



# ALHS & Census 2020

**What is the census? Why does it matter?**



**Materials needed:** Census 2020 handout, Pen, Highlighter, Chromebook, Listening Skills, Critical Thinking, Collaboration, Time Management

# March 9/10, 2020

**Homework:** Finish storyboarding your Census 2020 campaign

## Learning Intentions

I can use multiple sources to explain why Census 2020 is important.

## Why am I learning it?

So that I can understand the importance of the census with relation to representation and public policy & complete the required AP civic action project

## How do know that I've learned it?

I will be able to create a Census 2020 campaign product to bring awareness and call to action.







# Healthy RC Teen Summit

**March 25**  
**9am-4:30pm**  
**@ Central**  
**Park**  
**Baseline &**  
**Milliken**

[Click here](#)  
[to register](#)

**3RD ANNUAL TEEN SUMMIT** **FREE**

**BUILD** YOUR BEST SELF  
RESILIENCE  
COMMUNITY  
YOUR FUTURE

**WEDNESDAY**  
**MARCH 25, 2020**  
9:00 AM - 4:30 PM  
CENTRAL PARK  
11200 BASE LINE ROAD  
RANCHO CUCAMONGA, CA 91701

CALLING ALL HIGH SCHOOL TEENS!

RSVP at  
HealthyRC.com  
or call  
(909) 774-2043

**WHAT TO EXPECT:**

**CONNECTION**  
Build meaningful connections with your peers through interactive discussions and wellness activities.

**EMPOWERMENT**  
Take action and be heard by engaging with community leaders about issues affecting the teen community.

**RESILIENCE**  
Develop the character and confidence for increased self-awareness and learn strategies for mental well-being to face any challenge coming your way.

