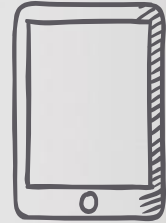
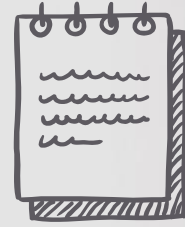


# **CENSUS 2020:**

## **Important Ways to Get Your Program Ready**



COABE 2019

# NCL Vision

All adults are able to fulfill their potential and meet their goals through accessing high quality adult education and literacy services provided by an integrated and well-developed system.



# AGENDA

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- ◆ Why care about the census?
- ◆ What are the risks?
- ◆ What solutions are communities creating?
- ◆ What can/should adult education do?



# The Census is **CRITICAL!**

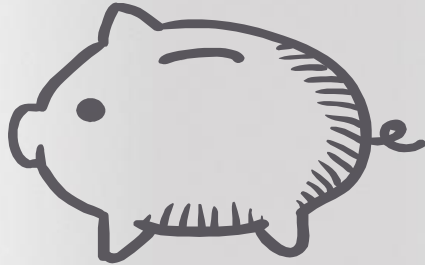
*Let's look at why*



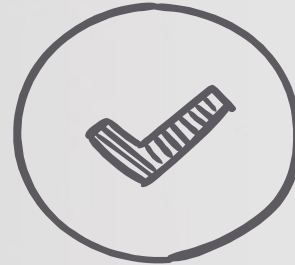
# Constitution requires this 10 yr population count

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RESOURCES



REPRESENTATION

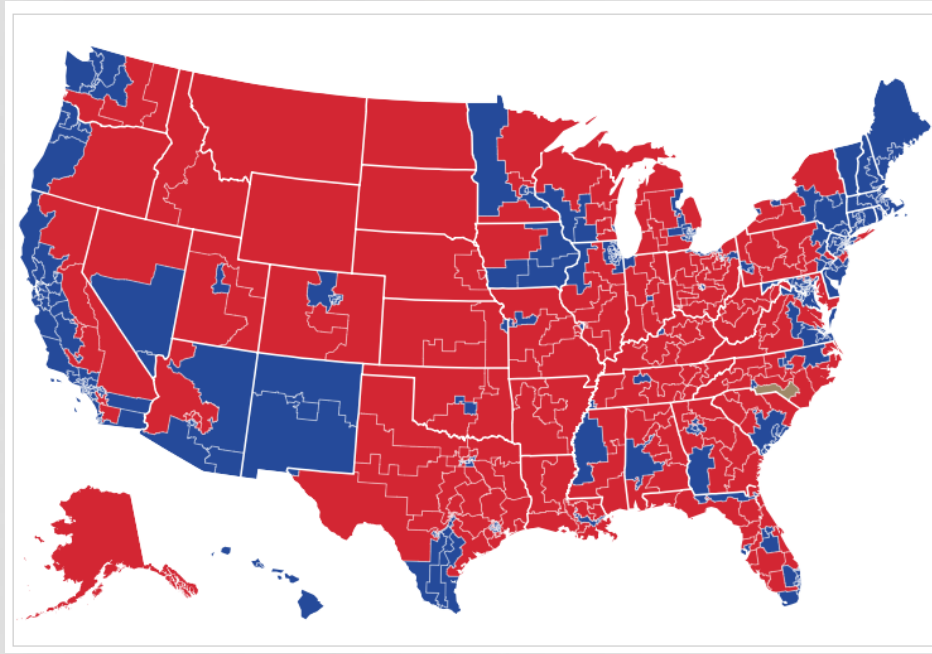


# \$800,000,000,000

---

*For education, housing, health services, infrastructure, and  
much much more - Every Year!!*

# HOUSE OF REPRESENTATIVES - 116th Congress





# Road to the 2020 Census

## 2020 Census Operational Timeline



United States<sup>™</sup>  
**Census**  
Bureau

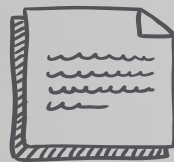
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



