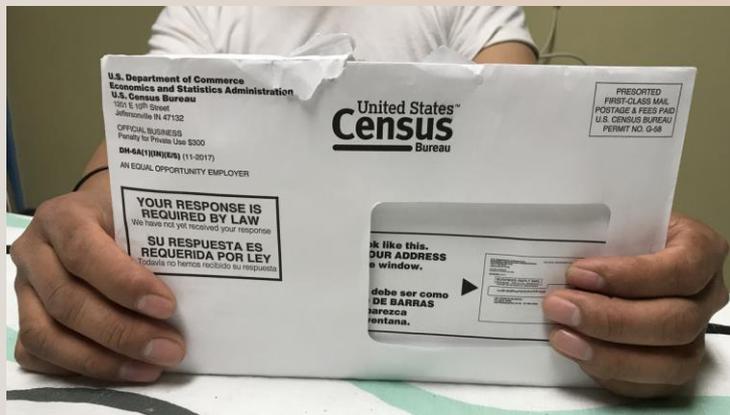


# THE 2020 CENSUS AND ADULT EDUCATION



National Coalition for Literacy



ProLiteracy Conference on Adult Education  
September 27, 2019



# AGENDA

◆ Why care about the Census?

Michele Diecuch, *ProLiteracy*, panel moderator

◆ What are the risks?

Deborah Kennedy, *National Coalition for Literacy*

◆ What solutions are communities creating?

Kristin Lahurd, *American Library Association*

◆ What can/should adult educators do?

