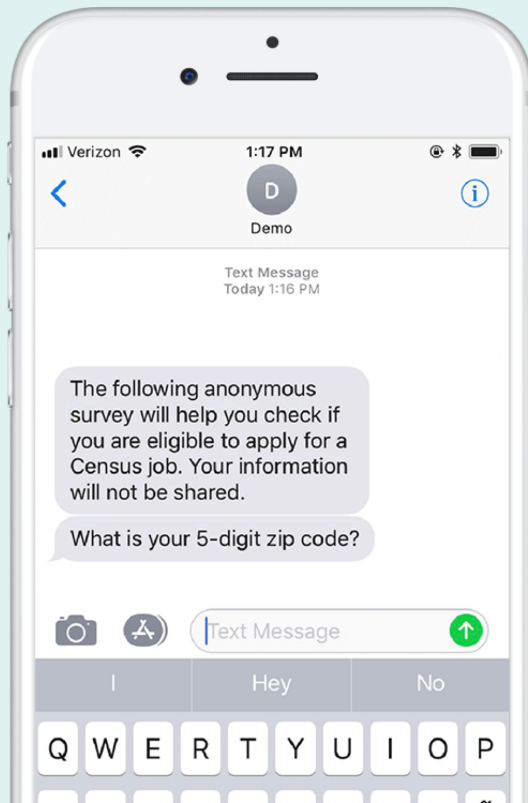
FAQs

Update Application

## Download Completed Forms

**Application:** [9/5/2018 6:34 pm Download](#)

# 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)

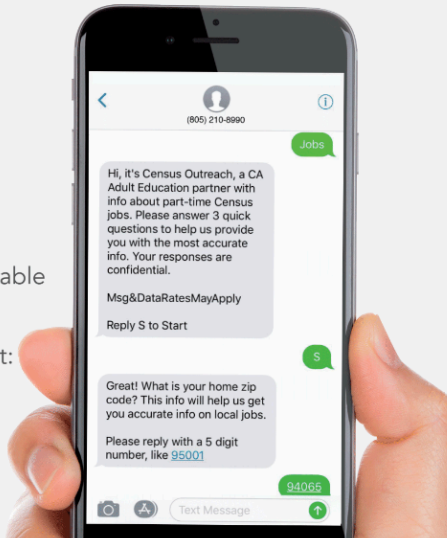
# Earn Money and Make an Impact! Apply Now for Census Field Jobs

Text JOBS to (805) 210-8990  
and Learn How to Apply

## Part-time Field Jobs Available:

- ▶ Address Listers  
(August – October 2019)
- Census Takers (Enumerators)  
(May – July 2020)
- ▶ \$15-30/hour in California
- ▶ 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>



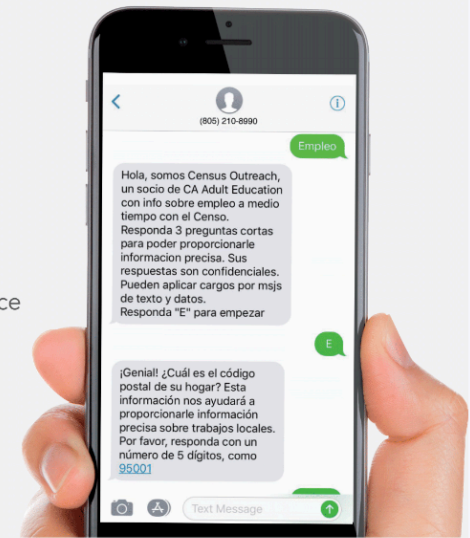
# Gane Dinero y Cause Impacto! Solicite Empleo con el Censo

Envíe la Palabra  
EMPLEO al (805) 210-8990 y  
Entérese de Cómo Aplicar

## Trabajos de Campo de Medio Tiempo Disponibles:

- ▶ Recopiladores de datos  
(Agosto – Octubre 2019)
- Censistas (Enumeradores)  
(Mayo – Julio 2020)
- ▶ \$15-30/hora en California
- ▶ Turnos de noche & fines de  
semana disponibles – Ud. hace  
su propio horario
- ▶ Solicite empleo de medio  
tiempo aquí:  
<https://2020census.gov/jobs>

Todos los candidatos deben ser  
ciudadanos estadounidenses y tener  
18 años o más