# CENSUS 2020 PROCESS



POSTCARD - url

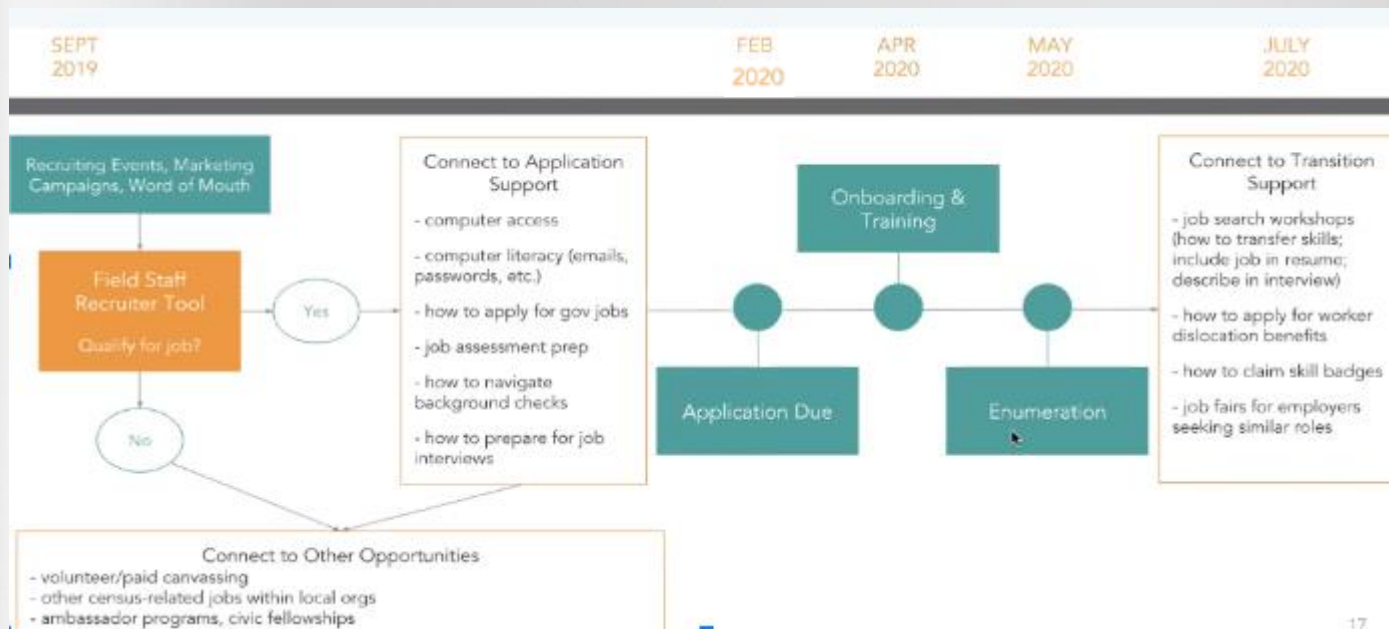


PAPER  
English or  
Spanish



IN  
PERSON

# CENSUS JOBS



## CALIFORNIA ADULT EDUCATION

Creating a shared  
course for their  
students to become a  
census enumerator in  
their communities