BROUGHT TO YOU BY  
HEALTHY RC  
IN PARTNERSHIP  
WITH IEHP

**WIN RAFFLE PRIZES! ENJOY BREAKFAST & LUNCH**

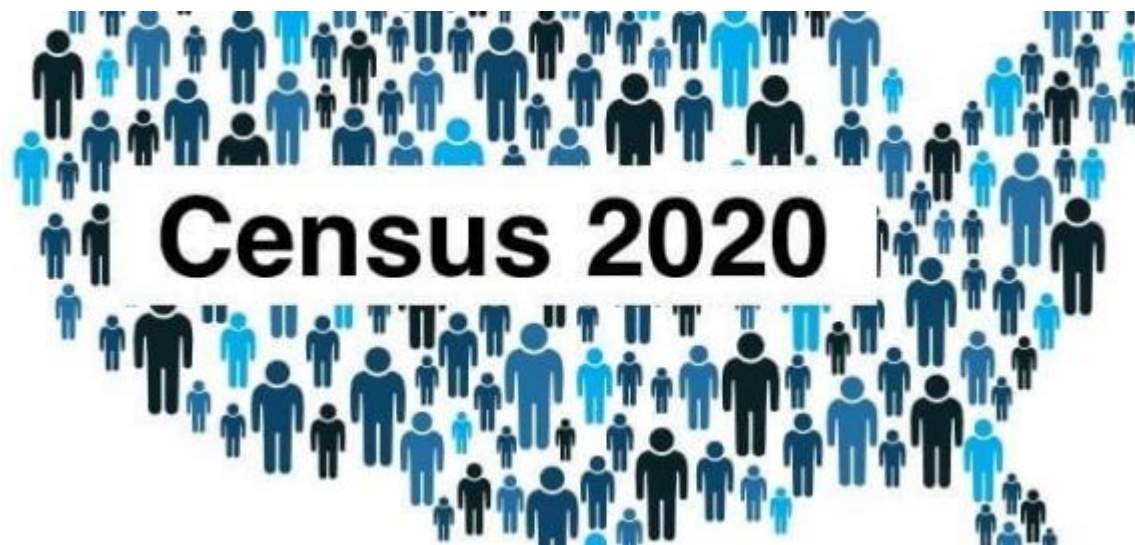
THANK YOU TO OUR SPONSORS:  
IEHP BASELINE & MILLIKEN

\*Transportation: OmniTrans ride coupons available



United States®  
**Census**  
**2020**

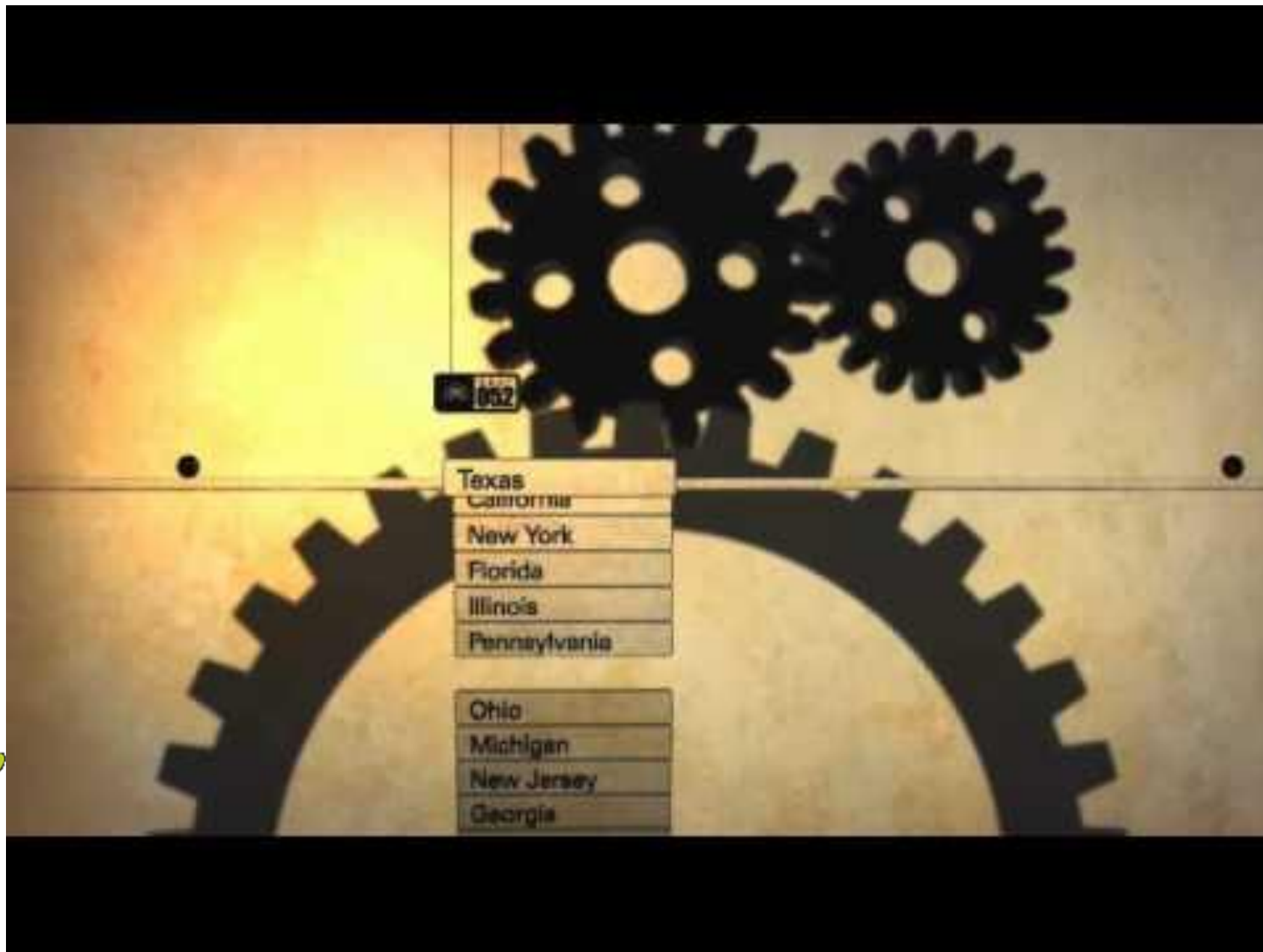
# What is the US





United States®  
**Census**  
**2020**

**CA**  
CENSUS  
2020



# What is the Census data used for?



- Plan for health care, education, employment, transportation, etc.
- Determine where to build new schools, roads, health care facilities, & other infrastructure
- Determine a state's representation in Congress
- Appropriation of federal funding