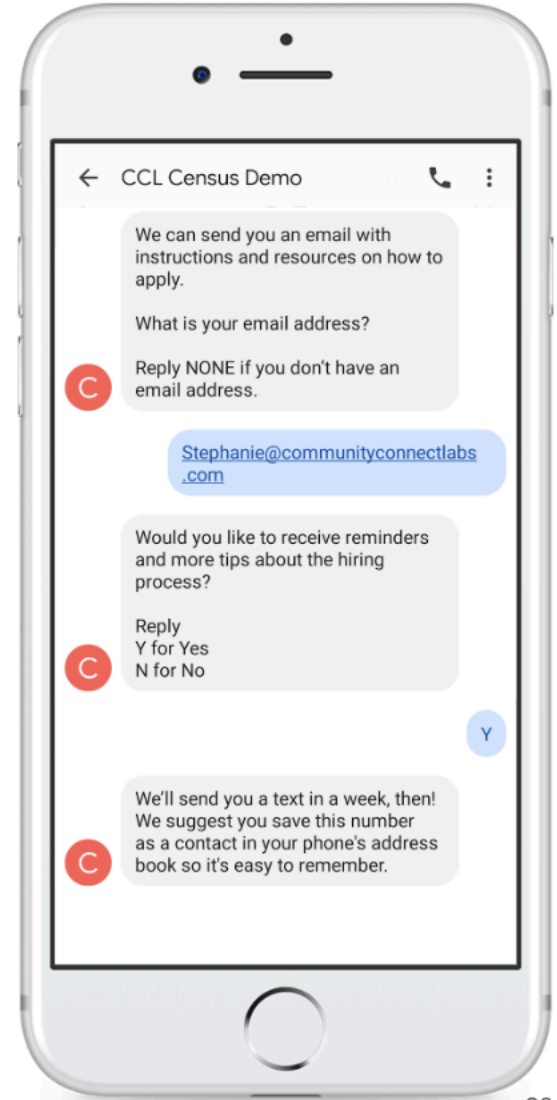
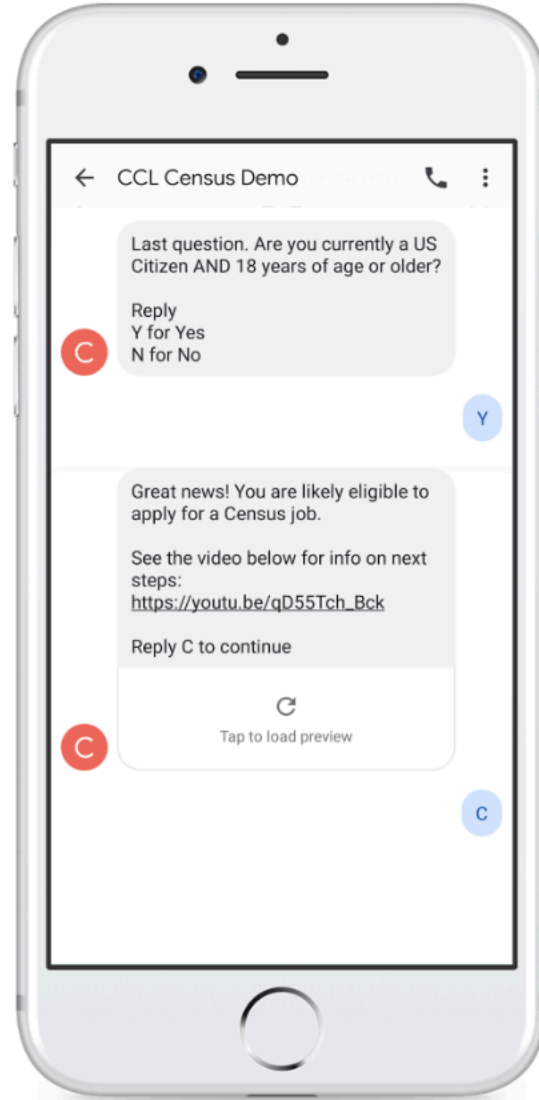
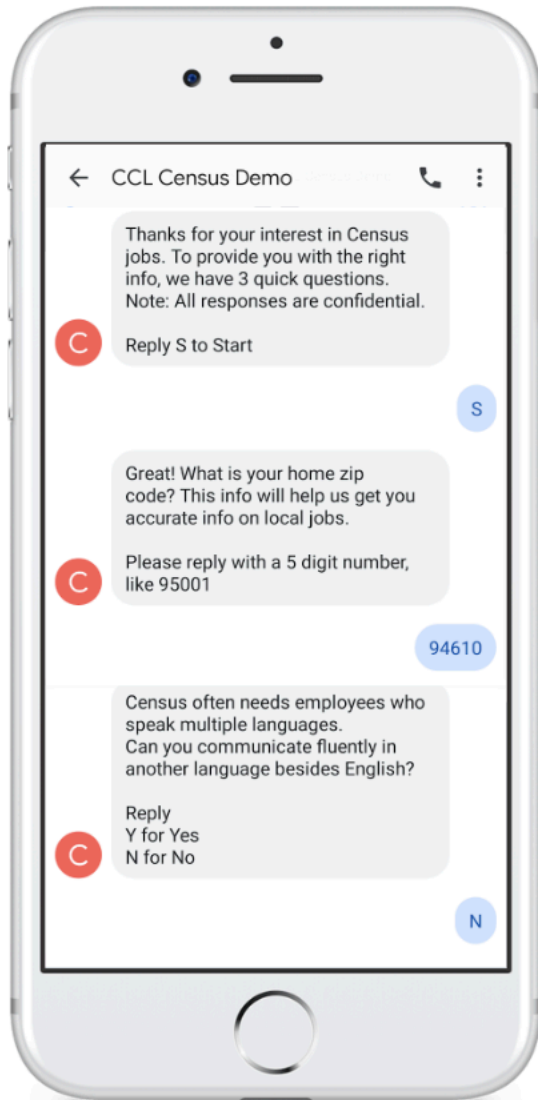


