



EVERY HOOSIER CHILD COUNTS!

**Indiana K-12 Complete
Count Committee**

CENSUS 2020: K-12 PR Toolkit Part 1

August, 2019

MESSAGE FROM THE COMMITTEE

Every Hoosier Child Counts! The Importance of the Census 2020 Count

On April 1, 2020, the nation will recognize Census Day to earmark the commencement of the new decennial census count of total residing population as of this 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, and citizenship status. The 2020 Census survey, for the first time, will be available to complete online, as well as by phone or paper form to be returned by mail. Residents should expect correspondence on how to complete the survey in March of 2020. Taking part is a civic duty and the survey is easy to complete. Furthermore, every response is confidential.

Why is this important to Indiana residents and the (insert literacy, early childhood education/preschool, or K-12 school) community? First, the Census will determine the apportionment to the states of the number of congressional seats. The survey information will be used for redistricting of congressional and state legislative districts. The count also is used by the federal government to determine allocation of approximately \$883 billion in federal funds, with \$160 billion for programs to 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 person missed in the count, Indiana will lose about \$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. As important, 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; with Black and Hispanic young children having a higher net undercount than other children. One in five children were missed because their family did not return the form; four in five lived in families that returned the form but didn't include the young child on it. We must make sure that every Hoosier child counts in the 2020 Census.

An accurate count of young children in the 2020 Census will be critical to the child's and family's 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.

What can we do? The Every Hoosier Child Counts! Complete Count Committee has been formed to include representatives from 17 state agencies and statewide associations, including our (insert name) organization to develop an action plan, PR campaign toolkit, and resources you can use to share the news about the importance of the Census locally. Since you as an (insert: educators/school board member/librarian) are a highly-trusted source of information in your community, we ask that you use the tools and resources of the PR toolkit to promote participation in the 2020 Census.

Components of the PR Toolkit. This PR toolkit is to assist you in communicate to families, students, employees, and community members between September through the end of October regarding the "Awareness Phase I." In February, our committee will distribute PR Toolkit Part 2 to assist in the final push for a complete Census count 2020. Together we can ensure that every Hoosier child counts!

AWARENESS PHASE

Time Period: September – October, 2019

Learning Objectives

1. Identify “5 W’s” of Census to build awareness and understanding
2. Generally explain why it’s important for Hoosiers
3. Simply describe its significance for K-12 community

Key Messaging

- I. What is the Census? What will happen in 2020?
 - a. The U.S. Constitution requires a count of all people living in the US every 10 years.
 - b. 2020 will be the year in which the next Census is conducted.
 - c. Census forms will be available in multiple languages and can be completed online for the first time
- II. Who Participates? Who should care?
 - a. Everyone participates because everyone counts!
 - b. Hoosiers care because everyone benefits from the data collected
 - c. The Census count does not differentiate between citizens and non-citizens; all people, regardless of gender, race, ethnicity, age, etc. living in the U.S. are counted.
- III. Where are people counted?
 - a. Census responses should include all people living in a residence, who do so for most of the year.
 - b. If people do not stay in any residence for most of the year, include them wherever they are when Census completed.
- IV. When will the Census take place?
 - a. Forms will arrive in the U.S. mail in mid- to late-March 2020.
 - b. April 1, 2020 is Census Day in America
 - c. If no response is received, door-to-door enumerators will be sent May-June
- V. Why does the Census matter?
 - a. Constitutionally required – Directs \$883 billion in Federal funding, \$18 billion directly to Indiana, every year
 - b. It is essential to our democracy because the data is used to apportion congressional seats.
 - c. Also used to draw districts of the Indiana General Assembly.
 - d. The count needs to be accurate, valid, reliable, and fair.

