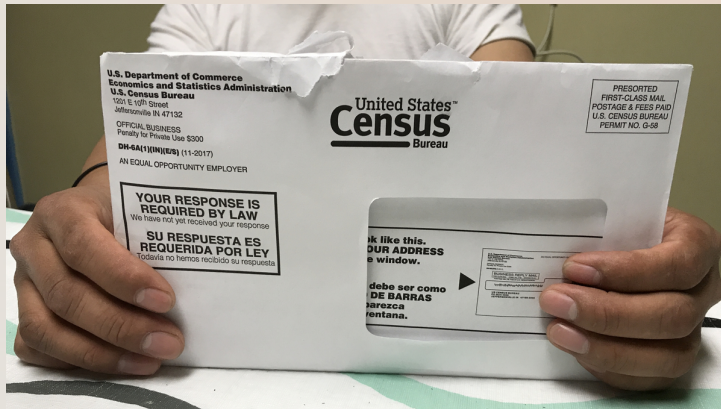


THE 2020 CENSUS AND ADULT EDUCATION IN FLORIDA



Deborah Kennedy
National Coalition for Literacy



ACE of Florida Summer Symposium
June 10, 2019

AGENDA

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

WHY CARE ABOUT THE CENSUS?



The Census is CRITICAL!

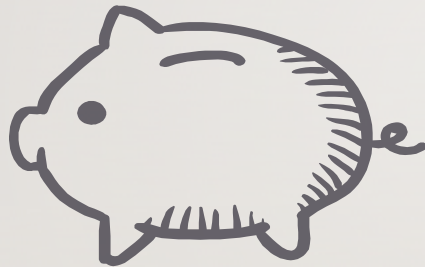
Let's look at why

Judy Mortrude
Senior Policy Analyst, CLASP

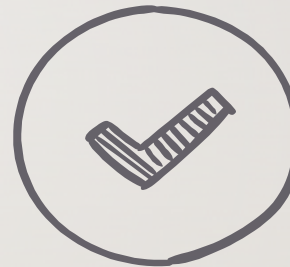


CONSTITUTIONAL REQUIREMENT

RESOURCES



REPRESENTATION



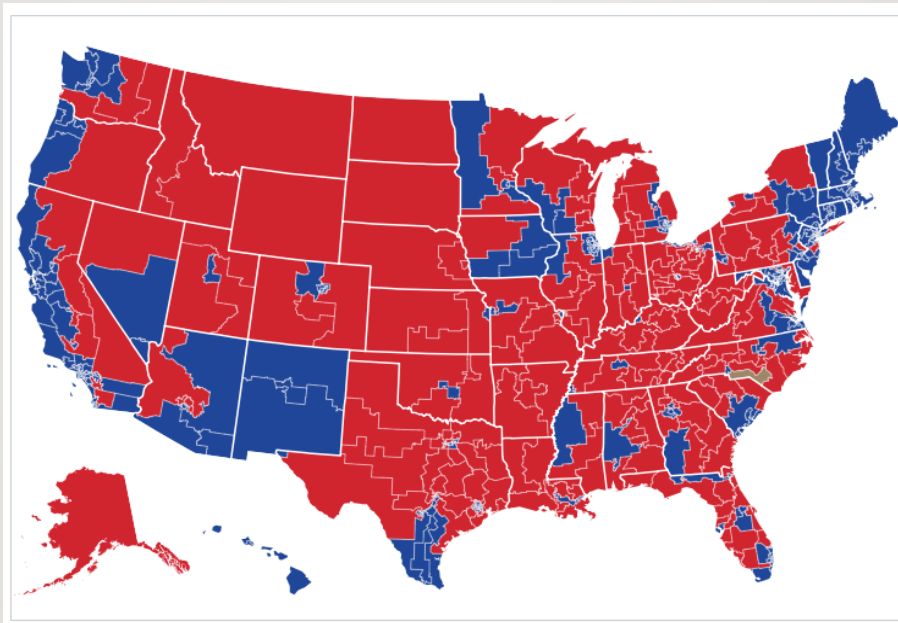
RESOURCES

\$800,000,000,000

*For education, housing, health services, infrastructure, and much
much more -- every year!!*