Para dejar de recibir mensajes de este número envíe "SALIR"  
Pueden aplicar cargos por mensajes de texto y uso de datos

Para aprender más sobre trabajos de oficina con el Censo, visite:  
<https://www.census.gov/about/census-careers.html>







# CAEP Pilot Program (Summer '19)

- **20 program partners**

- CCL provided marketing materials & 1 hour recorded webinar training to front-line staff

- **Outreach**

- Advertise Census jobs & texting program to candidates from Advanced ESL or Low ASE programs

- **(Optional) Support**

- Host workshops & info sessions about Census jobs & texting programs
- Make computer labs available for applicants; add optional staff support for applications

# CAEP Pilot Program (Summer '19)

Total Users Texting In	CAEP	Total Number	
		103	
Users per Startword	Jobs	92	89%
	Empleo	11	11%
Users complete screening flow	<b>Group</b>	<b>Total Number</b>	<b>Percentage</b>
	Likely eligible	70	68%
	Likely ineligible	16	16%
	Users emailed info	67	96%
	Users opted into reminders	58	83%
Users applied for job	<b>Applied</b>	<b>Total Number</b>	<b>Percentage</b>
	Yes	7	44%
	No	6	38%
	No Response	3	19%
User by Org Name	ABC Adult School	5	5%
	Apple Valley Adult Education	1	1%
	Corona-Norco Adult School	17	17%
	Hesperia Adult School	11	11%
	Torrance Adult School	63	61%
	Visalia Adult School	6	6%

# CAEP Pilot Program (Summer '19)

	Languages Spoken	Total Number	Percentage
<b>Non-English languages spoken</b>	Arabic	6	9%
	Cantonese	1	1%
	Castellano	1	1%
	Chinese	4	6%
	Farci	1	1%
	French	1	1%
	Hindi	2	3%
	Khmer	2	3%
	Korean	7	10%
	Malayalam	1	1%
	Mandarin	1	1%
	Myanmar	2	3%
	Panjabi	2	3%
	Portuguese	2	3%
	Spanish	27	40%
	Tagalog	3	4%
	Taiwanese	1	1%
Urdu	4	6%	

[www.communityconnectlabs.com](http://www.communityconnectlabs.com)

[www.censusoutreach.org](http://www.censusoutreach.org)

CAEP Field Recruitment Pilot Program: Neil Kelly

[nkelly@CCCCO.edu](mailto:nkelly@CCCCO.edu)

CCL's Mobile Messaging Solutions: Kristin Merkel

[kristin@communityconnectlabs.com](mailto:kristin@communityconnectlabs.com)

# Panel Discussion

Ilse Pollet, SBCAE

JoDee Slyter, CNUSD

Laura Chardiet, LAUSD

Steve Thompson, VACE

# Local Plan for Census 2020

	Description	Activity	Timeline
<b>Phase 1</b>	Field Staff Recruitment	Create awareness of Census 2020 job openings for Address Lister positions	May - Jun 2019
<b>Phase 2</b>	IET/IELCE Pathway: <ul style="list-style-type: none"> <li>• Digital Literacy</li> <li>• Customer Service</li> <li>• Communications</li> </ul>	Develop curriculum and prepare students for Census 2020 Enumerator positions	July – Sept 2019
<b>Phase 3</b>	EL Civics COAAP 54.1	Educate ESL students on the Census 2020 purpose and process.	Oct - Dec 2019
<b>Phase 4</b>	Community Awareness Day Campaign “Get Counted”	Work with community partners (United Way, Latino Chamber of Commerce, churches) to encourage community responses to census.	Dec 2019

# Phase 1: Field Staff Recruitment

- **Objective:** Create awareness of job opportunities and support student application efforts
- **Strategies:**
  - Outreach through Social Media
  - Connect with students via Email Correspondence
  - Website postings
  - In-person Recruitment
  - Informational Workshops



# Phase 2: IET/IELCE Pathway

- **Objective:** Prepare students for potential Enumerator position with Census 2020
- **Strategies:**
  - Provide training:
    - digital literacy
    - customer service,
    - communications skills
  - Offer support for job application process
  - Conduct workshops on interviewing skills

# Phase 3: EL Civics COAAPs

- **Objective:** Educate and empower students for the purpose and process of Census 2020
- **Strategies:**
  - Develop curriculum
  - Provide professional development for instruction
  - Provide ELC unit to all ESL classes
  - Assess and record results

# Phase 4: “Get Counted” Campaign

- **Objective:** Support community awareness efforts to increase Census responses in the region
- **Strategies:**
  - Students share Census 2020 information in the community
    - Create student banner and poster sessions
  - Practice census survey responses
  - Invite community speakers to classes on the importance of being counted

# Thank you for attending!

Help improve the Summer Institute, take the [survey!](#)

 [Facebook.com/CASASsystem](https://www.facebook.com/CASASsystem) use #casassi2019 to share!

 [@CASASsystem](https://twitter.com/CASASsystem) use #casassi2019 to tweet!

 [CASASAssessment](#)