## 2020 Census Jobs

**WANT TO EARN \$17 AN HOUR OR MORE?  
QUIERE GANAR \$17 LA HORA O MAS?**

**APPLY HERE/APLIQUE AQUI:**

**<https://2020census.gov/jobs>**

**Need assistance applying? Attend one of  
the following workshops:**

**Monday, May 6, 2019 @ 5pm**

**Monday, June 3, 2019 @ 5pm**

**Monday, July 1, 2019 @ 5pm**

**Where?**

**Hanford Adult School**

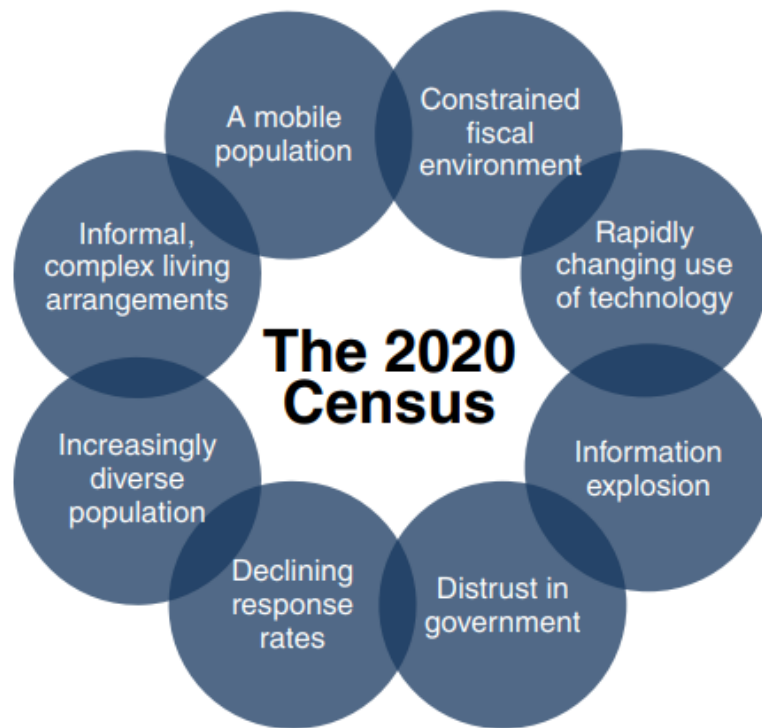
**905 Campus Dr. Hanford CA 93230**

**Or call 559-563-3072 for more information**



**Job Line: 1-855-JOB-2020 (1-855-562-2020)**







# The Census is at Risk

*Let's look at why*

## Adult Learners and the Census

- ◇ Importance of being counted
- ◇ Sources of suspicion and fear
- ◇ Potential for scams and fraud



## Understanding the Importance of Being Counted

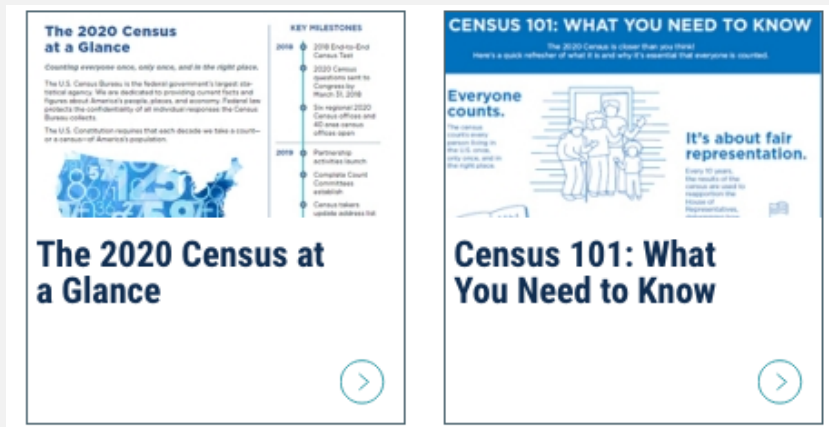
The Census provides vital information for you and your community.

- ◆ It determines how many representatives each state gets in Congress
- ◆ Communities use census data to plan for road, schools, and emergency services
- ◆ Businesses use census data to decide where to open stores

<https://www.census.gov/library/fact-sheets/2019/dec/2020-at-a-glance.html>

# Understanding the Importance of Being Counted

- ◆ Census fact sheets: <https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.All.html>

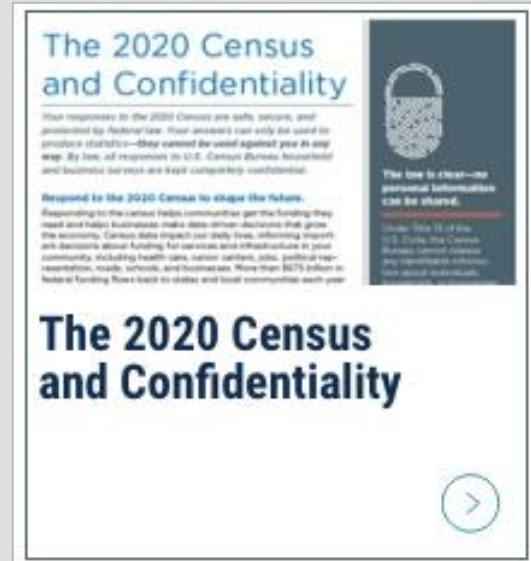




# Sources of Suspicion and Fear

The outcomes:

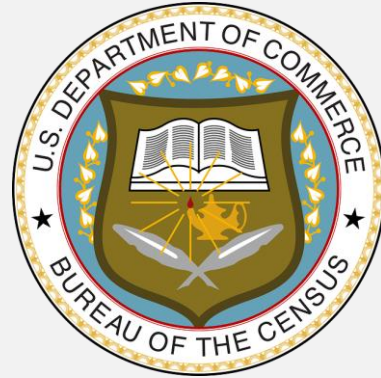
- ❖ What will happen to my information?
- ❖ What will happen to me?
- ❖ What will happen to my family?



