



# **EVERY HOOSIER CHILD COUNTS!**

**Indiana K-12 Complete  
Count Committee**

**CENSUS 2020: K-12 PR Toolkit – Part 2**

February 2020

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## MESSAGE FROM THE COMMITTEE

### **Every Hoosier Child Counts! The Importance of the 2020 Census**

On April 1, 2020, the nation will recognize Census Day to celebrate the start of the new decennial census—a count of the total residing population of the U.S. as of that date. The U.S. Constitution requires that the federal government count all persons living in the country every 10 years, regardless of age, race, ethnicity, or citizenship status. The 2020 Census survey can be completed online, as well as by phone or by mail. Residents should expect to receive information on how to complete the survey in March of 2020. The survey is easy to complete and every response is confidential.

#### ***Why is this important to Indiana residents and the K-12 school community?***

The Census helps to determine a lot of important decisions about budget allocations and the allotment of political representation. Information collected from the Census will determine the number of congressional seats assigned to each state. The survey information will also be used for redistricting congressional and state legislative districts. The count is used by the federal government to determine the use of approximately \$883 billion in federal funds, with \$160 billion set aside for programs that support children. This year Indiana will receive about \$18 billion in federal funding, with approximately \$1 billion for K-12 programs. **It is estimated that for every child missed in the count, Indiana will lose about \$926 per year which is nearly \$10,000 in federal funds over the next decade.** It is important that all persons residing in the state are counted to ensure we maintain our congressional seats and receive our fair share of federal funds. Completing the Census helps your community receive important funding to address local community needs.

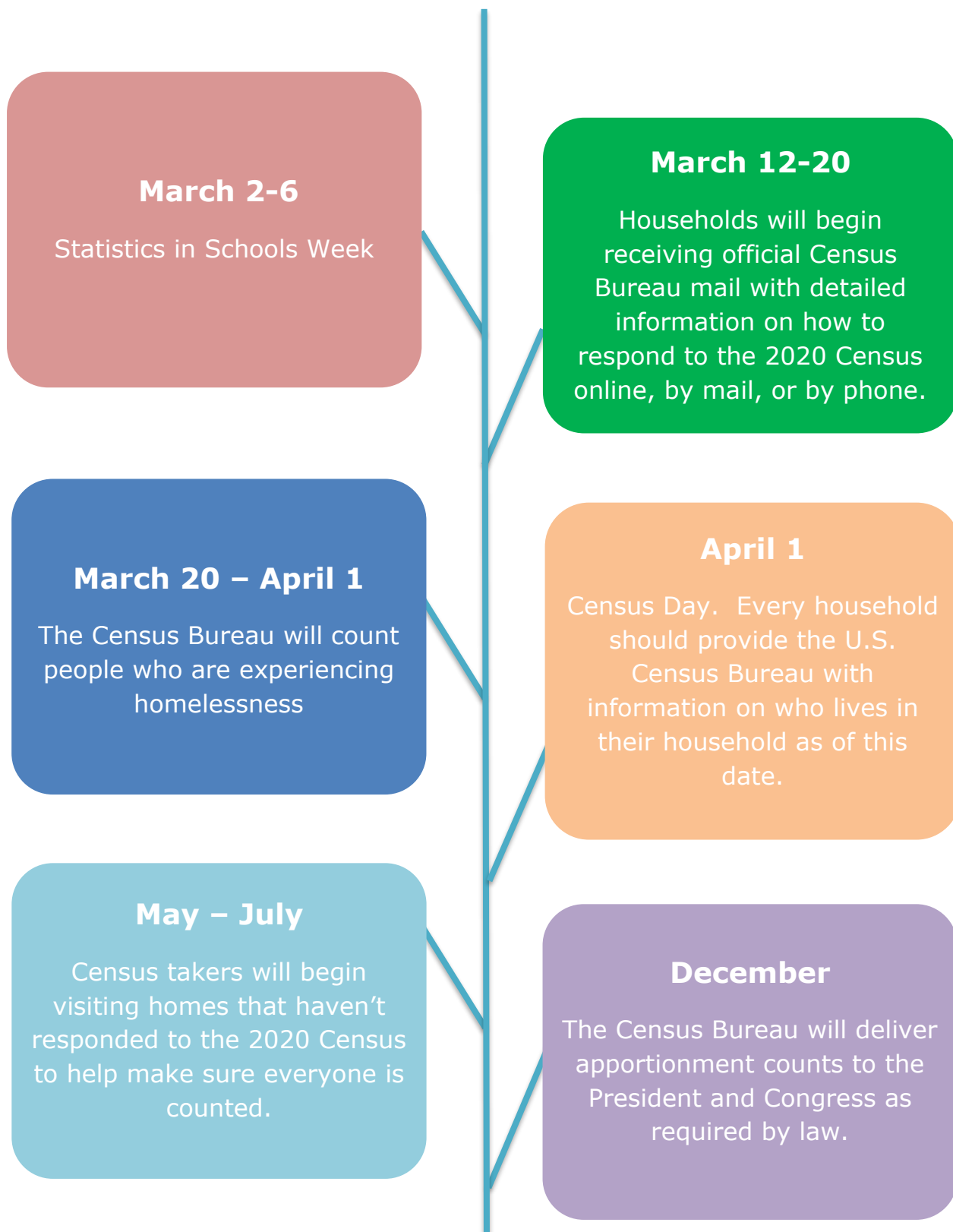
Unfortunately, children from birth to age 4 and those ages 5-9 are the two age groups most likely to be undercounted in the Census, as was the case in 2010. Additionally, Black and Latino young children have a higher net undercount than other children. We must make sure that every Hoosier child counts in the 2020 Census! An accurate count of young children in the 2020 Census is essential to provide every child and family access to resources such as housing, jobs, equitable education, and health care. Families can help make sure that **#EveryHoosierChildCounts** by counting each child where they sleep most of the time as of April 1, 2020.

