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**Census
2020**



2020 Census: The Role of Schools & Educational Organizations

Brianna Hatchett, Partnership Specialist
U.S. Census Bureau – Denver Region; Maricopa County, AZ

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Why We Do a Census?

Article 1, Section 2 of the US Constitution

The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.

United States™ Census 2020

The Decennial Census

Uses of Census data:

- ✓ **Apportion** representation among states
- ✓ **Draw** congressional, state legislative districts, school districts and voting precincts
- ✓ **Enforce** voting rights & civil rights legislation
- ✓ **Distribute** federal dollars to states
- ✓ **Inform** planning decisions of federal, tribal, state and local government
- ✓ **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

- ✓ Supplemental Nutrition Assistance Program
\$1,402,230,493
- ✓ Title I Grants to LEAs
\$344,902,908
- ✓ School Lunch Program
\$278,118,000
- ✓ Head Start
\$199,421,814
- ✓ State Children's Health Insurance Program
\$123,658,000
- ✓ School Breakfast Program
\$93,091,000

What is it worth for Arizona students

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

ARIZONA

In FY2016, Arizona received

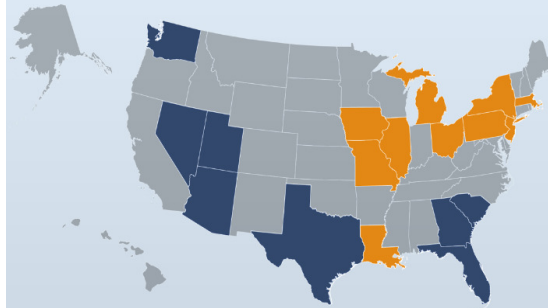
\$20,550,087,125

through 55 federal spending programs
guided by data derived from the 2010 Census.



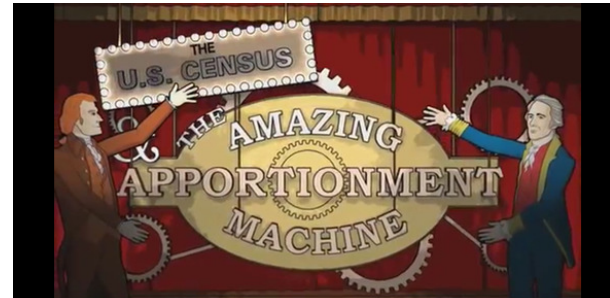
APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

AZ is
projected to
gain 1 seat!



https://www.census.gov/library/video/census_apportionment_machine.html

Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020
- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President



New Ability to Self Respond ONLINE *Starting March 23, 2020*

- ✓ Internet
- ✓ Phone
- ✓ Paper Form

Or traditional in-person interview

Short Questionnaire

- Name
- Age and Date of Birth
- Sex
- **Number of people in home**
- Race and Origin
- Own or Rent Home
- Relationship
- Phone Number



Data protected by Title 13 Confidentiality

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 impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



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

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

CONFIDENTIALITY

The Census is Confidential and Required by Law

- The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
- We will never share a respondents personal information with other government agencies
- Results from the census are reported in statistical format only
- Records are confidential for 72 years by law (Title 44, U.S. Code)
- All Census Bureau employees swear a lifetime oath to protect respondent information.
- Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

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COMMUNITY PARTNERSHIP & ENGAGEMENT PROGRAM

The 2020 Census Phases

- Education Phase – 2018-2019
- Awareness Phase – April 2019
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

How can students get involved?

- ✓ Poster contests
- ✓ Art/Essay contests
- ✓ Public policy debates
- ✓ Social media campaigns
- ✓ Social media videos
- ✓ Creative hashtags related to 2020 Census
- ✓ Student led events related to 2020 Census
- ✓ Student led Census Complete Count Committee
- ✓ Initiatives amongst student led clubs (STUCCO, BSU, Honor Society, etc.)



