2020 Census: The Role of Schools & Educational Organizations

Brianna Hatchett, Partnership Specialist
Mabel Leal, Partnership Specialist
Nuvia Enriquez, Media Specialist
U.S. Census Bureau – Denver Region; Maricopa County, AZ
WHAT IS THE 2020 CENSUS?
CENSUS 101

• Article 1, Section 2 of the US Constitution
• Apportion representation among states
• Draw congressional & state legislative districts, school districts and voting precincts
• Enforce voting rights & civil rights legislation
• Distribute over 675 billion in federal dollars to states
• Inform planning decisions of federal, tribal, state and local government
• Inform organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
WHAT IS IT WORTH FOR ARIZONA CHILDREN?

Census data is used to allocate funds for programs that impact our children including:

• Supplemental Nutrition Assistance Program
• Title I Grants to LEAs
• School Lunch Program
• Early Head Start/Head Start
• State of AZ Children's Health Insurance Program
• School Breakfast Program

CENSUS DATA
is used to allocate
$675 Billion
each year for
132 Federal Programs
KEY DATA COLLECTION DATES

- Early 2020: Group Quarters Start
- March 12, 2020: Self Response Starts
- April 1, 2020: **CENSUS DAY**
- May 2020: Non-Response Follow-Up Starts
- July 31, 2020: **LAST DAY TO RESPOND**
- August 2020: Data Collection Complete
- December 31, 2020: Counts Delivered to President
How the 2020 Census will invite everyone to respond

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

- **95% of households** will receive their census invitation in the mail.

- **Almost 5% of households** will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

- **Less than 1% of households** will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

### What we will send in the mail

<table>
<thead>
<tr>
<th>On or between</th>
<th>You'll receive:</th>
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<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>If you haven't responded yet:</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
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BILINGUAL LETTERS AND QUESTIONNAIRES
Print language guides, written in 59 non-English languages, will assist respondents filling out the paper questionnaire.

Guides will also be available in large print and braille.

Each guide is 8 pages and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides will be available online and through FLD Partnerships.
SHORT QUESTIONNAIRE

- How many people live in this house
- Additional people staying here
- House, apartment, or mobile home
- Telephone number
- Name
- Sex
- Age
- Hispanic/Latino
- Race
- List Additional People

Start here OR go online to complete your 2020 Census questionnaire.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The Census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.

Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people: _______ 

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark X all that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number: _______ - _______ - _______

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.
Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.
The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.
By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

Confidentiality

The Census is Confidential and Required by Law

- The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
- We will never share a respondent’s personal information with other government agencies
- Results from the census are reported in statistical format only
- Records are confidential for 72 years by law (Title 44, U.S. Code)
- All Census Bureau employees swear a lifetime oath to protect respondent information.
- Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000
CENSUS OUTREACH ACROSS THE STATE

Latino outreach

Tribal outreach

Rural outreach
CENSUS NATIONAL EVENTS

• Statistics in Schools (SIS) week
  March 2-6
  – Arizona Kids Count! – March 5 @ 10 a.m.
  – Superintendent Kathy Hoffman press conference

• Census Day 2020
  April 1 – New York, NY
  – Census Day at the Capitol @ 10 a.m.
HOW YOU CAN HELP!

✓ Census Mobile Response sites
✓ Teacher SIS engagement
✓ Student Census Day 4/1 events
✓ Participate in Statistics in Schools Week 3/2-3/6
✓ Student Census led events 3/15-5/30
✓ Initiatives amongst student led clubs (STUCCO, BSU, Honor Society, etc.)
✓ Social media campaigns, newsletter blurbs, pitch Census engagement stories to the media, Census banner on school websites
CENSUS NATIONAL EVENTS

• **Partner Questionnaire Assistance Centers (QACs)**
  Places with computers/phone/information for community members to self-respond. Hosted by non-Census employees.

• **Event-Based Questionnaire Assistance**
  Often planned by partners and jointly staffed by the Census Bureau and the partner. Locations can include festivals, Community events and specifically created Census events.

• **Highly Mobile Questionnaire Assistance**
  As we receive self-response data, partners and the Census Bureau will ensure we have questionnaire assistance in areas that are not seeing expected self-response. We will stand up sites/events rapidly to respond.
Shape your future. 
START HERE.

United States Census Bureau
U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU CENSUS.GOV

We are hiring thousands of people for the 2020 Census. Click to learn more and apply.

Take part in Statistics in Schools week. Everyone counts! Click here to learn more.

2020 CENSUS.GOV

Why 2020 Matters for Schools

March 2-6
EVERYONE COUNTS!

https://www.census.gov/programs-surveys/schools/
Digital Engagement

CENSUS BUREAU SOCIAL MEDIA

- Facebook
- Twitter
- YouTube
- LinkedIn
CONTACT INFO FOR PARTNERSHIP/MEDIA SPECIALIST

BRIANNA HATCHETT
602-315-1046
Brianna.C.Hatchett@2020Census.gov

NUVIA ENRIQUEZ
602-315-2445
Nuvia.M.Enriquez@2020Census.gov