#### ***What can we do?***

The *Every Hoosier Child Counts! Complete Count Committee* has been formed to include representatives from 26 state agencies, and statewide organizations and associations, including Indiana School Boards Association, to develop an action plan, PR campaign toolkit, and resources you can use to share the importance of the Census locally. The key messaging, social media messaging, and the strategies/activities are designed for your use to inform and motivate community members to participate in the 2020 Census. As a school board member, you are a highly-trusted source of information in your community, and so we ask that you use the tools and resources of the PR toolkit to promote participation in the 2020 Census, especially in areas that have been designated as “hard-to-count.”

This PR toolkit was created to assist you in communicating with families, students, employees, and community members, now through April, regarding the **importance** of participating in the 2020 Census. **Together we can ensure that every Hoosier child counts!**

## Important 2020 Census Dates:



## IMPORTANCE AND MOTIVATION

Time Period: Now – April 2020

### Learning Objectives

1. Promote why the 2020 Census is important to individuals, and motivate them to complete it
2. Describe challenges causing the undercount of young children, especially Latino and Black children
3. Understand why the census count is important to K-12 education
4. Empower local school communities to promote completion of the 2020 Census survey

### Key Messaging

- I. Young Children Need to be Counted too!
  - a. Federal funding for programs benefiting Hoosiers and their communities is based on Census results
  - b. The Census count includes everyone residing in the U.S. and does not exclude non-citizens. **All** people living in the U.S. are counted
  - c. About 5% of children under age 5 in the U.S. were missed in 2010, that's about 1 million young children, the highest of any age group
    - i. More than 12,000 Hoosier children under age 5 weren't counted
  - d. This undercount is generally due to a child's household situation such as splitting time between homes; living with grandparents, extended family, or foster parents; living in a non-English speaking household; living with foreign-born adults; and/or experiencing homelessness
  - e. Every child should be counted where they reside as of April 1, 2020
- II. Confidentiality/Data Security
  - a. In March 2020, every household will receive a notice from the U.S. Census Bureau with instructions to complete the survey (online, by mail, or by phone)
  - b. Your responses to the survey and submitted to the Census Bureau are private
  - c. **No** information is shared with any other federal, state, local government agency; survey responses are **not** shared with law enforcement
  - d. Your name and address are only collected as a part of the Census to verify that you and every resident are counted just once
  - e. The Census Bureau secures all responses, including online survey responses
- III. Language
  - a. The Census will also be widely available to non-English speakers, including fully translated Census forms in 13 different languages, and guides in many more languages
- IV. Funding
  - a. Census data drives funding for delivery of many community needs
  - b. Census data directs almost all of Indiana's \$1 billion annual federal pre-Kindergarten-grade 12 funding – including Title I, SNAP, Special Education, and Head Start
  - c. Each child uncounted may reduce funding for community schooling needs by nearly \$1,000 per year, for a decade. That's approximately \$10,000 per child missed

- d. Impoverished communities are impacted even more per child missed
- V. Representation
- a. Fulfill your civic and constitutional duty - Census data is used to apportion congressional representation and Indiana General Assembly seats
- VI. It's Easy and Convenient for Everyone!
- a. In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer
  - b. The form can be completed in just 10 minutes
  - c. If you don't submit a completed census form, then the Census Bureau will send an enumerator to your address to collect the information in person
  - d. Completing a census form early is the best way to avoid an enumerator visit your home
- VII. Spread the Word
- a. In order to receive the funding for all our community needs, it's important to talk with other community members about completing the Census, especially undercounted populations
  - b. Our community leaders need your help to encourage your friends and neighbors to complete the census.

