

California Complete Count – Census 2020
January 7, 2020



Dear Colleagues,

I'm excited to inform you that the California Community Colleges and the Foundation for California Community Colleges are partnering with the [California Complete Count – Census 2020](#) Office to ensure that all of our students are enumerated in the upcoming U.S. Census. It's essential that we get a complete count of every student from all 115 colleges so our students get their fair share of federal resources for years to come, including funding for federal student loans and research grants, campus improvements, health and social services and much more.

We will be placing a focused effort on those students that are difficult to enumerate or [hard-to-count \(HTC\)](#). California community colleges are especially well suited to reach HTC students and by extension, their family members due to the number of students in the system who are undocumented and/or homeless. We understand that some students may have hesitations about completing the 2020 Census, but we need to calm these fears and assure students that all information provided is confidential and protected by federal law.

Over the next six months, my team will be conducting outreach to the colleges to increase awareness of the importance of completing the 2020 Census, including distributing informational materials, reaching students on-campus via events and student ambassadors and advertising, among other activities. More details regarding this outreach will follow.

This is a big undertaking. That's why we are asking you to encourage your students to fill out the Census form as soon as it becomes available on April 1st – Census Day. [Census Day](#) is observed nationwide and is the date by which every home will receive an invitation to participate in the U.S. Census.

In January, you will receive a 2020 Census toolkit which will include fast facts, social media posts and guidelines, tips and sample email messages to help you reach out to students and others in the community.

If you have any questions about our efforts or how we can assist you, please contact Paul Feist, Vice Chancellor for Communications & Marketing at pfeist@CCCCO.edu or Paige Marlatt Dorr, Director of Communications & Marketing at pdorr@CCCCO.edu.

Sincerely,
Eloy Ortiz Oakley