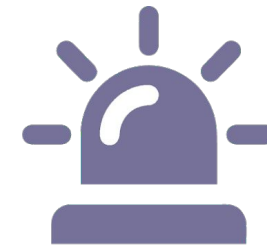
Schools



Health Care



Business



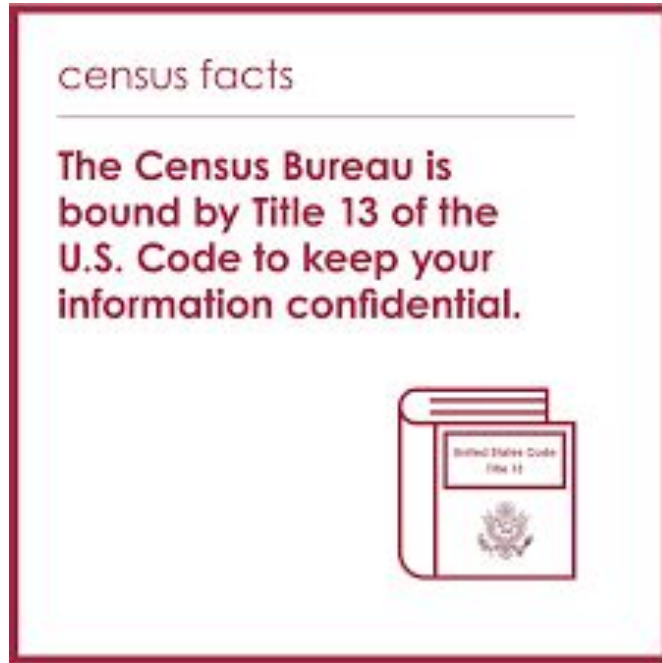
City Services



Representation



# Census Responses are Protected



- **Census: confidential & required by law**
- **Results: reported in statistical format only**
- **Census responses/personal info will NOT be shared with other government agencies (including Immigration)**
- **ALL Census employees swear to a lifetime oath to protect respondent information**
  - **Penalties for wrongful disclosure- Up to 5 years in jail and/or fine of \$250,000**





# The 2020 Census Operational Overview



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

Ensuring a  
complete  
count...



## ESTABLISH WHERE TO COUNT

Identify all addresses  
where people could live.

Conduct a 100-percent review  
and update of the nation's  
address list.

Minimize in-field work  
with in-office updating.

Use multiple data sources  
to identify areas with  
address changes.

Get local government input.



## MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide  
communications and  
partnership campaign.

Work with trusted sources  
to increase participation.

Maximize outreach using  
traditional and new media.

Target advertisements to  
specific audiences.



## COUNT THE POPULATION

Collect data from all  
households, including  
group and unique living  
arrangements.

Make it easy for people to  
respond anytime, anywhere.

Encourage people to use the  
online response option.

Use the most cost-effective  
strategy to contact and  
count nonrespondents.

Streamline in-field  
census taking.

Knock on doors only  
when necessary.



## RELEASE CENSUS RESULTS

Process and provide Census data.

Deliver apportionment counts  
to the President by  
December 31, 2020.

Release counts for  
redistricting by April 1, 2021.

Make it easier for the public  
to get information.



# A Census like no other...

Motivate  
people to respond  
and assure that  
data are secure



Micro-  
Targeted  
Advertising



Tailored  
Contact  
Strategy



Partnership  
Program



Notices  
Encouraging  
Self-Response

Make it easy to  
respond from  
any location at  
any time



Multiple Modes and  
Devices



Preassigned ID  
Not Required\*



Online Forms in  
Multiple Languages

\* Validate all Internet respondent addresses and prevent fraudulent submissions.

# A Digital Census

United States  
**Census  
2020**



<http://my.census.gov>

Your Census ID is  
348-945-787-8234



PRESORTED  
FIRST-CLASS MAIL  
POSTAGE & FEES PAID  
U.S. CENSUS BUREAU  
PERMIT NO. Q58

Resident  
2131 Larkspur St  
Peoria, IL 61614-0522





## **Supporting Linguistically Diverse Populations Language Access**

- Available in Spanish
  - Enumerator Instruments (handheld)
  - Paper questionnaire and other mailings
  - Field enumeration materials
- Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non-English languages
  - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Items available in 59 non-English languages
  - Language glossary
  - Language identification card
- Additional local efforts
  - Local Complete Count Committee
  - Partner with grass roots organizations to localize the Census message
  - Hire locally