REPRESENTATION

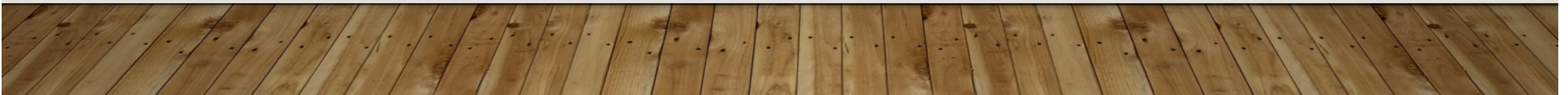
HOUSE OF REPRESENTATIVES - 116TH CONGRESS



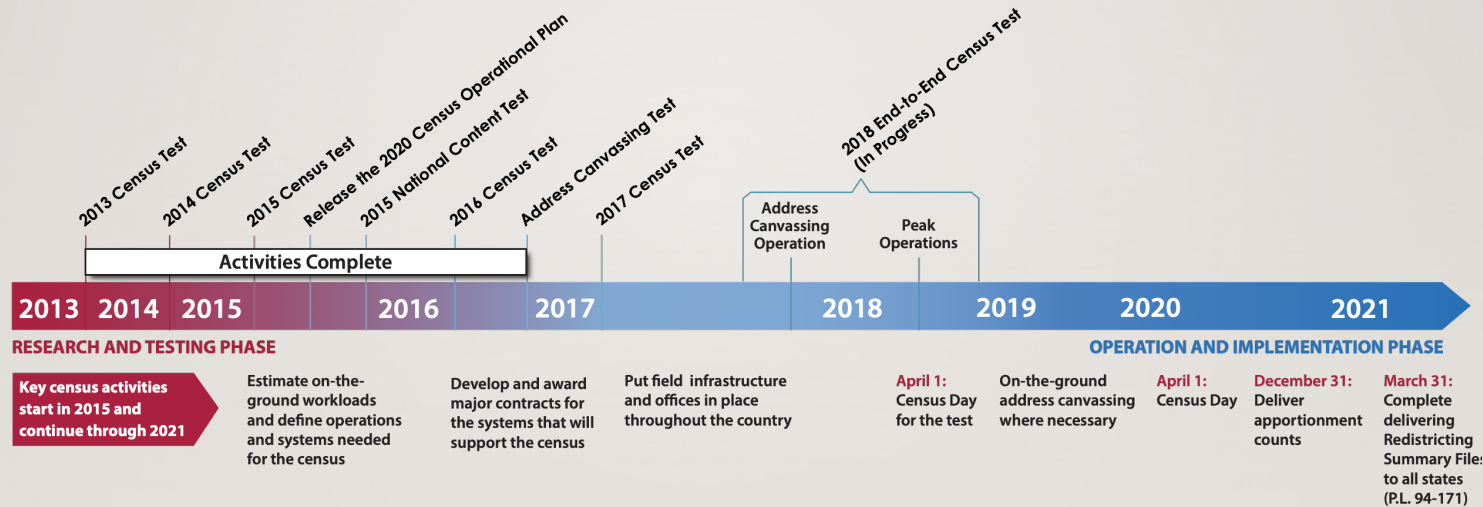
THE CENSUS IN FLORIDA

FYI: 20 percent (one in five!) Florida residents is foreign born. One in eight Florida residents is a U.S. citizen with foreign born parents, meaning that there are a lot of children in mixed status households who could be left out of the 2020 Census completely if a citizenship question scares their parents into avoiding the census. Florida could be facing a massive undercount and will have to live with the results for the next ten years, depriving the state of its fair share of resources. When ANY person is not counted in the census, the entire community and state suffer the consequences.

- Terri Ann Lowenthal, email communication, May 22, 2019



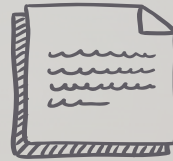
CENSUS 2020 TIMELINE



CENSUS 2020 PROCESS



POSTCARD – url
& phone number



PAPER:
English or
Spanish



IN
PERSON

WHAT QUESTIONS ARE ASKED?

