

Definitions

2020 Census Complete Count Outreach Monthly Reporting Spreadsheet

For more details, please refer to the data dictionary found in the latest version of the monthly reporting spreadsheet that the State provided. It can be found [here](#).

NOTE: Bold and asterisks indicate required/mandated fields.

Report Details

- **Reporter Name***: One full name of the person providing the information
- Username: The username that these activities will be reported under. Reports will be uploaded using Darlanne's username, so leave this field blank
- **CBO Name***: The organization responsible for completing the activity. If it is the parent organization, please list it here.
- **Parent Organization***: The name of the parent organization, if any

Activity Details

- **Activity Type***: Please use the options in the pulldown menu. If the activity is not listed, use "other" and specify in the next column.
- Activity Type (Other) Description: Complete only when "other" listed in the previous field.
- **(Start) Date of Activity***: All activities must have a start date
- Activity End Date: If the activity spanned more than one day, please specify the end date.
- **Address***: If this was an event or an activity at a specific location, please fill in exactly where it was. If the activity was across a region (such as canvassing) please enter a central location or point that represents where the majority of the activity happened
- Description
- Start Time
- End Time
- Total Houses Canvassed: Total houses canvassed, even if there was no reply. For successful interactions or when materials were left behind, please include in total impression count.
- How Assisted: The survey method used to assist the person (i.e., phone, paper, or online).
- Total Number Assisted: Total number of people who received assistance completing the survey
- Event Name
- Average number of miles traveled: How many miles (roughly) would attendees have traveled to reach the event?
- Speaker Details: Names and roles of key speakers
- Audience Details: Summary of the type of audience
- Total Materials Distributed at Activity: Approximately how much promotional material was distributed as part of the activity?
- Activity Collateral Details: Please describe any collateral (fliers, leaflets, booklets, other promotional materials, etc.) that was distributed as part of the activity.

- Social Media Channels: List which channels were used (e.g., Twitter, Facebook) and where possible also list the accounts/pages/hashtags. Links/URLs to tweets, posts, and other pages are also extremely helpful.
- Total Paid Staff and Volunteers: How many paid staff and/or volunteers were involved in carrying out the activity?
- Total Nudged/Alerted: Number of messages sent to nudge person to complete the census.
- Total Calls Made: Number of times spoken to a person on the phone or left a message.
- Total Pledge Cards: Number of cards collected from people pledging to complete the census.
- **Primary Organizer***: Who was the main organizer (e.g., CBO name) responsible for this activity?
- Additional Organizers: Please list additional organizers, separated by commas or spaces, that assisted with the activity.

Impression Details

- **Total Impressions***: An impression is any message received by, or impact made to an individual, that could positively influence their opinion regarding the Census that, ultimately, will make them more likely to ensure their household completes the form and to influence others in their social circle and community to do the same.
- **Impression Data Accuracy Confidence***: How confident are you in the accuracy of this data? If you captured attendee records or usage data, then the accuracy confidence should be "Exact."
- **Total HTC % Impressions***: How many of these impressions would you deem as being Hard to Count (HTC)?
- **HTC Data Accuracy Confidence***: How confident are you in the accuracy of your HTC % score?

Record estimated counts in the following if available:

- Immigrants & Refugees
- Middle-Eastern and North Africans (MENA)
- Homeless Individuals and Families
- Farmworkers
- Veterans
- Latinos
- Asian-Americans & Pacific Islanders (AAPI)
- African Americans
- Native Americans & Tribal Communities
- Children Ages 0-5
- Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)
- Limited-English Proficient Individuals and Families
- People with Disabilities
- Seniors/Older Adults
- Low Broadband subscription rates and limited or no access

- **HTC Breakdown Data Confidence***: How confident are you in the accuracy of the specific HTC breakdowns?
- HTC Breakdown Methodology: Describe how the HTC breakdown was estimated.

Impressions by Language

- Arabic
- Cantonese
- Chinese: Ignore this column. Count in Cantonese or Mandarin as appropriate
- Farsi
- Filipino
- Hindi
- Hmong
- Japanese
- Khmer
- Korean
- Mandarin
- Min Nan Chinese
- Punjabi
- Spanish
- Tagalog: Ignore this column. Count in Filipino instead.
- Vietnamese
- Other Language(s)
- Language Breakdown Data Confidence: How confident are you in the accuracy of the specific language breakdowns?

Feedback & Documentation

- Activity Website: Did the activity have a website created (e.g., Eventbrite link)? If so, enter it here.
- Facebook Link: Was a group or event page created on Facebook? If so, enter it here.
- YouTube/video Link: Is there a video recording available online? If so, enter it here.
- Participant Engagement: Enter an integer between 1 and 5, with 5 meaning the highest and most engaged
- Interaction Quality: Enter an integer between 1 and 5, with 5 meaning the highest quality
- Overall Effectiveness: Enter an integer between 1 and 5, with 5 meaning the most effective
- What Went Well: Provide a brief summary of what worked well with the activity (e.g., positive feedback received from the audience)
- What Could Be Improved: Provide an honest summary of what could have been improved, based on any negative feedback received. You will not be assessed on this question; rather your answers will help the entire state improve in the future.
- Audience Questions & Concerns: List any questions that the audience / participants asked or concerns that they raised during the activity. Your answers will help the state prepare for future activities.

- Additional Notes

Funding Details

- State Funds: Yes/no
- County Direct Funds: Yes/no (NOTE: If local city funds were utilized, record yes here.)
- ACBO Direct Funds: Yes/no
- Foundations: Yes/no
- Private Funding: Yes/no
- Volunteer hours: If volunteers assisted with the activity, please enter the approximate total number of these volunteer hours.