Implementation Strategies/Ideas

- Investigate Census further by reading articles/resources
- Board resolution outlining encouraged or expected efforts by admin./staff
- Review "Statistics in School" for curriculum
 - Encourage use during Constitution week of September 17
 - Implement in classrooms throughout 2019-20 school year
- District leader engagement with local Complete Count Committee
- Publish article about Census' importance in employee communication/intranet
- Post flyer/handout about Census in employee break/mail room

Resources

Census Overview (Graphics/Factsheets):

- <http://www.census.indiana.edu/documents/2020/2020CensusFact%20Sheet.pdf>
- <https://www.census.gov/content/dam/Census/library/factsheets/2019/dec/2020-at-a-glance.pdf>
- http://hagasecontar.org/wp-content/uploads/2019/03/NEF_2020_Census_101_EN_2.pdf
- <https://census.gov/content/dam/Census/library/factsheets/2019/dec/census101.pdf>

Census Timeline (Factsheet):

- <https://www.census.gov/content/dam/Census/library/factsheets/2019/dec/how-census-invites-everyone.pdf>

Statistics in School (Handouts/Guides):

- <https://www2.census.gov/programs-surveys/sis/resources/top10.pdf>
- <https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/guide-to-tools.pdf>
- Constitution Week - <https://www.census.gov/programs-surveys/sis/resources/constitution-day.html>

Example Article:

- https://www.isba-ind.org/uploads/1/1/9/2/119210664/e-dition_june_2019.pdf

Complete Count Committee Map:

- https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html?utm_campaign=20190619msc20s1ccallrs&utm_medium=email&utm_source=govdelivery

Hard-to-Count Community Map:

- <http://www.censushardtcountmaps2020.us/>

Sample Board Resolution:

- TBA

IMPORTANCE PHASE

Time Period: November 2019 – February 2020

Learning Objectives

1. Promote why the Census is important to individuals
2. Describe challenges causing undercount of young children, especially Latino and African American children
3. Understand why the census count is important to K-12 education

Key Messaging

- I. Young Children Need to be Counted, too!
 - a. About 5% of kids under age 5 were missed in 2010, about 1 million young children, the highest of any age group
 - b. More than 12,000 Hoosier children under age 5 weren't counted
 - c. This undercount is generally due to a child's household situation such as splitting time between homes, living with in a multigenerational/extended family, living in a non-English household, foster parents, homeless, or living with foreign-born adults
- II. Confidentiality/Data Security
 - a. Data provided to the Census Bureau through the Census survey is private.
 - b. Data is not shared with federal, state, local government agencies, or law enforcement
 - c. Names and addresses collected as a part of the Census are used to verify that each resident is counted only once. Names and addresses are not provided to law enforcement.
 - d. The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.
- 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 K-12 funding – including Title I, SNAP, Special Education, and Head Start.
 - c. Each child uncounted may reduce funding for community schooling needs by around \$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

Implementation Strategies/Ideas

PART 1: November-December

- Publish an article on the Census in District newsletter
 - Outline/introduce Census 2020 to district
- Write article, letter to editor, or op-ed for local paper
 - Try to make it similar to the district newsletter
- Highlight/explain district plan to building staff

PART 2: January-February

- 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

Resources

Young Child Undercount (Factsheet):

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

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)

Counting for Dollars (Factsheets):

- USA - 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

Census and School (Factsheets):

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

Example articles:

- TBA

MOTIVATION PHASE

Time Period: March – April 2020

Learning Objectives

1. List why the Census is important to individuals
2. Describe challenges causing undercount of young children, especially Latinos and African Americans
3. Understand why the census count is important to K-12 education

Key Messaging

- I. 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 having an enumerator visit your home.
- II. We're here to help – Come Get Counted!
 - a. The community needs your help, and we're working to make it easier.
 - b. Be on the lookout for Community Census Completion days where schools/library computer labs will be open to the public along with assistance!
 - c. We're working hard to provide your students with take-home devices to complete the census with your family. We'll also make sure to include straightforward steps guiding you through the process.
- III. 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. In order to make sure we have an accurate count of our community, we have to work together.
 - c. Our community leaders need your help to encourage your friends and neighbors to complete the census.

Implementation Strategies/Ideas

PART 1: March-April

- Several district newsletters encouraging Census response
- Hang posters reminding students about Census
- Host public, Census community response forums (using school computer labs and resources)
- Pass out Census handouts to students, for their parents, in class
 - Recommend handing them out after completing a Statistics in Schools lesson
- Morning announcements outlining Census & encouraging parent communication
- Add Census notice to school website
- Alter exterior signage to encourage Census completion
- Explore offering incentives to students who complete Census

PART 2: April 1 (CENSUS DAY)

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

Resources

Census for Students (Handouts):

- <https://www2.census.gov/programs-surveys/sis/resources/census101.pdf?>