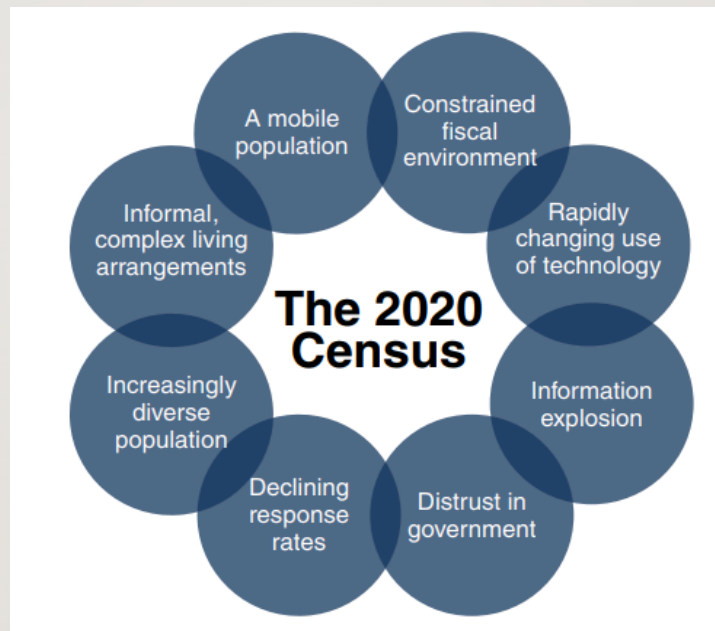
- ◆ Age
 - ◆ Citizenship*
 - ◆ Hispanic Origin
 - ◆ Race
 - White & Black origin
 - ◆ Sex
 - ◆ Relationship (including same/opposite sex)
 - ◆ How many people in the household?
 - ◆ Tenure (owner/renter)
- Phone number: for census business only

*pending US Supreme Court decision

THINK ABOUT YOUR SITUATION

- ◆ Ways that Census data determines policy, funding, and representation for your community, program, staff, participants
- ◆ Ways that an undercount could affect policy, funding, and representation for your community, program, staff, participants

WHAT ARE THE RISKS?



CENSUS-RELATED RISKS

- ◆ Undercount
 - young children
 - people of color
 - low-income households
 - foreign-born residents
 - rural residents
- ◆ Incomplete/incorrect information
- ◆ Scams and fraud

REASONS FOR UNDERCOUNT

- ◆ Home address not included in Census roster
- ◆ Complex household relationships
- ◆ Mistrust of government / privacy fears
- ◆ Language issues



<https://www.census2020now.org/faces-blog/2018/3/9/hard-to-count-populations>

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?

◆ The outcomes:

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

REASONS FOR “CONCEALMENT”

Census Bureau researchers have identified five reasons that people conceal additional people who are living in the household (and thus undercount a house):

- Fear of losing government assistance
- Housing issues
- Don't want to expose poverty
- Anxiety about law enforcement or criminal justice system
- Immigration status

Source: Email to Census Taskforce listserv from Danah Boyd

CHALLENGES WITH COMPLETION

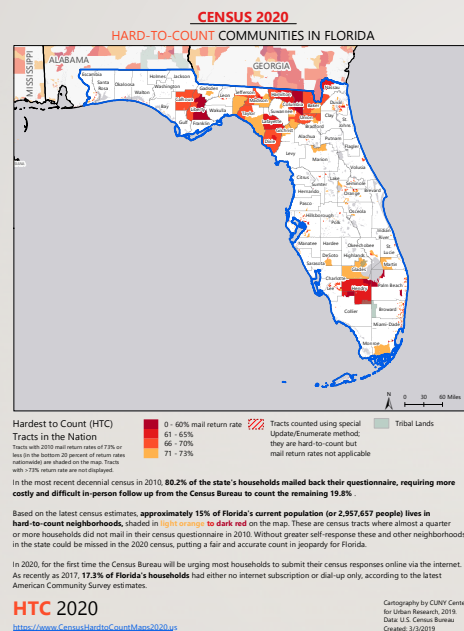
◆ Online:

- Internet access
- Understanding what is asked
- Familiarity with online forms

◆ Paper:

- Understanding what is asked
- Familiarity with forms

HARDEST TO COUNT (HTC) POPULATIONS



In the most recent decennial census in 2010, 80.2% of the state's households mailed back their questionnaire, requiring more costly and difficult in-person follow up from the Census Bureau to count the remaining 19.8% .

Based on the latest census estimates, approximately 15% of Florida's current population (or 2,957,657 people) lives in hard-to-count neighborhoods, shaded in light orange to dark red on the map. These are census tracts where a quarter or more households did not mail in their census questionnaire in 2010. Without greater self-response, these and other neighborhoods in the state could be missed in the 2020 census, putting a fair and accurate count in jeopardy for Florida.