Silja Kallenbach, *World Education*

# WHY CARE ABOUT THE CENSUS?



**The Census is CRITICAL!**

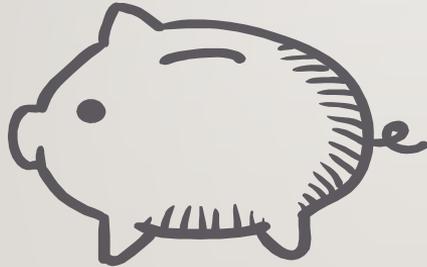
*Let's look at why*

Michele Diecuch  
Director of Programs, ProLiteracy



# CONSTITUTIONAL REQUIREMENT

RESOURCES



REPRESENTATION



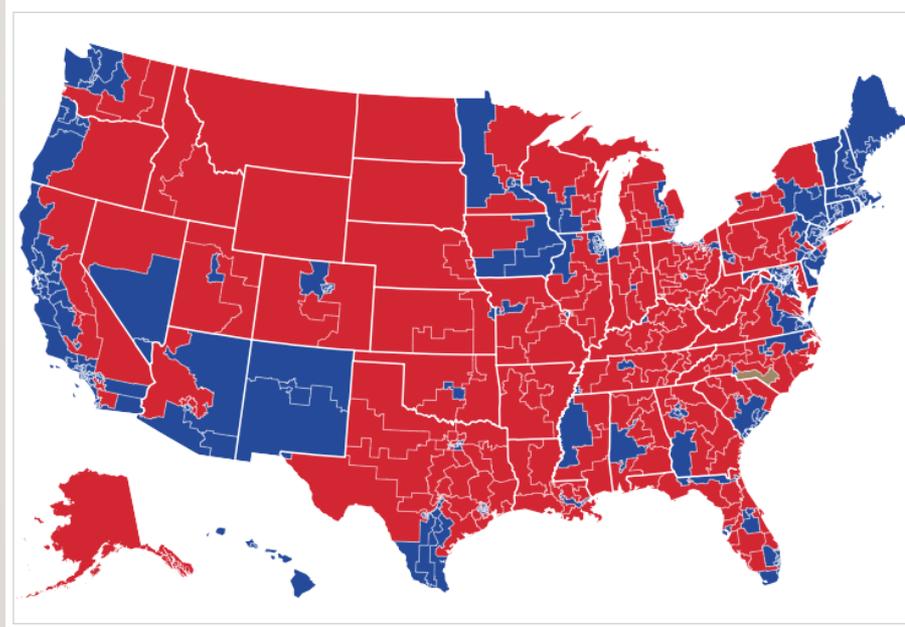
# RESOURCES

\$800,000,000,000

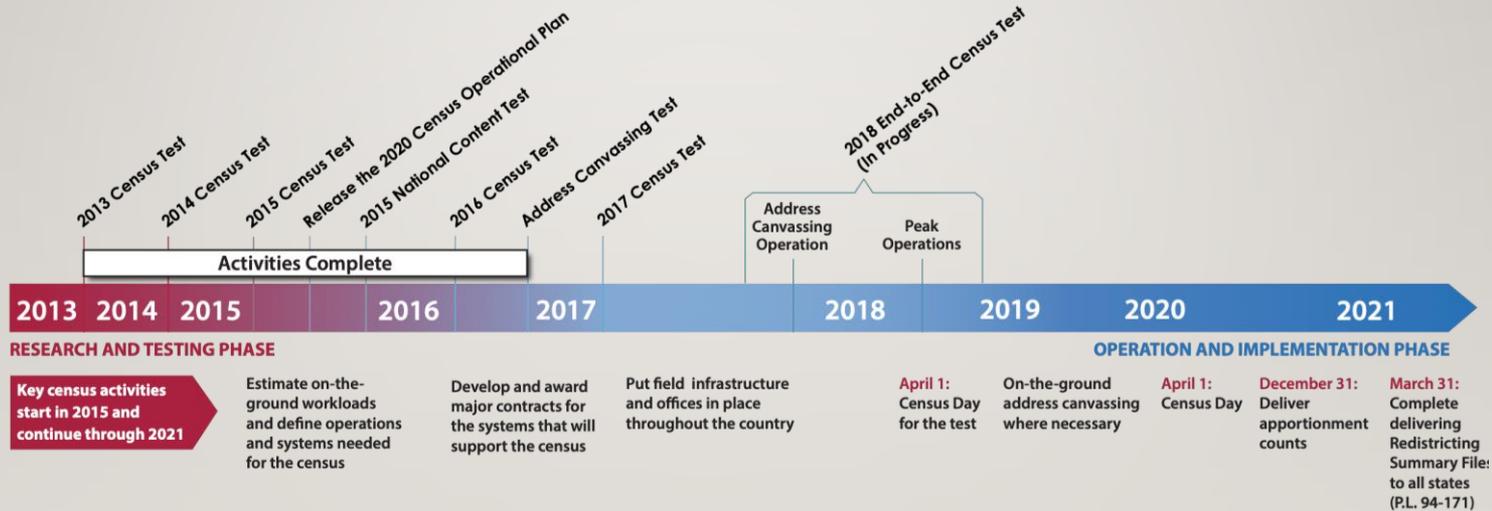
*For education, housing, health services, infrastructure, and much  
much more -- every year!!*

# REPRESENTATION

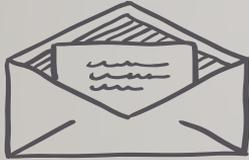
## HOUSE OF REPRESENTATIVES - 116TH CONGRESS



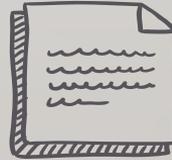
# CENSUS 2020 TIMELINE



# CENSUS 2020 PROCESS



POSTCARD – url  
& phone number



PAPER: English  
or Spanish



IN  
PERSON

# CENSUS 2020 PROCESS

**Nearly every household** will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off.

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to

## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26–April 3	A reminder postcard.
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before we follow up in person.