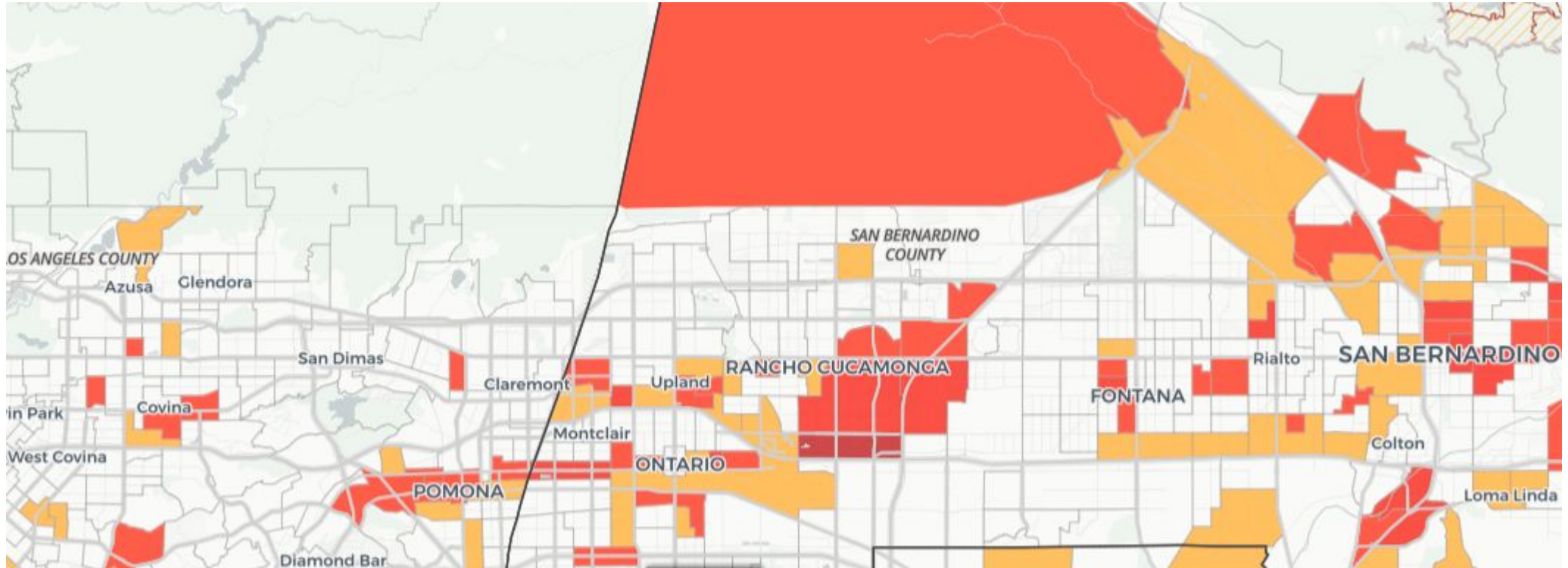
# Census 2020 Timeline



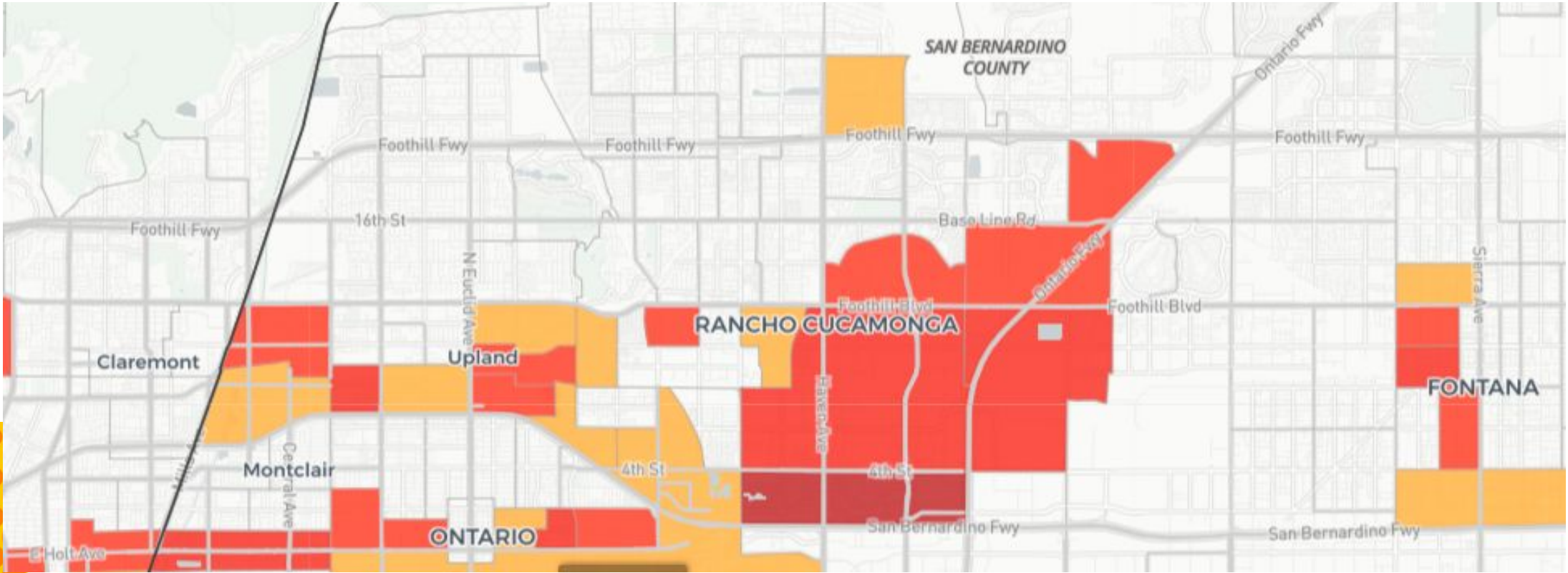
- March 12–20: Invitation Postcard Mailed
- March 16–24: Reminder Letter
- March 26–April 3: Reminder Postcard
- April 1: Census Day!