## Sources of Suspicion and Fear

The process:

- ◆ Who is sending this letter/postcard to me?
- ◆ Who is calling me?
- ◆ Who is coming to my home?



# Potential for Scams and Fraud

**consumer.gov**

what to know and do

search

Español

Managing Your  
Money



Credit, Loans and  
Debt



Scams and  
Identity Theft



Toolbox

## Imposter Scams

What It Is

What to Know

What to Do

Share This Page



### What is an imposter?

An imposter is a person who pretends to be someone else. Imposters may pretend to



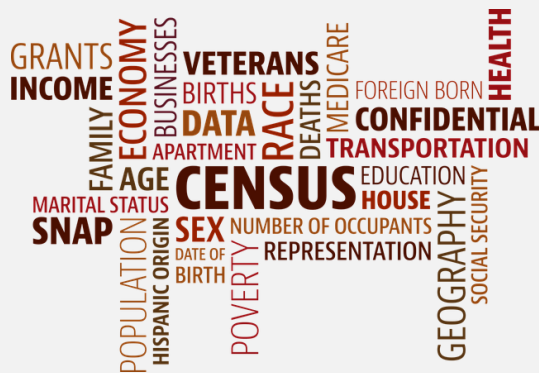
## Is This for Real?

- ◆ The real Census letter/postcard will come from Jeffersonville, IN, and will be addressed to “resident.”
- ◆ To find out if a survey is really from the Census Bureau, you can call your regional office and ask, “Am I in a survey?”  
<https://www.census.gov/programs-surveys/are-you-in-a-survey/about-household-surveys.html>
- ◆ To find out if a caller or visitor is really from the Census Bureau, you can call the national processing center at 1-800-523-2305. Also, ask to see the person’s U.S. Census badge.



## Things a Real Census Employee Will Never Do

- ❖ Refuse to let you read her/his U.S. Census badge
- ❖ Tell you that you must pay a fee, wire money, or send in a gift card
- ❖ Threaten you
- ❖ Make you hurry to answer



## Ways to Follow Up

- ◆ **Report fraud:** <https://www.ftccomplaintassistant.gov/>
- ◆ Use Census Bureau materials:  
<https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.All.html>
- ◆ Additional information: <https://censuscounts.org/resources/>

# Community Solutions

*People are taking action*

## Libraries as Essential, Trusted Partners

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- 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

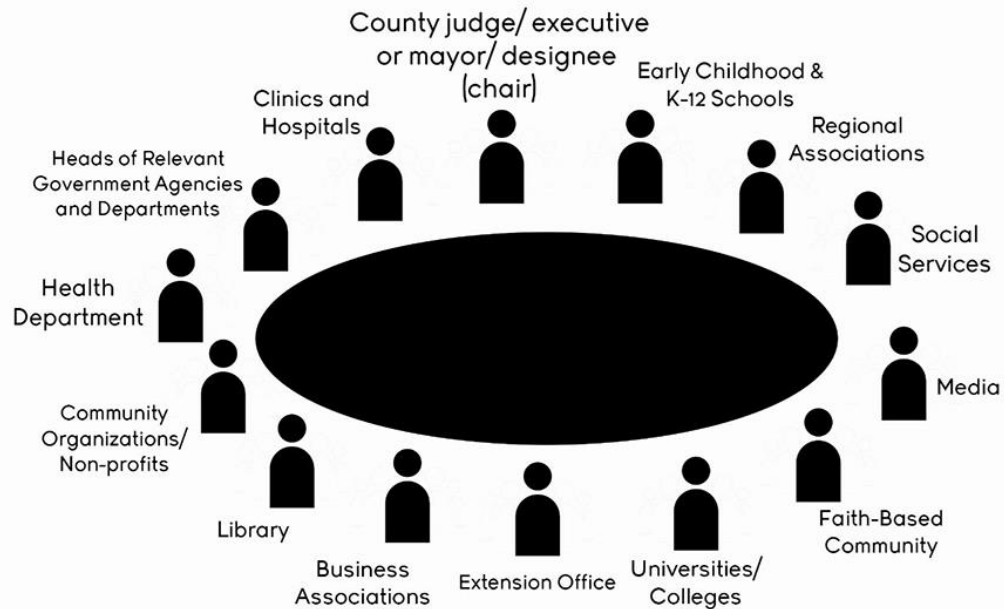
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**99%** OF HARD-TO-COUNT CENSUS TRACTS HAVE A PUBLIC LIBRARY LOCATED WITHIN FIVE MILES.