# WHAT QUESTIONS ARE ASKED?

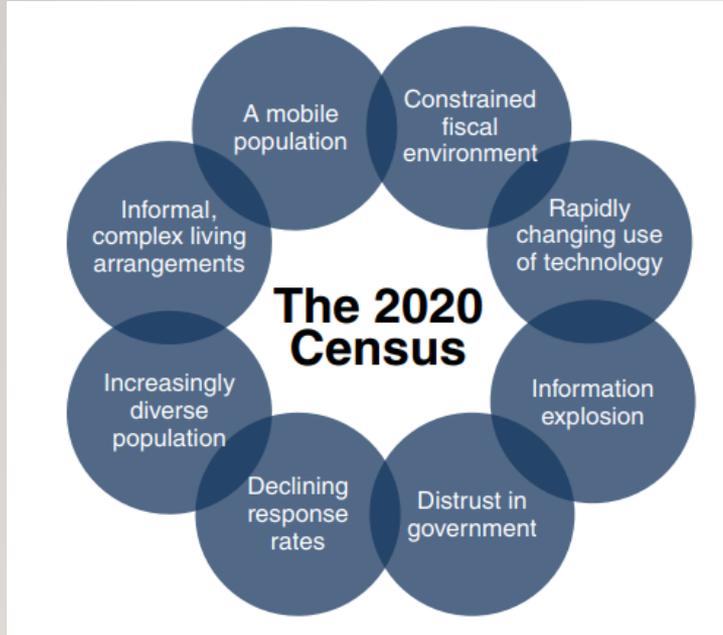
- ◆ Age
- ◆ Hispanic Origin
- ◆ Race  
(White & Black origin)
- ◆ Sex
- ◆ Relationship  
(including same/opposite sex)
- ◆ How many people in the household?
- ◆ Tenure  
(owner/renter)

Phone number: for census business only

# 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?



Deborah Kennedy  
*National Coalition for Literacy*



# CENSUS-RELATED RISKS

## ◆ Undercount

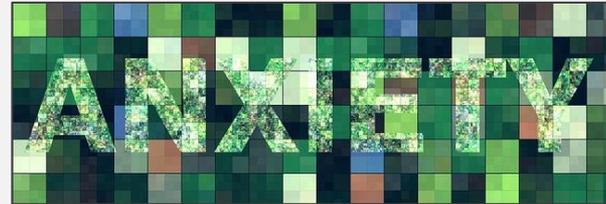
- young children
- people of color
- low-income households
- foreign-born residents
- rural residents

## ◆ 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

# POTENTIAL FOR SCAMS AND FRAUD

The screenshot shows the consumer.gov website interface. At the top left is the logo 'consumer.gov' with the tagline 'what to know and do'. To the right is a search bar with the placeholder text 'Enter a search term...' and a 'search' button. Further right is a language selector button labeled 'Español'. Below the header is a navigation bar with four main categories: 'Managing Your Money' (teal), 'Credit, Loans and Debt' (green), 'Scams and Identity Theft' (orange), and 'Toolbox' (blue). The 'Scams and Identity Theft' category is highlighted. Below this, the 'Imposter Scams' section is visible, featuring three tabs: 'What It Is' (orange), 'What to Know' (white), and 'What to Do' (white). The 'What It Is' tab is selected. On the left side of the page, there is a 'Share This Page' section with icons for Facebook, Twitter, and LinkedIn. The main content area under the 'What It Is' tab has the heading 'What is an imposter?' and the text 'An imposter is a person who pretends to be someone else. Imposters may pretend to be someone you know like...'.

# WHAT TO DO: PROVIDE GUIDANCE

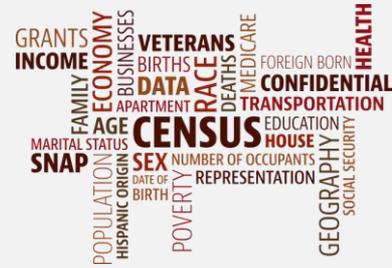
- ◆ The real Census letter/postcard will come from Jeffersonville, IN, and will be addressed to “resident.”
- ◆ To find out if a survey is really from the Census Bureau, you can call your regional office and ask, “Am I in a survey?”
- ◆ To find out if a caller or visitor is really from the Census Bureau, 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](mailto:ois.fraud.reporting@census.gov)
- ◆ Use Census Bureau materials