## IMPLEMENTATION STRATEGIES/IDEAS

### **PART 1: Now**

- Adopt a School Board Resolution supporting the use of school corporation facilities and resources to promote the importance of the 2020 Census to area residents
- Promote the Census in your school corporation or organization newsletter about the importance of the 2020 Census to your community
- Write an article, letter to editor, or op-ed for a local newspaper
- Highlight/explain district PR plans to staff, including planning and coordination/hosting of Census Week or Census Day Community Forums

### **PART 2: Now-March**

- Write additional district newsletters explaining importance of Census
  - Include undercount problems (children, esp. Latinos and African Americans)
- Begin implementing "Statistics in Schools" (SIS) resources
  - Use SIS as a starting point for age-appropriate conversations about Census
- Use exterior signage to promote 2020 Census survey participation
- Participate in Statistics in Schools Week (March 2-6, 2020): Educators across the country unite to teach students about the importance of the decennial census
- Host Community Forums, including language assistance programming and ASL services, and provide computer access for patrons to complete the Census survey during:
  - National Census Week (week of March 23)

- April 1, 2020: Census Day in America

### **PART 3: March-April**

- Publish district newsletters encouraging Census response
- Hang posters reminding students about Census
- Pass out Census information in class for students to take home
  - We recommend handing them out after completing a Statistics in Schools lesson
- In morning announcements include information about the Census & encourage students to communicate with parents
- Add Census notice to school website
- Plan Community Census Completion days where schools/library computer labs will be open to the public along with assistance!
- Provide your students with take-home devices to complete the census with your family. Make sure to include straightforward steps guiding you through the process

### **PART 4: April 1 (CENSUS DAY)**

- Alter exterior signage to announce Census Day
- Have a morning announcement about Census Day
- Provide students with take-home computers/hotspots
  - Include directions (links) to complete online Census
- Host a Census parent information night
  - Opportunity to use computers onsite
- Send out Automated voicemail messages encouraging Census responses

## **SOCIAL MEDIA MESSAGING**

- Did you know that April 1, 2020 is Census Day? Responding to the #2020Census is our civic duty and affects the amount of funding for our community's public resources. To learn more, visit <http://www.census.indiana.edu>
- Did you know that your #2020Census responses are confidential? To learn more about confidentiality and the #2020Census, visit <https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>
- Your community is counting on you! Make sure #EveryHoosierChildCounts in the #2020Census. [https://youtu.be/vSQ9i\\_jOikk](https://youtu.be/vSQ9i_jOikk)
- Does your child count? It's important that #EveryHoosierChildCounts when it comes to #2020Census. Find out more at <http://www.census.indiana.edu/why.html>
- Counting your child in the 2020 census could mean \$10,000 of additional funding for K12 schools over the next ten years. To learn more, visit <https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/counting-young-children-in-2020-census.pdf>

## RESOURCES

U.S. Census Bureau Statistics in Schools (Pamphlet):

- <https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/sis-general-brochure.pdf>

U.S. Census Bureau Statistics in Schools (Handout):

- <https://www2.census.gov/programs-surveys/sis/about/sis-and-2020census.pdf>

Young Child Undercount (Factsheet):

- <https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/counting-young-children-in-2020-census.pdf>

Count All Kids Campaign (Webpage):

- <https://countallkids.org/>

Hard to Count Areas (Interactive Map):

- <http://www.census.indiana.edu/htc.html> or
- <http://www.censushardtcountmaps2020.us/>

Counting for Dollars (Factsheets):

- USA - [https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars\\_USA.pdf](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_USA.pdf)
- IN - [https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars\\_IN.pdf](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_IN.pdf)

Census in School/Statistics in School (Curricular Resources/Factsheets):

- <https://www.census.gov/schools/>
- <https://www2.census.gov/about/partners/general/fact-sheet-schools.pdf?#>
- <http://www.census.indiana.edu/documents/2020/Census%20Talking%20Points%20schools.pdf>

Census Bureau Public Service Announcements (Videos):

