THE 2020 CENSUS AND ADULT EDUCATION

National Center for Families Learning Conference
November 5, 2019
AGENDA

◈ NCL & the Census
   Carol Clymer, Goodling Institute at Penn State University

◈ Why care about the Census?
   Michelle Elison, U.S. Census Bureau

◈ What are the risks?
   Michelle Elison, U.S. Census Bureau

◈ What solutions are communities creating?
   Tabitha Stickel, Goodling Institute at Penn State University

◈ What can/should family literacy programs do?
   Tabitha Stickel, Goodling Institute at Penn State University
WHY CARE ABOUT THE CENSUS?

The Census is CRITICAL!

Let’s look at why

Michelle Elison,
U.S. Census Bureau
ARTICLE I, SECTION II

Census data guides federal spending allocations of over $675 BILLION to state and local governments every year.
RESEARCH FROM PARTNER ORGANIZATIONS

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Kentucky
Per Capita: $2,021

In Kentucky...

Say #CountMeIn to #CountAllKids in 2020 and help us spread the word.

The 2010 Census should have counted additional children under age 5.
Our undercount has cost us...

$12,216,096
every year in funding from just five of the many federally funded programs for children and families.
Census 2020 Timeline

2013 - 2014 - 2015
Research and Testing Phase

Key census activities start in 2015 and continue through 2021

2016 - 2017
Estimate on-the-ground workloads and define operations and systems needed for the census
Develop and award major contracts for the systems that will support the census
Put field infrastructure and offices in place throughout the country

2018
April 1: Census Day for the test

2019
On-the-ground address canvassing where necessary

2020
April 1: Census Day
December 31: Deliver apportionment counts

2021
March 31: Complete delivering Redistricting Summary File to all states (P.L. 94-171)

Activities Complete
Address Canvassing Operation
Peak Operations
2016 End-to-End Census Test (In Progress)
# 2020 Timeline – March & April

<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>
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<td>March 16–24</td>
<td>A reminder letter.</td>
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<td>March 26–April 3</td>
<td>A reminder postcard.</td>
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<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
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<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
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- Ball’s in YOUR court!
- Don’t drop the ball!
- Racing to the finish line!
- Coming around the home stretch!
- Run for the money in 2020!
What Are the Risks?

Michelle Elison,
U.S. Census Bureau

The 2020 Census

- A mobile population
- Constrained fiscal environment
- Rapidly changing use of technology
- Informal, complex living arrangements
- Increasingly diverse population
- Declining response rates
- Distrust in government
- Information explosion
HOW CAN YOU HELP?
OUTREACH TO HARD-TO-COUNT POPULATIONS

Examples of Hard-to-Count (HTC) Populations
- Renters
- Homeless
- Low-income HHs
- Seniors
- African American Males
- College Students
- Foreign-Born
- Children Age 0-4
- Etc.

CENSUS.GOV/ROAM
Identifies Kentucky’s Hard-To-Count Area & Provides Demographic Information
CHILDREN UNDER 5 ARE MOST UNDERCOUNTED

Source: U.S. Census Bureau

Source: Bill O’Hare
REASONS FOR UNDERCOUNT

- Complex household relationships
- Mistrust of government / privacy fears
- Language issues

HOW CAN YOU HELP?
FIGHT MISINFORMATION, DISINFORMATION & SCAMS

• The Census Bureau is required by law 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 summary 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.
HOW CAN YOU HELP?
FIGHT MISINFORMATION, DISINFORMATION & SCAMS

WHAT WE ASK
• Name
• Age and DOB
• Sex
• Race
• Ethnicity
• Owner/Renter
• Number of People
• Any Additional People
• Relationship
• Lives Somewhere Else
• Phone Number

WHAT WE DO NOT ASK
• Full Social Security Number
• Mothers Maiden Name
• Bank Account Information
• Donation of any kind
• Political Affiliation

2020 Census Language Program
Assistance Provided in 59 Non-English Languages

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<thead>
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<tr>
<td>Spanish</td>
<td>Albanian</td>
<td>Hindi</td>
<td>Serbian</td>
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<td>Chinese</td>
<td>American Sign Language</td>
<td>Hmong</td>
<td>Sinhala</td>
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<td>Vietnamese</td>
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<td>French</td>
<td>Croatian</td>
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<td>Tigrinya</td>
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<td>Haitian Creole</td>
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<td>Portuguese</td>
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<td>Gujarati</td>
<td>Punjabi</td>
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<td>Hebrew</td>
<td>Romanian</td>
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How Can You Help?
Distribute Printed Materials Found at 2020census.gov/partners
HOW CAN YOU HELP?
DIRECT TEACHERS TO FREE STATISTICS IN SCHOOLS RESOURCES

Census.gov/schools

K-12 Activities
Pre-K Materials
ELL/Adult ESL

2020 "Everyone Counts!" Story and Activity Book

2020 "Everyone Counts!" Song
Preschool Take-Home Flyer
Diversity: Languages Spoken in the United States
Constitution Day

Featured Activity:
Population Change Over Time

CENSUS.GOV/SCHOOLS
HOW CAN YOU HELP?
CONNECT WITH US ONLINE AND ON SOCIAL MEDIA

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau

More information on the 2020 Census Memorandum Series:

More information on the 2020 Census:
http://www.census.gov/2020Census

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/
CENSUS Q & A

- Ways that Census data determines policy, funding, and representation for your community, program, staff, participants
- What questions do you have about the Census?
THINK ABOUT YOUR SITUATION