# 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
- ◆ Ways to address those issues and encourage participation
- ◆ Census-related problems that your program participants might have or encounter
- ◆ Ways to address those problems before or after they arise

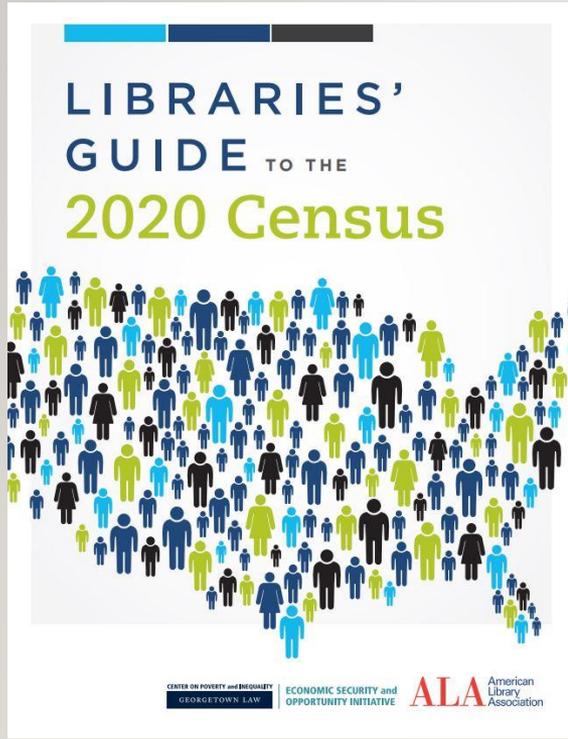
# COMMUNITY SOLUTIONS

*People are taking action*

Kristin Lahurd  
Interim Director,  
Office for Diversity, Literacy and Outreach Services



# LIBRARIES AND THE CENSUS



- ◆ Timeline
- ◆ Explanation of questions
- ◆ Hard-to-count Groups
- ◆ FAQs

[http://bit.ly/ALA\\_Census\\_LibGuide](http://bit.ly/ALA_Census_LibGuide)

# LIBRARIES AS ESSENTIAL, TRUSTED PARTNERS

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

We are here to help!  
Information available in 49 languages  
OFFICIAL  
**Questionnaire  
Assistance Center**

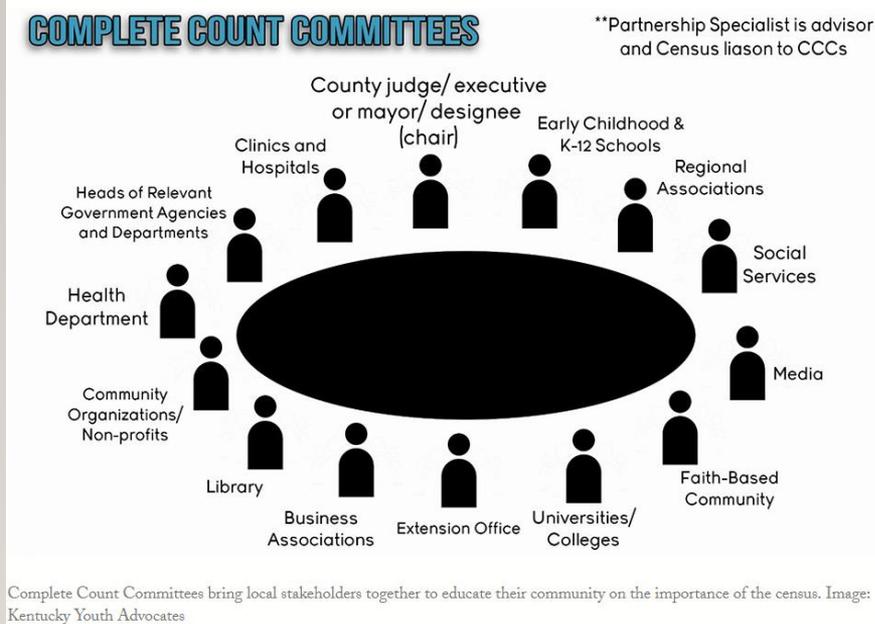
- ◆ Deliver information
- ◆ Provide internet access
- ◆ Serve as trusted messengers
- ◆ Train data users

