

**Countywide Outreach Complete Count Committee  
Higher Education Subcommittee Meeting Notes**  
Co-Leads: County of Los Angeles and City of Los Angeles

**November 14, 2018  
2:00 pm - 3:30 pm  
Los Angeles City Hall, 1625A Conference Room**

**MINUTES**

**Attendees:**

Thomas Castro, Biola University  
Frances Teves, Cal State Polytechnic University, Pomona  
Marcus Rodriguez, Cal State University, Los Angeles  
Francesca Vega, Cal State University, Northridge  
Sylvia Files, Los Angeles Harbor College  
Isabella McShane, Occidental College (Student)  
Rob Kadota, UCLA  
Melissa Tapia, UCLA  
Kimberly Posin, Woodbury University  
Tracci Johnson, Woodbury University  
Andy Barrales, Woodbury University (Student)

Maria de la Luz Garcia, Mayor's Office, City of Los Angeles  
Tina Herzog, Chief Executive Office, County of Los Angeles  
Bobby Kobara, Mayor's Office, City of Los Angeles  
Irving Pacheco, California Complete Count Campaign  
Meredeth Maxwell, Partnership Specialist, US Census Bureau

**1. Welcome & Introductions**

Maria de la Luz Garcia, Director of the Census 2020 Initiative for the Office of Mayor Eric Garcetti opened the meeting at 2:05pm by welcoming everyone and introducing Tina Herzog, from the Chief Executive Office of the County of Los Angeles, who will be standing in for Dorothea Park as co-lead of the Higher Education Sub-Committee for the time being. Attendees each introduced themselves.

**2. LA Harbor College Presentation**

Sylvia Files, Executive Assistant to the President of LA Harbor College, presented LA Harbor College's Census 2020 Outreach plan thus far. Sylvia mentioned how she used the template given to her by the Mayor's Office, as well as the toolkit provided by the Census Bureau. She also handed out copies of the plan to everyone in attendance. Maria de la Luz Garcia then mentioned how this plan can hopefully provide other schools with ideas they can implement at their own campus.

**3. Discussion: Ideas for Higher Education Strategic Plans**

Maria de la Luz Garcia opened the meeting up for a discussion around ideas for the strategic plans. Irving Pacheco, Regional Program Manager from the California Complete Count Campaign, mentioned that the State will be hiring a point-of-contact for the Education sector by next week. He then shared his contact information with the room, and clarified that once they hire the point-of-contact, he will share their information as well.

Rob Kadota (UCLA) mentioned that it will be important to hear from the Census Bureau directly about the group quarters process and how the electronic filing process can and will be implemented on college campuses. The main concern is whether or not the school will be able to collect the data and provide the Bureau with a single data dump, or will each individual need to submit separately.

Rob Kadota (UCLA) suggested that the schools offer 1-3 credit courses to capitalize on the civic engagement opportunities in 2020, since there will be elections and the decennial count. The class and curriculum will take about one year to prepare, and it will need to be organized by a tenured staff member. Frances Teves (Cal Poly Pomona) mentioned that the classes are more likely to be created quickly if they also include an experiential learning element. Additionally, it would help if the provost/President/Chancellor encourages the development of the class through a memo and/or by identifying staff to develop curriculum. Marcus Rodriguez (Cal State LA) mentioned that he has seen that some students do not want to take 1-3 credit courses because it throws off the credits for their major.

Marcus Rodriguez (Cal State LA) suggested making Census 2020 a priority for student activist organizations and student governments, as well as for students to adopt resolutions about the importance of the Census and action plans for outreach. These resolutions can be passed to the student associations as a template for other campuses to adopt similar resolutions and develop their own outreach plans.

Francesca Vega (CSUN) suggested that there be formal communication to candidates and campaigns to include Census 2020 in their campaign. The communication can include talking/messaging points, suggested social media language, tabling at their campaign events, and tagging Census 2020 in their social media posts, for example.