<http://www.censushardtocountmaps2020.us/>

POTENTIAL FOR SCAMS AND FRAUD

The screenshot shows the consumer.gov website interface. At the top, the logo 'consumer.gov' is displayed with the tagline 'what to know and do'. To the right of the logo is a search bar with the placeholder text 'Enter a search term...' and a 'search' button. Further right is a button labeled 'Español'. Below the header, there are four main navigation tiles: 'Managing Your Money' (teal, with a dollar bill icon), 'Credit, Loans and Debt' (green, with a calculator icon), 'Scams and Identity Theft' (orange, with a warning triangle icon), and a 'Toolbox' button (blue). The 'Scams and Identity Theft' tile is selected, leading to the 'Imposter Scams' section. This section has three sub-tabs: 'What It Is' (orange), 'What to Know' (light orange), and 'What to Do' (light orange). The 'What It Is' tab is active, showing the heading 'What is an imposter?' and the text 'An imposter is a person who pretends to be someone else. Imposters may pretend to'. On the left side of the 'What It Is' tab, there is a 'Share This Page' section with icons for Facebook, Twitter, and LinkedIn.

consumer.gov
what to know and do

Enter a search term... 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
What is an imposter? An imposter is a person who pretends to be someone else. Imposters may pretend to		

Share This Page
f t in

WHAT TO DO: PROVIDE GUIDANCE

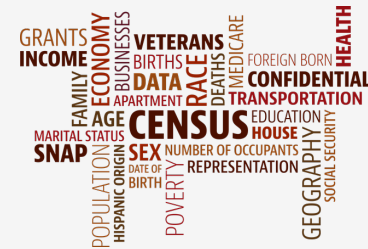
- ◆ The real Census letter/postcard will come from Jeffersonville, IN, and will be addressed to “resident.”
- ◆ To find out if a survey is really from the Census Bureau, you can call your regional office and ask, “Am I in a survey?”
- ◆ To find out if a caller or visitor is really from the Census Bureau,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

WAYS TO FOLLOW UP

- ◆ **Report fraud:** <https://www.ftccomplaintassistant.gov/>
- ◆ Forward potentially bogus emails and website URLs to the Census Bureau at ois.fraud.reporting@census.gov
- ◆ Use Census Bureau materials
- ◆ Look at the Fraud section of our google doc at <http://bit.ly/2HENbgi>

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 or wire money
- ◆ Ask for your full Social Security number, bank account number, or credit/debit card number
- ◆ Threaten you
- ◆ Make you hurry to answer



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

Kristin Lahurd
Director for Literacy and Cont. Education



LIBRARIES AS ESSENTIAL, TRUSTED PARTNERS

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

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

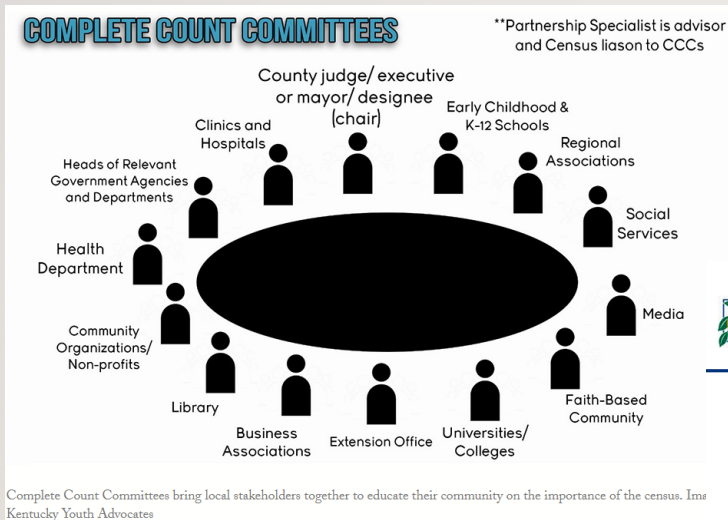


SOCIAL JUSTICE ISSUE





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


- Equity
- Access
- Inclusion

COMPLETE COUNT COMMITTEES






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

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You are here: [Community Action Division](#) | [2020 Census Complete Count Committee](#)

**2020 CENSUS
COMPLETE COUNT COMMITTEE**

Join us in the plan to have everyone count.



THINK ABOUT YOUR SITUATION

- ◆ Potential partners for your program in promoting Census participation
- ◆ Plans for contacting those partners

ADULT EDUCATION'S ROLE

What to say; what to do

Heather Ritchie
Professional Development Specialist
Carlos Rosario School



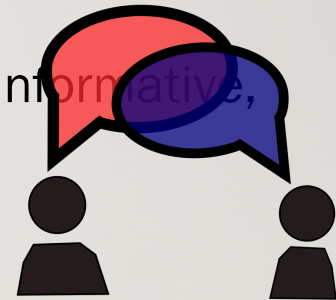
Andy Nash
Director
NELRC at World Education