- April 8–16: Hard copy Census Mailed (Paper form)
- April 20–27: Final Postcards mailed
- May 13: Non-response Follow-up Begins (Knocking on doors)



# What do you think this map tells us?



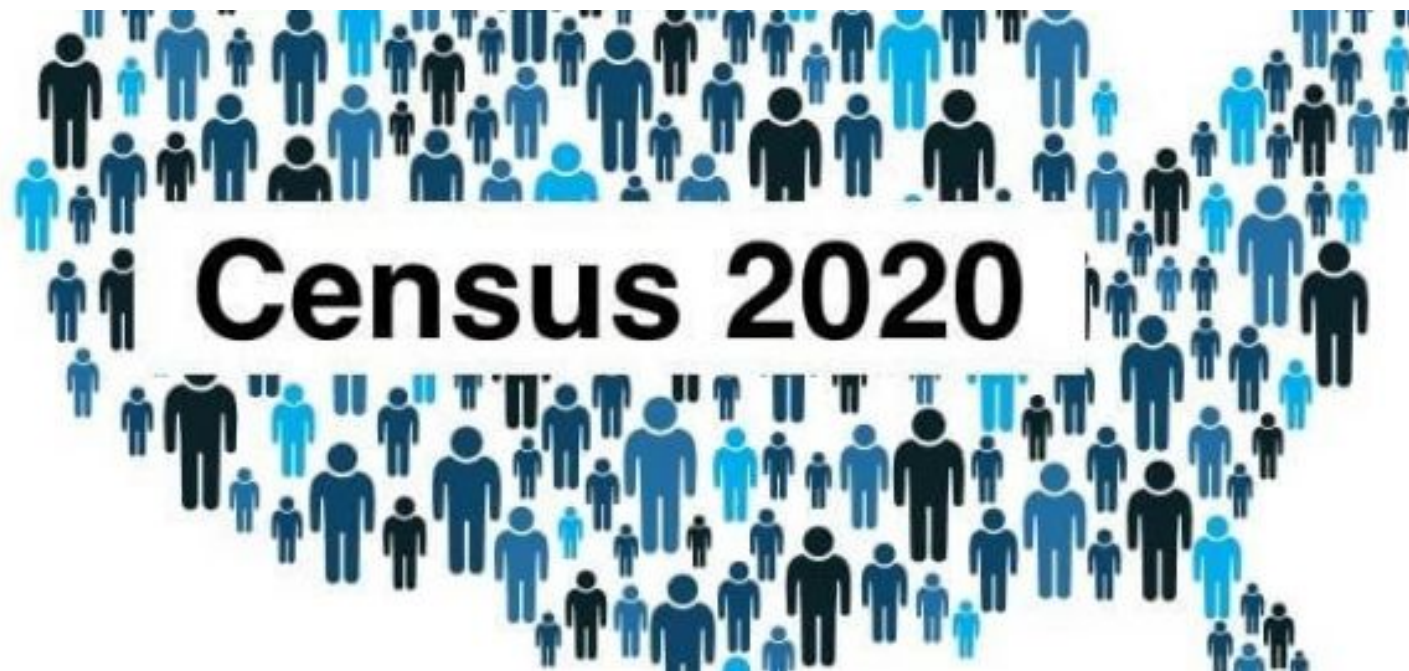
# What do you think this map tells us?





