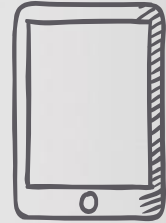
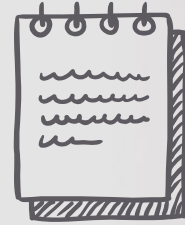


CENSUS 2020: Important Ways to Get Your Program Ready



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.



<https://national-coalition-literacy.org/>

AGENDA

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

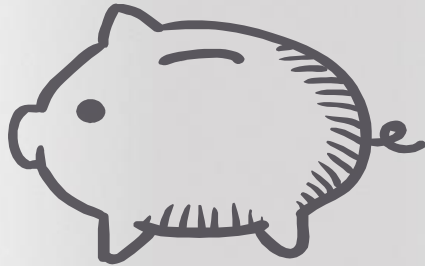


The Census is ***CRITICAL!***

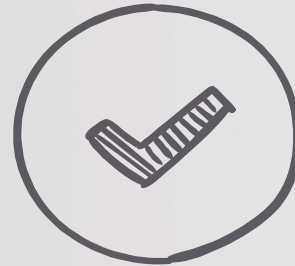
Let's look at why

CONSTITUTIONAL REQUIREMENT

RESOURCES



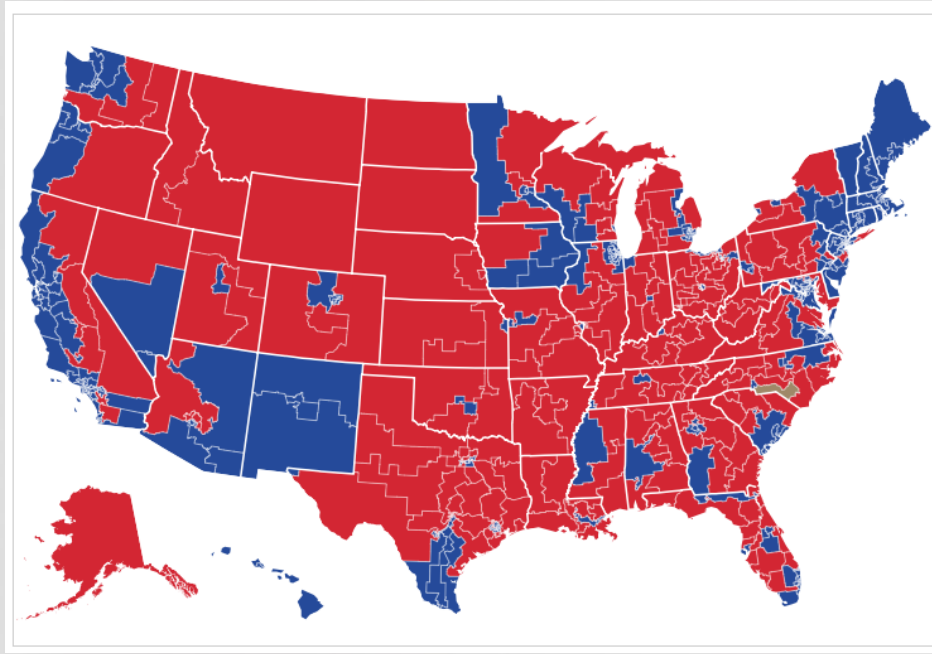
REPRESENTATION



\$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

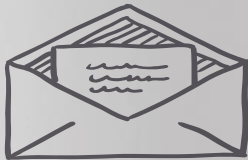
2020 Census Operational Timeline



United States[™]
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
& 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

CENSUS JOBS

https://2020census.gov/jobs

Suggested Sites My meetings | GoT... National Adult Edu... California State Bud... south bay consorti... 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?