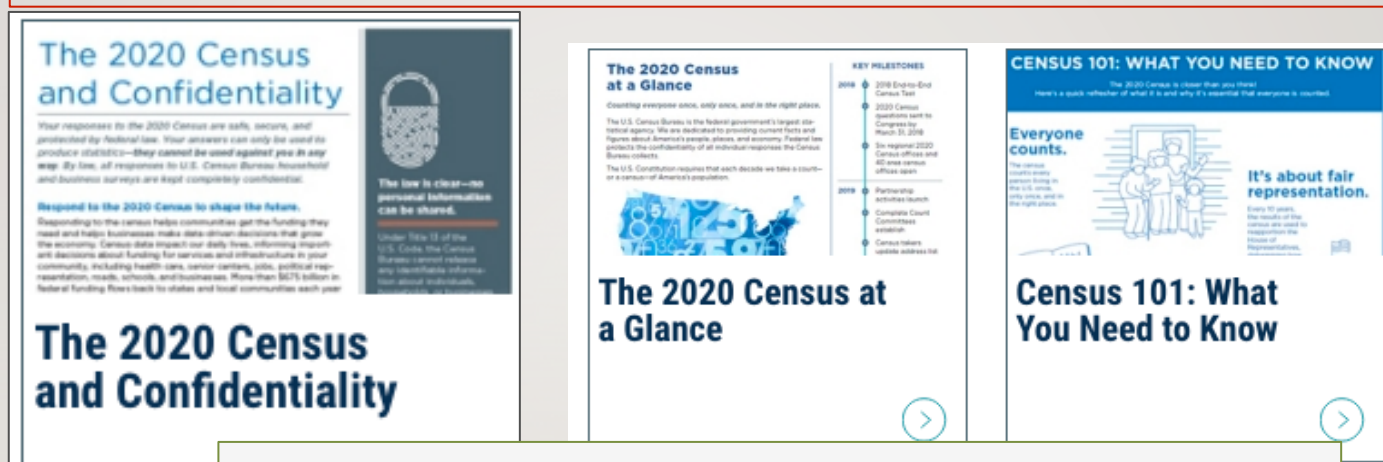
WHAT CAN ADULT PROVIDERS DO NOW?

Have a conversation with your leadership.

- ◆ Choose – Will you remain silent, stay neutral/informative, or actively promote?
- ◆ Continue to be more informed
 - ◆ legal aspects
 - ◆ trusted sources: Census Project, NALEO, UnidosUS
 - ◆ share resources: <http://bit.ly/2HENbgi>



PROVIDE INFORMATION

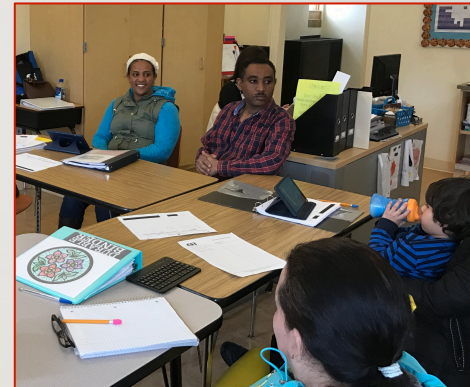


Census fact sheets:

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

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

◆ For teachers

Lesson activities and discussion prompts, links to instructional resources



◆ For students

Practice activities, easy-to-read information, links to community supports

What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes. Month Day Year of birth

years

◆ For programs

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



PROVIDE PRACTICE

[illegible][illegible][illegible][illegible]

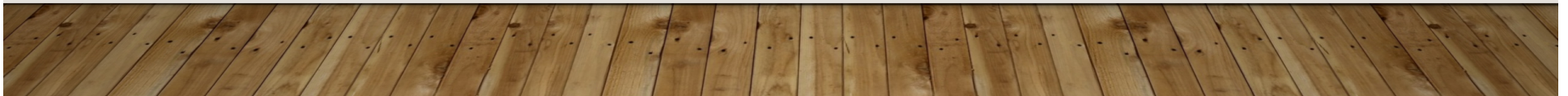
Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name

MI

Last Name(s)

[illegible][illegible]

CENSUS JOBS

https://2020census.gov/jobs

Suggested Sites My meetings | GoT... National Adult Edu... California State Bud... south bay consortiu... TXWIOA Resources Free Online Time St... workforce dev and... Norwich Terrier easyPDF Cloud

United States Census Bureau

JOB DETAILS HOW TO APPLY LOCATIONS FAQs APPLY NOW

Language Options: English

2020 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.

APPLY NOW

CALIFORNIA ADULT EDUCATION

Creating a shared course for
their students to become
census enumerators 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)

THINK ABOUT YOUR SITUATION

Plan for taking this back to your staff and teachers

- ◆ 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?

Plan for taking this back to your adult 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?

THANKS!

Deborah

deborah.kennedy@key-words.us

National-coalition-literacy.org