- Reasons your program participants might have for not participating in the Census
- Census-related problems that your program participants might have or encounter
- Ways to address those issues and encourage participation
- Ways to address those problems before or after they arise
COMMUNITY SOLUTIONS

People are taking action

Tabitha Stickel,
*Goodling Institute at Penn State University*
LIBRARIES AND THE CENSUS

- Timeline
- Explanation of questions
- Hard-to-count Groups
- FAQs

LIBRARIES AS ESSENTIAL, TRUSTED PARTNERS

- Deliver information
- Provide internet access
- Serve as trusted messengers
- Train data users

6,000+ LIBRARIES HOSTED CENSUS BUREAU OUTREACH SITES IN 2010.
SOCIAL JUSTICE ISSUE

99% of hard-to-count census tracts have a public library located within five miles.

- Equity
- Access
- Inclusion
**COMPLETE COUNT COMMITTEES**

**Complete Count Committees** bring local stakeholders together to educate their community on the importance of the census. Image: Kentucky Youth Advocates

https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html
Find a Committee

https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html
Think About Your Situation

- Potential partners for your program in promoting Census participation
- Plans for contacting those partners
Family Literacy Programs’ Role

Census 2020 is coming
DO YOUR PART. GET COUNTED.
#HAGASECONTAR

Tabitha Stickel,
Goodling Institute at Penn State University
WHAT CAN ADULT EDUCATION PROVIDERS DO NOW?

Engage your leadership:

✓ Become informed: National Coalition for Literacy, The Census Project, NALEO, UnidosUS

✓ Choose: Will you remain silent, stay neutral/informative, or actively promote the census?

national-coalition-literacy.org/research/the-2020-census
LEARN THE CENSUS BASICS

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. No law, or response to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Key milestones:
- 2019 Quick Facts released
- 2019 Census questions sent to Congress by March 31, 2019
- Six regional 2020 Census offices open
- Partnership activities launch
- Complete Count Committees established
- Census mail survey

The 2020 Census at a Glance

Counting everyone once, only once, and in the right place.

The 2020 Census is the federal government’s largest statistical agency. We are dedicated to providing current facts and figures about America’s diverse places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America’s population.

Census 101: What You Need to Know

Everyone counts.

It’s about fair representation.

The census helps shape living in the U.S. for the next 10 years.

Every 10 years, the results of the census are used for:
- Redistricting—Congressional, state, and local districts
- Federal funding for programs
- Planning for services and infrastructure

Census.gov
SHARE INFORMATION BROADLY

✦ How will you message information to your instructors and students?
  ✔ Announcements
  ✔ Lessons
  ✔ Campaign

✦ How can you engage the student community?
  ✔ Student government
  ✔ Student leaders
**Provide Educational Supports**

- **Teachers**
  - Teach reading using census questions
  - Teach math using census data
  - Teach digital literacy using census online form

- **Students**
  - Practice activities
  - Easy-to-read information
  - Computer & internet access

- **Programs**
  - Do program-wide census workshops
  - Celebrate National Census Day, April 1
  - Join local Complete Count Committee

[national-coalition-literacy.org/research/the-2020-census](national-coalition-literacy.org/research/the-2020-census)
Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1’s name? Print name below.

First Name

MI

Last Name(s)

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
USE CENSUS CLASSROOM MATERIALS

Featured Activity: Population Change Over Time
Diversity: Differences in Communities
Featured Activity: City Planning with Census Data

Diversity: Languages Spoken in the United States
Diversity: Census Questions Over Time
Featured Activity: Exploring Questions for the 2020 Census

Adult ESL - Celebrating Diversity
Adult ESL - What's Next?
Adult ESL - The Census and
CLASSROOM MATERIALS

- Why the census matters
- How to participate in the census
- How to avoid scams
- How to apply for census jobs
HOW CALIFORNIA IS ADDRESSING CENSUS 2020

✓ Civic Objective and Additional Assessment Plan (COAAP) integrates census information in instruction and assessment.

✓ The census is part of the Integrated EL Civics.

✓ Prep course for students to become census takers in their communities.

https://bit.ly/2lTnj3c
CENSUS JOBS

Earn extra income while helping your community.

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

NATIONAL COALITION FOR LITERACY

NCL CENSUS WEBINARS

Preparing Adult Education Programs for the 2020 Census

June 4, 2019

NCL and the New England Literacy Resource Center at World Education conducted this overview webinar, with presenters Judy Mortrude, Deborah Kennedy, Kristin Lahurd, Heather Ritchie, and Andy Nash.

- Webinar recording
- Webinar slide deck

2020census.gov/jobs
2020 Census Job Applicant Requirements

- At least 18 years old
- Valid Social Security Number
- U.S. citizen
- Valid email address
- Pass criminal background check
- Able to work flexible hours
- Complete application
- Commit to completing the training (in English or Spanish)

For most jobs:
- Valid driver’s license and a vehicle
- Access to a computer with internet access

2020census.gov/jobs
THINK ABOUT YOUR SITUATION

Plan for taking this back to your colleagues and learners:

✓ What do you want them to know?
✓ How will you transmit that knowledge?
✓ What do you want them to do?
✓ How will you get them to do it?
Are you organizing around the Census with your Organization?

If you and your organization have already developed Census materials for adult learners, please contact us to let us know!!

If you are, please email Tabitha Stickel (trs33@psu.edu)
THANKS!

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