Marcus Rodriguez (Cal State LA) identified the National Association of Student Personnel Administrators (NASPA) conference, the California Higher Education Student Summit, and the Leon Panetta Institute as important outlets to conduct outreach and raise awareness of the upcoming count.

Frances Teves (Cal Poly Pomona) suggested reaching out to high school students to become Census Goodwill Ambassadors. She mentioned how high school students can become voting pollworkers and that by 2020 they will be in college.

Frances Teves (CPP) and Francesca Vega (CSUN) brought up that they might be able to waive fees for the Census Bureau to have a table/booth at their career fairs.

Francesca Vega (CSUN) suggested getting the Cal State Office of the Chancellor (located in Long Beach) involved early on to make the Census a priority for the Board of Trustees. This will ideally open opportunities to table, speak, and/or attend their major annual events, such as Feria de Educacion, which garners about 10,000-15,000 people. Rob Kadota (UCLA) suggested that it should also be made a priority by the UC Regents and that the future Higher Education Sub-Committee meetings should also include the people they report to.

Rob Kadota (UCLA) suggested figuring out what incentives will be effective for encouraging students to respond to the Census.

#### **4. Next Meeting Date**

The next meeting will be held on January 16, 2019 at the Kenneth Hahn Hall of Administration from 2:00 pm - 3:30 pm. Meeting room to be determined.

The January 2019 meeting will include a presentation of the combined outreach plan for the Higher Education Sub-Committee, a call-in option for those who cannot make it in person, and possibly an audio-recording of the meeting.

#### **5. Questions, Answers, and Announcements**

Meredeth Maxwell, from the U.S. Census Bureau, provided updates from the Bureau about the offices that will be established in Southern California, as well as the hiring process for the decennial count. He mentioned that there are not only enumerator jobs, but also managerial and supervisory jobs.

#### **6. Public Comment**

Meredeth Maxwell, from the US Census Bureau, added to his comments by mentioning the jobs they are recruiting for pay between \$17 - \$26.50 per hour. He stated that the Bureau will send the Sub-Committee job descriptions and job postings.

Maria de la Luz Garcia mentioned that a tab including important dates will be added to the Higher Education Outreach Plan Sheet.

#### **7. Adjourn Meeting**

The meeting was adjourned at 3:15 pm.

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### **Action Items**

#### Co-Leads: County of Los Angeles and City of Los Angeles

1. Co-Leads will contact the Regional Census Bureau's office to request a comprehensive presentation to the subcommittee on the enumeration options schools will have in 2020.
2. The Co-Leads will reach out the CSU Chancellor's Office.
3. Co-Leads will provide a call-in option for the next meeting, and will look into the possibility of recording the audio of the next meeting.
4. Co-Leads will remind subcommittee members to bring student leaders to future meetings.
5. Co-Leads will finalize the Higher Education Sub-Committee Outreach Plan for the January 2019 meeting.
6. The City of Los Angeles will add a tab including important dates and milestones to the Higher Education Outreach Plan Sheet.

#### Colleges and Universities

7. Francesca Vega (CSUN) and Frances Teves (Cal Poly Pomona) will report back about the possibility of waiving fees for the Census Bureau to participate in career/job fairs hosted by their respective campuses.

8. Francesca Vega (CSUN) will share contacts for the CSU Chancellor's Office with the Co-Leads.
9. Rob Kadota (UCLA) will share UCLA contacts to be invited to the next meeting, both students and faculty leadership, as well as UC Regents contacts, with the Co-Leads.

California Complete Count Campaign

10. Irving Pacheco, Regional Program Manager from the California Complete Count Campaign, will share the contact information for the Education sector point-of-contact with the City of Los Angeles and the County of Los Angeles (Co-Leads) once they are hired.

US Census Bureau

11. Meredith Maxwell, Partnership Specialist from the US Census Bureau, will share job descriptions and job postings for positions the Bureau is looking to fill.