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

**MAY 2019**

500,000 opportunities for people to receive training and build skills in technical literacy, sales, customer service

Training Opportunity for Local Workforce & Education Programs

**JULY 2020**

500,000 people with newly gained field experience who’ve already passed a federal background check

Hiring Opportunity for Local Employers

**socio-emotional traits in practice:**
- emotional flexibility
- empathy
- establishing positive relationships
- problem solving
- making responsible decisions
- listening, asking questions
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

<table>
<thead>
<tr>
<th></th>
<th>Address Listers</th>
<th>Census Takers (Enumerators)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Peak Recruitment</strong></td>
<td><strong>May – June 2019</strong> (application open now)</td>
<td><strong>Sept. 2019 – Feb. 2020</strong> (application open now)</td>
</tr>
<tr>
<td><strong>Interviews, Onboarding Forms, &amp; Background Check</strong></td>
<td><strong>June – July 2019</strong></td>
<td><strong>Feb. – Mar. 2020</strong></td>
</tr>
<tr>
<td><strong>Paid Training</strong></td>
<td><strong>July – Aug. 2019</strong></td>
<td><strong>Mar. – Apr. 2020</strong></td>
</tr>
<tr>
<td><strong>Work</strong></td>
<td><strong>Aug. – Oct. 2019</strong></td>
<td><strong>Apr. – July 2020</strong></td>
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</table>
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

By creating a profile you agree to our Terms of Service

Create Profile
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](mailto:noreply@csod.com)
Language Skills and Availability

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

<table>
<thead>
<tr>
<th>Language</th>
<th>Speak</th>
<th>Read</th>
<th>Write</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Add Language
Delete
Assessment for Data Collection, Outreach, and Office Positions

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
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

U.S. Census Bureau Updated Application Status

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.
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

Gane Dinero y Cause Impacto! 
Solicite Empleo con el Censo

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

Recopiladores de datos
(Agosto – Octubre 2019)

- $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

Trabajos de Campo de Medio Tiempo Disponibles:

- Censistas (Enumeradores)
  (Mayo – Julio 2020)
- 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
Thanks for your interest in Census jobs. To provide you with the right info, we have 3 quick questions. Note: All responses are confidential. 

Reply S to Start

Great! What is your home zip code? This info will help us get you accurate info on local jobs.

Please reply with a 5 digit number, like 95001

94610

Census often needs employees who speak multiple languages. Can you communicate fluently in another language besides English?

Reply
Y for Yes
N for No

Great news! You are likely eligible to apply for a Census job.

See the video below for info on next steps:
https://youtu.be/qD557ch_Bok

Reply C to continue

We can send you an email with instructions and resources on how to apply.

What is your email address?

Reply NONE if you don’t have an email address.

Stephanie@communityconnectlabs.com

Would you like to receive reminders and more tips about the hiring process?

Reply
Y for Yes
N for No

We’ll send you a text in a week, then! We suggest you save this number as a contact in your phone’s address book so it’s easy to remember.
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)

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

<table>
<thead>
<tr>
<th>Non-English languages spoken</th>
<th>Total Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>6</td>
<td>9%</td>
</tr>
<tr>
<td>Cantonese</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Castellano</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Chinese</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td>Farci</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>French</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Hindi</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Khmer</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Korean</td>
<td>7</td>
<td>10%</td>
</tr>
<tr>
<td>Malayalam</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Mandarin</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Myanmar</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Panjabi</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Spanish</td>
<td>27</td>
<td>40%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>Taiwanese</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Urdu</td>
<td>4</td>
<td>6%</td>
</tr>
</tbody>
</table>
www.communityconnectlabs.com

www.censusoutreach.org

CAEP Field Recruitment Pilot Program: Neil Kelly
nkelly@CCCCO.edu

CCL’s Mobile Messaging Solutions: Kristin Merkel
kristin@communityconnectlabs.com
Panel Discussion

Ilse Pollet, SBCAE
JoDee Slyter, CNUSD
Laura Chardiet, LAUSD
Steve Thompson, VACE
<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Field Staff Recruitment</th>
<th>Create awareness of Census 2020 job openings for Address Lister positions</th>
<th>May - Jun 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 2</td>
<td>IET/IELCE Pathway: - Digital Literacy - Customer Service - Communications</td>
<td>Develop curriculum and prepare students for Census 2020 Enumerator positions</td>
<td>July – Sept 2019</td>
</tr>
<tr>
<td>Phase 3</td>
<td>EL Civics COAAP 54.1</td>
<td>Educate ESL students on the Census 2020 purpose and process.</td>
<td>Oct - Dec 2019</td>
</tr>
<tr>
<td>Phase 4</td>
<td>Community Awareness Day Campaign “Get Counted”</td>
<td>Work with community partners (United Way, Latino Chamber of Commerce, churches) to encourage community responses to census.</td>
<td>Dec 2019</td>
</tr>
</tbody>
</table>
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/CASASystem use #casassi2019 to share!

@CASASystem use #casassi2019 to tweet!

CASASAssessment