- All videos: [https://2020census.gov/en/partners/psa-toolkit.html?utm\\_campaign=20191107msc20s1ccnwsrs&utm\\_medium=email&utm\\_source=govdelivery](https://2020census.gov/en/partners/psa-toolkit.html?utm_campaign=20191107msc20s1ccnwsrs&utm_medium=email&utm_source=govdelivery)
- Every Moment Counts (30 sec.). This video highlights the importance of counting every individual in the household, including extended family and unrelated individuals: <https://youtu.be/uKOGPsaWMT0>
- Today I Learned (30 sec.). This video talks about the Statistics in Schools program and how they can help students learn about the 2020 Census: <https://youtu.be/-tInXK8O4KQ>
- Is My 2020 Census Data Safe? (30 sec.). This video emphasizes that all personal information shared with the Census Bureau will be safe and protected and will not be shared with any other governmental department or person: [https://youtu.be/qzmB5oJQ\\_z4](https://youtu.be/qzmB5oJQ_z4)
- How Do I Take the 2020 Census? (30 sec.). This video describes how to take the 2020 Census and what happens if you do not take the Census on time: <https://youtu.be/bcE5wXH17Os>



## **Other Resources by Audience**

### **The Latinx Community:**

NALEO Census 2020 (Webpage):

- <https://naleo.org/census2020/>

NALEO What is the Census (Handout):

- [https://hagasecontar.org/wp-content/uploads/2019/03/NEF\\_2020\\_Census\\_101\\_EN\\_2.pdf](https://hagasecontar.org/wp-content/uploads/2019/03/NEF_2020_Census_101_EN_2.pdf) (English)
- [https://hagasecontar.org/wp-content/uploads/2019/05/NEF\\_2020\\_Censo\\_101\\_SP\\_2.pdf](https://hagasecontar.org/wp-content/uploads/2019/05/NEF_2020_Censo_101_SP_2.pdf) (Spanish)

U.S. Census Bureau Kids Count (Video):

- <https://www.youtube.com/watch?v=WVYfvMdEtsE> (Spanish)

NALEO Education Fund Hazme Contar Campaign (Webpage):

- <https://hagasecontar.org/hazmecontar>

### **The Black/African American Community:**

NAACP What is the Census? (Webpage):

- <https://www.naacp.org/what-is-the-census/>

NAACP Census 2020 Resources (Webpage):

- <https://www.naacp.org/get-count-prevent-black-undercount/>

U.S. Census Bureau Shape Your Future (Video):

- <https://www.youtube.com/watch?v=IE8COWgnheM&feature=youtu.be#>

### **The Burmese Community:**

U.S. Census Bureau, How to Fill out the Census (Printable Guide):

- <https://www2.census.gov/programs-surveys/decennial/2020/resources/language-materials/guides/Burmese-Guide.pdf?#>

### **School Board and Administrators:**

Stateside Administrative Booklet (Toolkit):

- [https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/stateside\\_admin\\_booklet.pdf](https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/stateside_admin_booklet.pdf)

Sample Board Resolution:

- See Appendix A for concise version
- See Appendix B for full length version

### **Teachers:**

U.S. Census Bureau Statistics in Schools (Classroom & Lesson Plan Resources):

- <https://www.census.gov/programs-surveys/sis/activities/overview.html>

Statistics in Schools (Flyer):

- <https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/sis-educator-flyer.pdf>

### **Students and Parents:**

Confidentiality (Handouts):

- <https://www.census.gov/content/dam/Census/library/factsheets/2019/comm/2020-confidentiality-factsheet.pdf> (English)
- <https://www.census.gov/content/dam/Census/library/factsheets/2019/dec/2020-confidentiality-factsheet-sp.pdf> (Spanish)

2020 Census & Your Child's Future (Flyer):

- <https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/sis-take-home-flyer-english.pdf>

Concise School Board Resolution

### **2020 Census School Board Resolution**

Whereas, the decennial Census occurs every ten years to count every person residing in the United States, and is fundamental to ensuring that all residents of our community have access to fair representation, essential services, and economic development; and

Whereas, an accurate count of persons living in our *[city][county]* in the 2020 Census will determine the representation of individuals, families, and communities in our local, state, and federal governments; and

Whereas, the 2020 Census count of children living in *[insert the name of school corporation]* will be the basis of federal education funding allocated to our school corporation over the next ten years, specifically federal programs serving our students living in poverty and students with disabilities; and

Whereas, the populations that are prevalent in urban areas at high risk of being undercounted, according to the U.S. Census Bureau include young children, people of color, low-income households, language minority families, foreign-born residents, and households with limited Internet access; and