United States®  
**Census**  
**2020**

# Hard to Count Areas



## Hard to count communities:

African American  
American Indian  
Asian American  
Children

Disabled  
Homeless  
LatinX  
LGBTQ

Limited English Proficient  
Pacific Islander  
Transitioning Age Youth  
Young Mobile



United States®  
**Census**  
**2020**



United States®  
**Census**  
**2020**

# Census 2020 Campaign

## Options:

- Census poster (Individual)
- Infographic (Individual or group)
- PSA video (Individual or group)



**\*\* These will be shared on social media by school administration, district, and possible community members as well as myself- Represent ALHS and yourself like the ROCKSTARS I know you are! \*\***





# United States<sup>®</sup> Census 2020

## CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

### Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



### It's in the constitution.

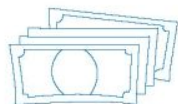
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

### It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



### It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



### It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

### Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



# Census 2020 Campaign Tasks



**March  
9/10**

- Read & annotate your document (F, H, J, Q)
- Decide on which Census 2020 Campaign option and who you may work with
- Brainstorm info from your doc(s) and Resources slide
- Storyboard your campaign

**March  
11/12**

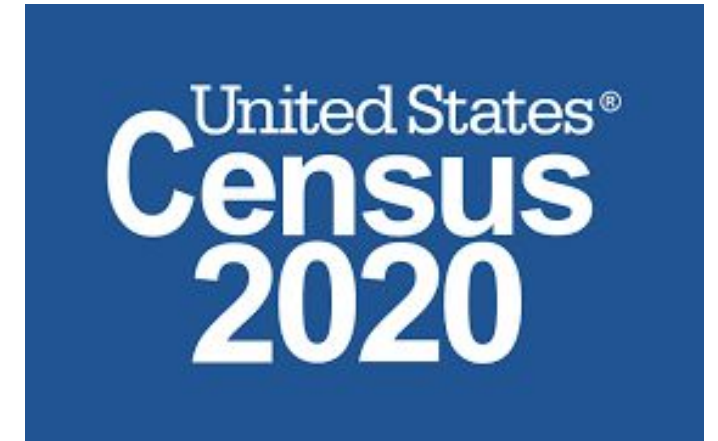
- Assemble your Census 2020 Campaign.
- Submit the JPEG or video file to Google Classroom by March 16th



# Census 2020 Campaign Resources



- [US Census](#)
- [CA Complete Count](#)
- [Inland Empire Counts](#)
- [LA County Census](#)
- [Census 2020 Hard to Count Map](#)












# Census 2020 Campaign Rubric:

- What is the Census?
- Why the Census is important? Impacts?
- Census Timeline
- Minimum of 5 Fair Use Images/Icons
- Readability
- Creativity