# SOCIAL JUSTICE ISSUE

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

- ◆ Equity
- ◆ Access
- ◆ Inclusion

# COMPLETE COUNT COMMITTEES

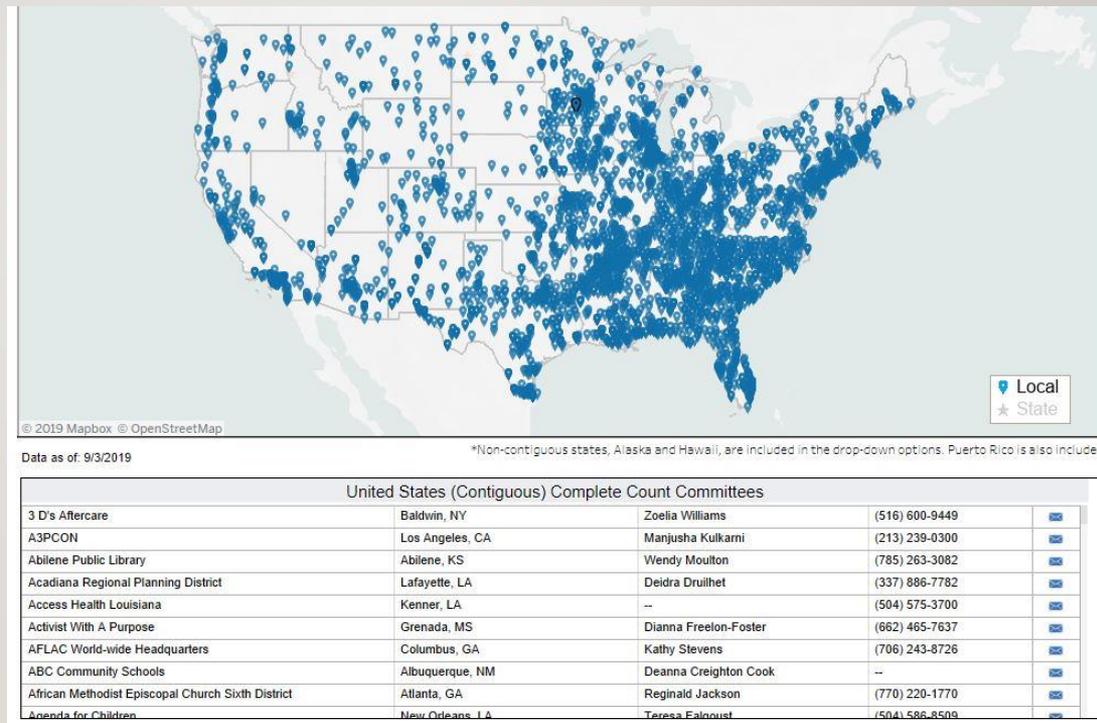


[https://census.gov/programs-surveys/decennial-census/2020-census/complete\\_count.html](https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html)



# FIND A COMMITTEE

<https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html>



# THINK ABOUT YOUR SITUATION

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

# ADULT EDUCATION'S ROLE



Silja Kallenbach  
*World Education*



# WHAT CAN ADULT EDUCATION PROVIDERS DO NOW?

## Engage your leadership:

- ✓ Become informed: National Coalition for Literacy, The Census Project, NALEO, UnidosUS
- ✓ Choose: Will you remain silent, stay neutral/informative, or actively promote the census?



# LEARN THE CENSUS BASICS

## The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by Federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

**Respond to the 2020 Census to shape the future.**  
Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impacts our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior services, jobs, political representation, roads, schools, and businesses. More than \$275 billion in federal funding flows back to states and local communities each year.