Whereas, children are more likely to be missed in the Census count if they reside in the complex households that are common in urban areas, such as multi-generation households, extended families, and multi-family households; and

Whereas, it is paramount for the school board, superintendent, principals, teachers, parent organizations, and all local leaders in *[insert the name of school corporation]* to communicate the importance of Census 2020 to families and community members to ensure everyone is counted;

**Therefore, Be It Resolved, that the *[insert here the name of the school corporation]* will develop and adopt a plan of action ensuring a complete count of all students and their families residing within the school corporation on the 2020 Census; and**

***Be It Resolved the plan of action will include but is not limited to providing and distributing information to our students, parents, and staff members on the importance of the U.S. Census and its role in federal funding and state representation through the various communication channels employed by the school corporation, providing recommended curriculum to our students on the U.S. Census, promoting the involvement in the U.S. Census to community members at various school and community events, and hosting participation events on April 1, 2020, U.S. Census day; and***

**Be It Further Resolved, the *[insert here the name of the school corporation]* is committed to working in partnership with other local civic, business, and community leaders, and others to engage, educate, and count every resident within our local community in the 2020 Census.**

Full-length School Board Resolution

## **2020 Census School Board Resolution**

Whereas, the decennial Census occurs every ten years to count every person residing in the United States, and is fundamental to ensuring that all residents of our community have access to fair representation, essential services, and economic development; and

Whereas, an accurate count of persons living in our *[city][county]* in the 2020 Census will determine the representation of individuals, families, and communities in our local, state, and federal governments; and

Whereas, the 2020 Census count of children living in *[insert the name of school corporation]* will be the basis of federal education funding allocated to our school corporation over the next ten years, specifically federal programs serving our students living in poverty and students with disabilities; and

Whereas, population data obtained from the 2020 Census will be used by government officials to determine which neighborhoods and communities should receive services health clinics, libraries, and housing; and

Whereas, population data obtained from the 2020 Census will be used by businesses to determine which neighborhoods and communities should receive investments for economic development such as retail stores and recreational establishments; and

Whereas, the populations that are prevalent in urban areas at high risk of being undercounted, according to the U.S. Census Bureau include young children, people of color, low-income households, language minority families, foreign-born residents, and households with limited Internet access; and

Whereas, children are more likely to be missed in the Census count if they reside in the complex households that are common in urban areas, such as multi-generation households, extended families, and multi-family households; and

Whereas, during the 2020 Census, there is a heightened risk of an undercount due to the digital divide, language access issues, and lack of knowledge or information on the importance of or access to the U. S. Census; and

Whereas, local and state governments, as well as community-based organizations, can play a critical role in counteracting the undercount risks, reaching hard-to-count populations, and ensuring their communities get counted in 2020; and

Whereas, it is paramount for the school board, superintendent, principals, teachers, parent organizations, and all local leaders in *[insert the name of school corporation]* to communicate the importance of Census 2020 to families and community members to ensure everyone is counted;

**Therefore, Be It Resolved, that the *[insert here the name of the school corporation]* will develop and adopt a plan of action ensuring a complete count of all students and their families residing within the school corporation on the 2020 Census; and**

***Be It Resolved the plan of action will include but is not limited to providing and distributing information to our students, parents, and staff members on the***

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**Be It Further Resolved, the *[insert here the name of the school corporation]* is committed to working in partnership with other local civic, business, and community leaders, and others to engage, educate, and count every resident within our local community in the 2020 Census.**



## ***Every Hoosier Child Counts!*** **Complete Count Committee** **Affiliations**

This toolkit was an effort made on the part of the committee including members affiliated with the following 26 organizations (in no particular order).

- Indiana School Boards Association (ISBA)
- Indiana Department of Education (IDOE)
- IN Head Start Program
- Federal and Social Services Administration (FSSA)
- IN State Library
- Indiana State Teachers Association (ISTA)
- Indiana Association of Public School Superintendents (IAPSS)
- Fort Wayne Community Schools
- Indiana Association of School Business Officials (IASBO)
- Indiana Parent Teacher Association
- Indiana United Way
- Delta Sigma Theta Sorority, Inc., Indianapolis Alumnae Chapter
- MSD of Wayne Township
- Count Me Indy
- IN Small & Rural School Corporations
- IN Urban Schools Association (IUSA)
- IN Association of School Principals
- IN Library Federation
- IN School Public Relations Association
- Brownsburg Community School Corporation
- Coalition of Suburban and Growing Schools
- Lafayette School Corporation
- U.S. Census Bureau
- IN Office of Disability Rights
- Winston/Terrell Group
- Avon Community School Corporation