- Equity
- Access
- Inclusion

## COMPLETE COUNT COMMITTEES

\*\*Partnership Specialist is advisor  
and Census liaison to CCCs



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

# Adult Education's Role

*What to say; what to do?*



# What should adult providers do now?

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1. Have a conversation with your leadership.
  - a. How will you message information to your instructors and students?
    - i. Silent, neutral/informative, affirmative
    - ii. Announcement or Lessons ?
  - b. Become even more informed
    - i. Look to trusted sources for advice
    - ii. Ask questions
    - iii. Learn what you can and cannot do

## **Provide Educational Supports**

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- ◆ What the Census is and why it matters
- ◆ How to complete the Census online
- ◆ FAQs (who participates, are there risks, etc.)

## Provide Educational Supports

---

### ◆ For teachers

Announcements,  
lesson activities and  
discussion prompts,  
links to instructional  
resources

### ◆ For students

Announcements,  
practice activities,  
easy-to-read  
information, links to  
community supports

### ◆ For programs

Suggestions for a  
program-wide  
Census workshop,  
internet access and  
computer support



# THANKS!

**Any questions?**

Deborah [deborah.kennedy@key-words.us](mailto:deborah.kennedy@key-words.us)

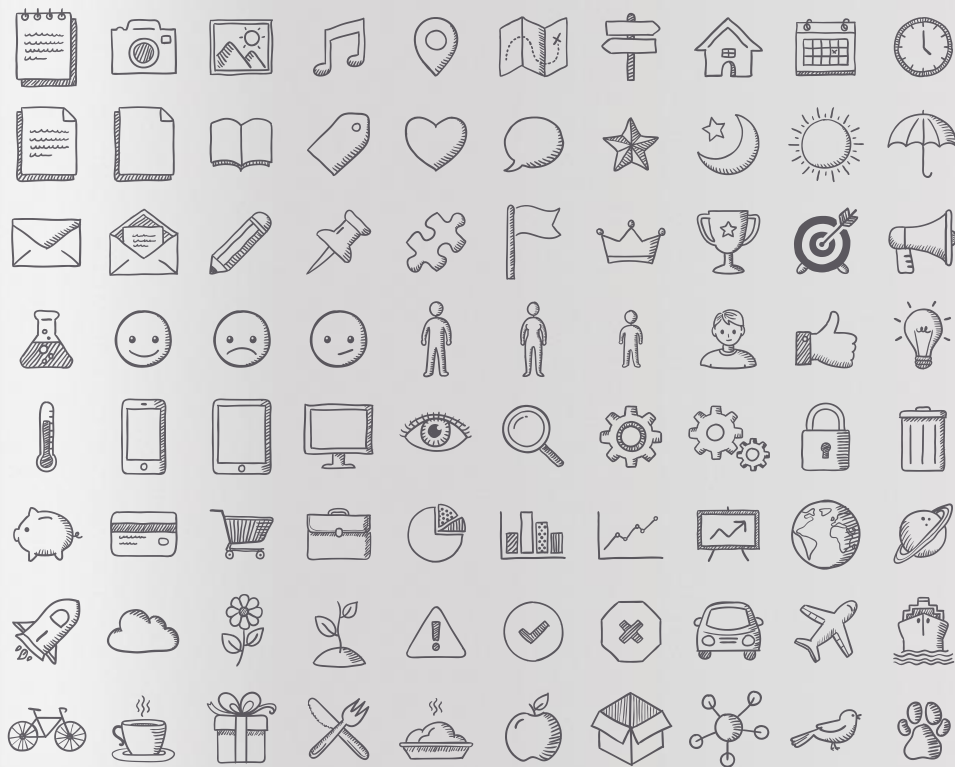
Kristin [klahurd@ala.org](mailto:klahurd@ala.org)

Judy [jmortrude@clasp.org](mailto:jmortrude@clasp.org)

Andy [andy\\_nash@worlded.org](mailto:andy_nash@worlded.org)

Heather [hritchie@carlosrosario.org](mailto:hritchie@carlosrosario.org)





**SlidesCarnival icons are editable shapes.**

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.

Isn't that nice? :)

Examples:





**Now you can use any emoji as an icon!**

And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>