**FREE IMAGES** FOR STUDENTS AND TEACHERS  
**OVERVIEW**

| SITE  | AGE                               | PHOTOS | CLIPART/VECTORS | VIDEOS | SIGN UP                                  | ADS                 | ATTRIBUTION REQUIRED                  | OTHER   |
|---|-----------------------------------|--------|-----------------|--------|--|---------------------|---------------------------------------|---|
|  <b>pixabay</b><br>pixabay.com                 | 16+                               | ✓      | ✓               | ✓      | optional<br>(Captcha when not logged in) | ✓<br>(Stock photos) | ✗                                     | • Apps<br>• Safe search                       |
|  <b>Unsplash</b><br>unsplash.com               | 13+                               | ✓      | ✗               | ✗      | optional                                 | ✓<br>(minimal)      | ✗                                     | • App (iOS)                                   |
|  <b>PEXELS</b><br>www.pexels.com               | 13+                               | ✓      | ✗               | ✓      | optional                                 | ✓<br>(Stock photos) | ✗                                     | • Apps<br>• Chrome Ext.<br>• MS Office Add-In |
|  <b>Photos for Class</b><br>photosforclass.com | Under 13 can use with supervision | ✓      | ✗               | ✗      | ✗  | ✗                   | ✓<br>(included in image as a caption) | • Filtered<br>• Search box for blog           |
|  <b>openclipart</b><br>openclipart.org         | no restriction                    | ✗      | ✓               | ✗      | optional                                 | ✓                   | ✗                                     | • Can edit images                             |
|  <b>Pics4Learning</b><br>www.pics4learning.com | no restriction                    | ✓      | ✗               | ✗      | ✗  | ✓                   | ✗                                     | • Filtered<br>• For teachers/students only    |

@kathleen\_morris  www.kathleenamorris.com

Flat Icon  
Noun Project



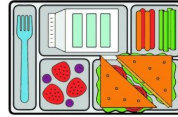
# Census 2020 Campaign Infographic Ideas...

## Do this for CA

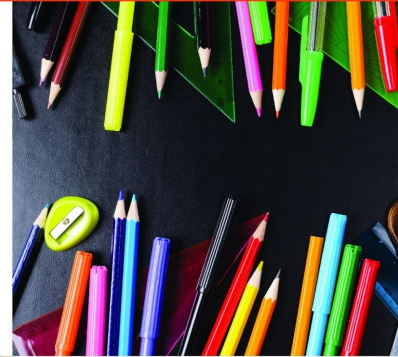


### How does the census impact K-12 education funding?

**46.4%** of public school children in Kansas are enrolled in the free or reduced price lunch program (2017 - 2018).



Source: Kansas State Department of Education, Kansas K-12 Report Generator, [http://datacentral.ksde.org/report\\_gen.aspx](http://datacentral.ksde.org/report_gen.aspx)



Kansas received over **\$137 million** for school breakfast and lunch programs in FY2016.



Source: GW University, Counting for Dollars. National School Lunch Program \$106,497,000, National School Breakfast Program \$31,271,000



Title 1 is the largest federal aid program for public schools. Local educational agencies in Kansas received **\$109 million** in Title 1 grants in FY2016.



Source: GW University, Counting for Dollars. Title 1 Grants to LEA's: \$109,134,862.



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The University of Kansas

KANSAS COUNTS





# Census 2020 Campaign Infographic Ideas...

## Do this for CA



How does the census impact higher education funding?

**55%** of undergraduate students in the U.S. received federal aid in 2015-2016.



Source: National Center for Education Statistics (NCES), <https://nces.ed.gov/surveys/ipsas>



Kansas has **118,480** undergraduate students enrolled at a Regents institution for the 2019-2020 academic year.



Source: Kansas Board of Regents, Kansas Higher Education Statistics, <https://submission.kansasregents.org/ibi/apps/bip/portal/KHERS>

Federal District Student Loans - Nearly **\$900 million** in Kansas.



Source: GW University, Counting for Dollars, Federal Direct Student Loans: \$898,447,689

Among undergraduate students, the average Federal subsidized Direct loan was **\$3,700** and the average unsubsidized Direct loan was **\$4,000** in 2015-2016.

Source: National Center for Education Statistics (NCES), <https://nces.ed.gov/surveys/ipsas>

Federal Pell Grants - Over **\$221 million** in Kansas.



Source: GW University, Counting for Dollars, Federal Pell Grants: \$221,500,000

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The University of Kansas

KANSAS COUNTS





# Census 2020 Campaign Infographic Ideas...

## Do this for CA



### How does the Census impact Wicomico County?



#### REPRESENTATION

Determines the number of legislators, Maryland has in U.S. House of Representatives.

#### SERVICES

Funds our roads, schools, SNAP, CHIP, WIC, school lunches, and many other programs.

#### COMMUNITY FUNDING

If our community is undercounted, we miss out on \$1,825 per person each year.

#### OUR FUTURE

Informs our planning for transportation, housing, schools, emergency response.

#### JOBS

Statistics help attract businesses and drive economic development.

