CommunityConnect Labs enables government and community-based organizations to engage hard-to-reach communities using mobile messaging.
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

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

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

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

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

APRIL 2019

JULY 2020
Helping Youth Make the Most of the Opportunity

April 2019

- Educate, motivate, and activate local candidates to apply
- Host workshops and provide training modules to prepare for job application
- Provide technology access and support for applicants who don’t have a computer

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

JULY 2020

- Build sourcing and hiring partnerships with local employers
- Host job fairs and supplemental training events to augment candidate transition process
- Recognize newly acquired skill badges for meeting job competency requirements

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

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

May 2020

- 500,000 people with new field experience who’ve passed a federal background check

APRIL 2019

- Educate, motivate, and activate local candidates to apply
- Host workshops and provide training modules to prepare for job application
- Provide technology access and support for applicants who don’t have a computer

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

JULY 2020

- Build sourcing and hiring partnerships with local employers
- Host job fairs and supplemental training events to augment candidate transition process
- Recognize newly acquired skill badges for meeting job competency requirements

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

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

May 2020

- 500,000 people with new field experience who’ve passed a federal background check

APRIL 2019

- Educate, motivate, and activate local candidates to apply
- Host workshops and provide training modules to prepare for job application
- Provide technology access and support for applicants who don’t have a computer

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

JULY 2020

- Build sourcing and hiring partnerships with local employers
- Host job fairs and supplemental training events to augment candidate transition process
- Recognize newly acquired skill badges for meeting job competency requirements

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

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

Training Opportunity for Local Workforce & Education Programs

Hiring Opportunity for Local Employers

May 2020

- 500,000 people with new field experience who’ve passed a federal background check
Enumerator Recruitment Process

1. Application
   - Online application & assessments
   - Phone interview
   - Background check period

2. Training
   - Online training (6-8 hours)
   - In-person orientation & trainings (2 days)

3. Enumeration
   - Day-before scheduling
   - Day-of assignment
   - Regular supervisor check-ins
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:
1. **Educate, motivate, and activate!** Get young people excited about this opportunity and inspired to participate with an easy call to action.

2. **Support candidates through the application process.** Provide access to computers, guidance on application questions, resources for navigating background checks, etc.

3. **Align offramps and transition opportunities.** Not only will this help with sourcing candidates, but also amplify impact for candidates.

4. **Take advantage of available funding and resources.** Ask your county, local foundations supporting census outreach.

5. **Contact us!** Get involved as a recruitment partner - we’d love to have you on board!
Thank you!

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