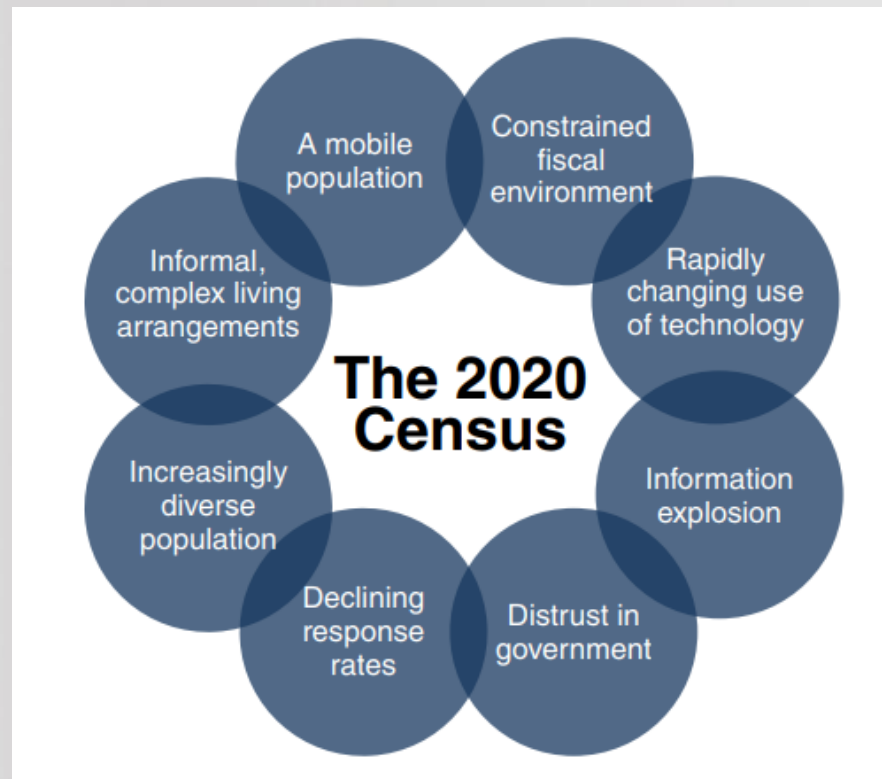
Hanford Adult School

905 Campus Dr. Hanford CA 93230

Or call 559-563-3072 for more information



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



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

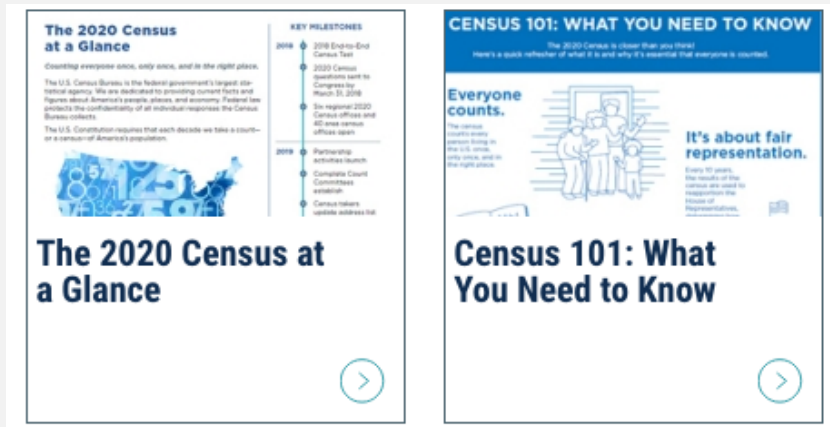
The Census provides vital information for you and your community.

- ◆ 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

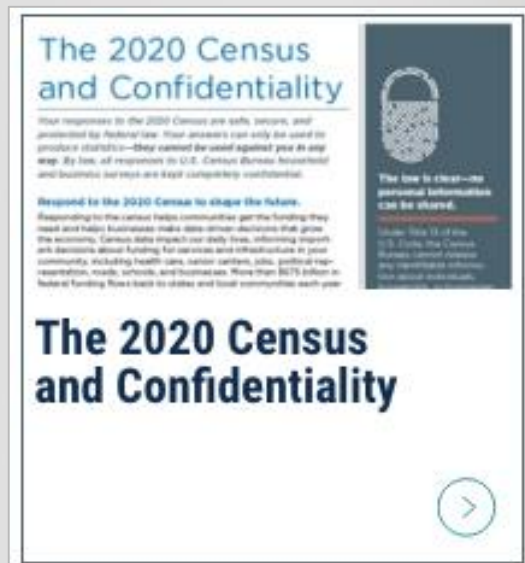
- ◆ Census fact sheets: <https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.All.html>