**The law is clear—no personal information can be shared.**

Under Title 13 of the U.S. Code, the Census Bureau cannot release any information collected for statistical purposes.



## The 2020 Census at a Glance

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

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—a census of America's population.



### KEY MILESTONES

- 2018 2018 End-to-End Census Test
- 2020 Census questions sent to Congress by March 31, 2019
- Six regional 2020 Census offices and 40 area census offices open
- 2019 Partnership Activities launch
- Complete Count Committee establish
- Census tractors vehicles address list

## The 2020 Census at a Glance



## 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 about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives.



## Census 101: What You Need to Know



# 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

## ◆ Teachers

- ✓ Teach reading using census questions
- ✓ Teach math using census data
- ✓ Teach digital literacy using census online form

## ◆ Students

- ✓ Practice activities
- ✓ Easy-to-read information
- ✓ Computer & internet access

## ◆ Programs

- ✓ Do program-wide census workshops
- ✓ Celebrate National Census Day, April 1
- ✓ Join local Complete Count Committee

# PROVIDE PRACTICE

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)

How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark  all that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

# USE CENSUS CLASSROOM MATERIALS

<p><b>Featured Activity: Population Change Over Time</b></p>  <p><b>Diversity: Languages Spoken in the United States</b></p>	<p><b>Diversity: Differences in Communities</b></p>  <p><b>Diversity: Census Questions Over Time</b></p>	<p><b>Featured Activity: City Planning with Census Data</b></p>  <p><b>Featured Activity: Exploring Questions for the 2020 Census</b></p>
<p><b>Adult ESL - Celebrating Diversity</b></p> 	<p><b>Adult ESL - What's Next?</b></p> 	<p><b>Adult ESL - The Census and</b></p> 

# CLASSROOM MATERIALS



**CENSUS2020**

- ✓ Why the census matters
- ✓ How to participate in the census
- ✓ How to avoid scams
- ✓ How to apply for census jobs



WORLD EDUCATION

37

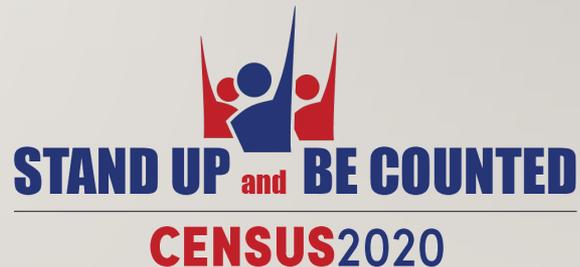


# THE CHANGE AGENT

Adult Education for  
Social Justice: News,  
Issues, and Ideas

**CALL FOR ARTICLES: "Stand Up and Be Counted" (Issue #50)**

- ✓ Submission deadline: Nov 1, 2019
- ✓ Send to: [cynthia\\_peters@worlded.org](mailto:cynthia_peters@worlded.org)
- ✓ \$50 stipend for published student writings



[nelrc.org/changeagent](http://nelrc.org/changeagent)

# HOW CALIFORNIA IS ADDRESSING CENSUS 2020

- ✓ Civic Objective and Additional Assessment Plan (COAAP) integrates census information in instruction and assessment.
- ✓ The census is part of the Integrated EL Civics.
- ✓ Prep course for students to become census takers in their communities.



<https://bit.ly/2lTnj3c>

# 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.



# 2020 CENSUS JOB APPLICANT REQUIREMENTS

- ✓ At least 18 years old
- ✓ Valid Social Security Number
- ✓ U.S. citizen
- ✓ Valid email address
- ✓ Pass criminal background check
- ✓ Able to work flexible hours

- ✓ Complete application
- ✓ Commit to completing the training (in English or Spanish)

For most jobs:

- ✓ Valid driver's license and a vehicle
- ✓ Access to a computer with internet access

# THINK ABOUT YOUR SITUATION

Plan for taking this back to your colleagues and 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!

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