Sources of Suspicion and Fear

The outcomes:

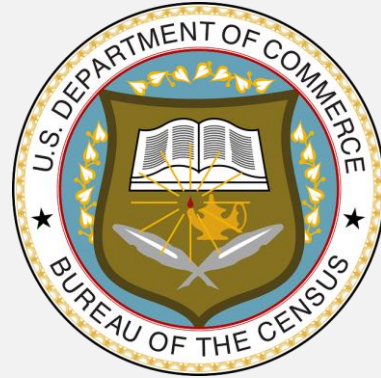
- ❖ What will happen to my information?
- ❖ What will happen to me?
- ❖ What will happen to my family?



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?

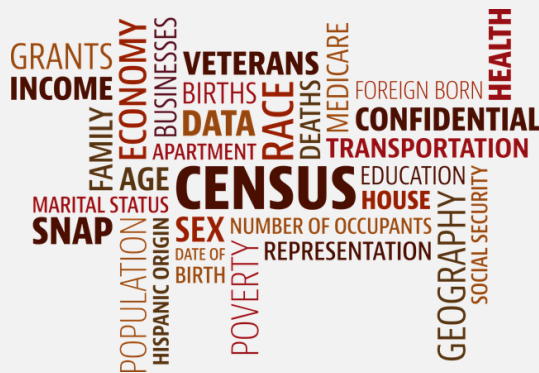
An imposter is a person who pretends to be someone else. Imposters may pretend to

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

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

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

http://bit.ly/ALA_Census

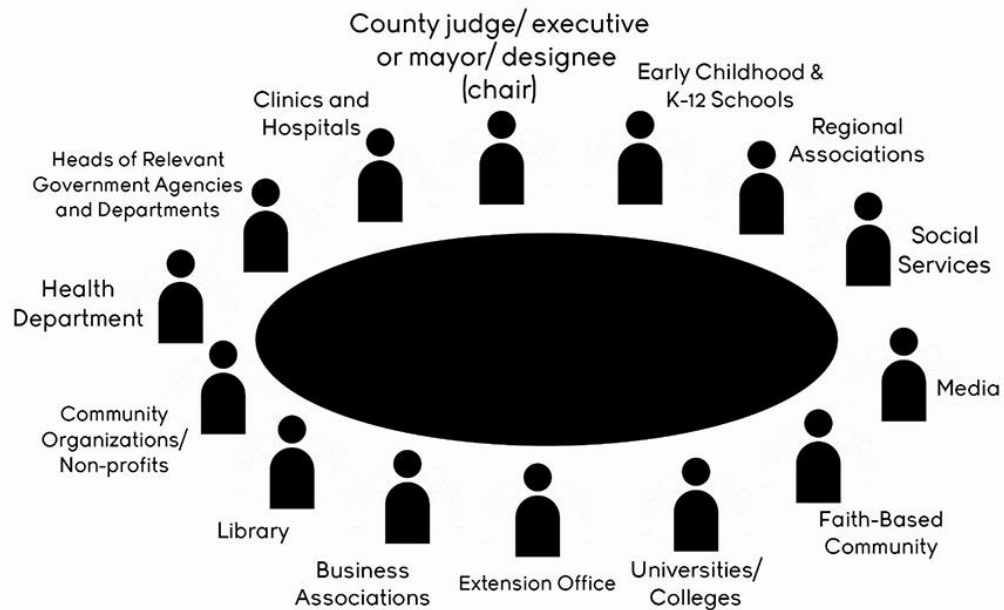
Social Justice Issue

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?

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

- ◆ What the Census is and why it matters
- ◆ How to participate in the Census
- ◆ FAQs (who participates, is it safe, etc.)



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



THANKS!

Any questions?

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