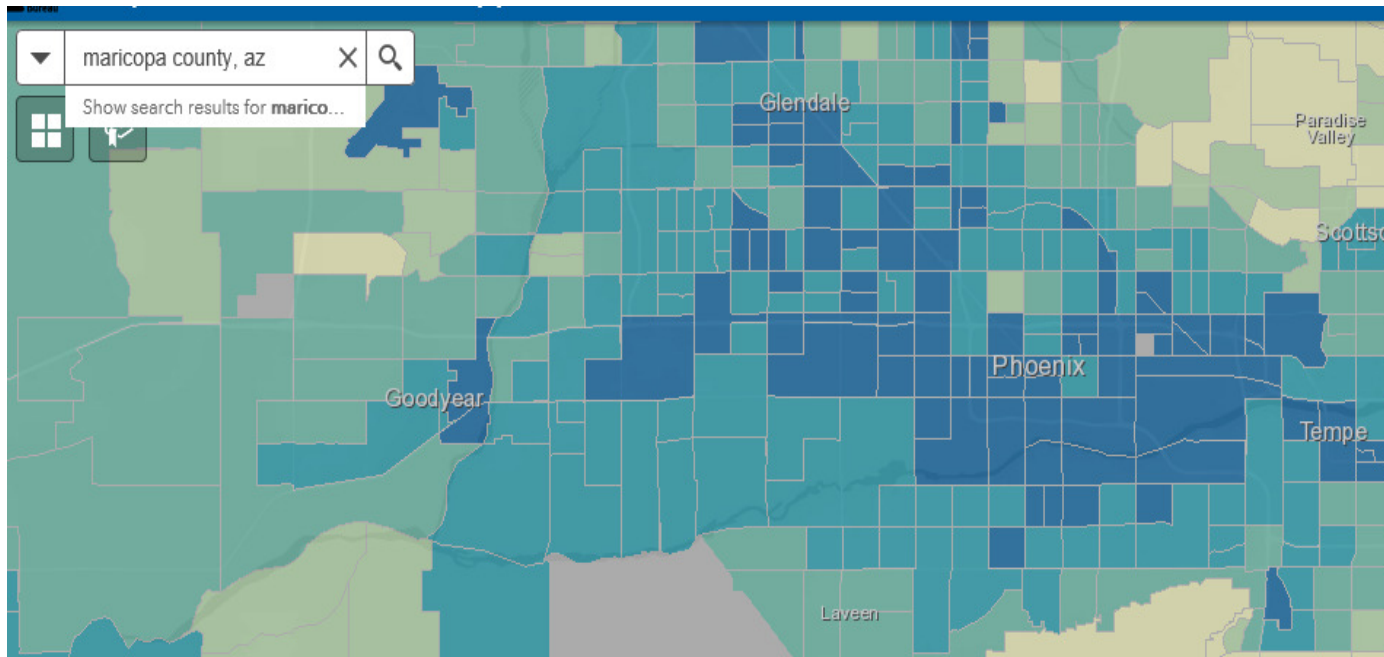
Counting Young Children

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LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign

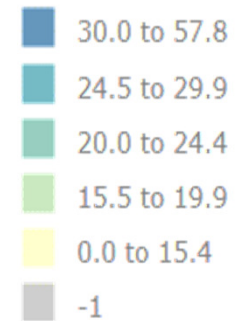
Response Outreach Area Mapper (ROAM)



State of Arizona

Low Response Score by Census Tract

Predicted Mail Non-Response Rate (%)

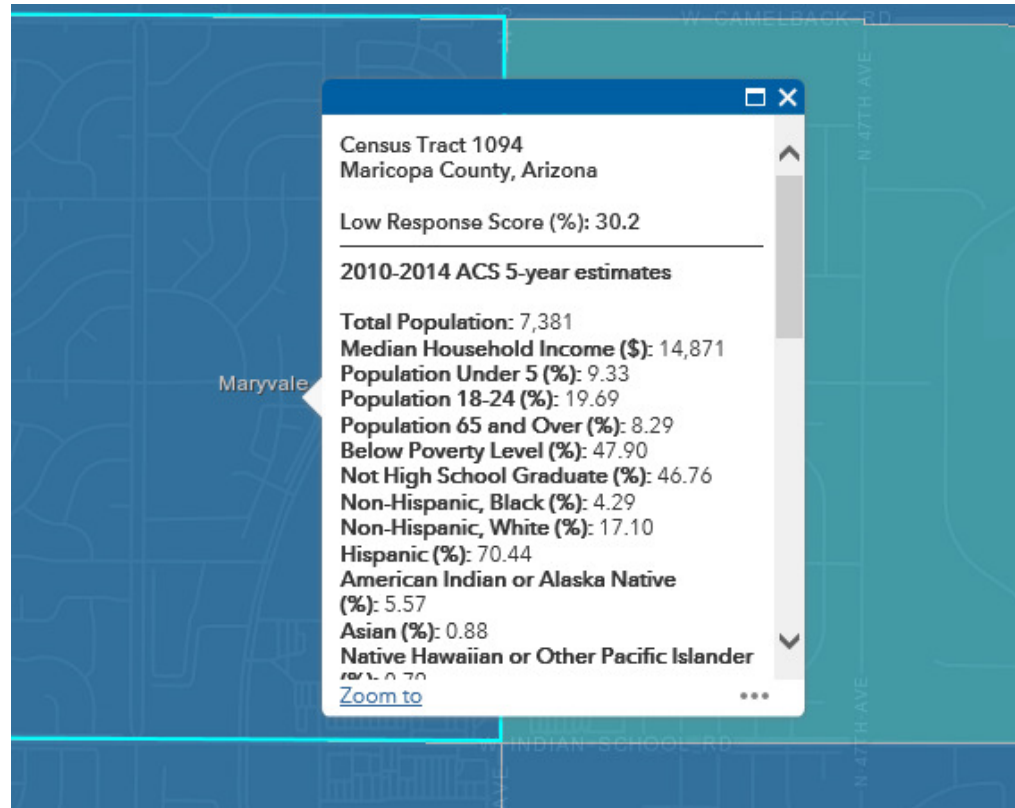


<https://www.census.gov/roam>



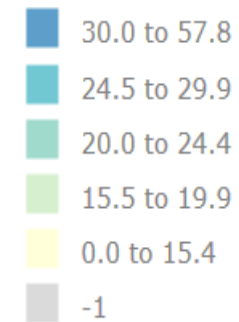
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Predicted Mail Non-Response Rate (%)





STATISTICS IN SCHOOLS



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STATISTICS IN SCHOOLS Classroom Data Resource

<https://www.census.gov/schools>



Fun Facts: Earth Day - April 22



What in the world is Earth Day?

- Earth Day is recognized every year to raise awareness of environmental issues and inspire an appreciation for the environment.
- Environmental activists coined Earth Day in response to a massive oil spill in waters near Santa Barbara, CA, in 1969.

Getting to Work

Why does this matter? Earth Day is a great time to learn more about reducing our carbon footprint. By making choices such as driving less or using alternative commute options, we are making a positive change!

Commute Times

- Average one-way commute to work in the United States in 2017: 27 minutes
- States with the longest average one-way commutes to work: New York (34 minutes) and Maryland (33 minutes)
- States with some of the shortest average one-way commutes to work: South Dakota (17 minutes) and North Dakota (17 minutes)

How They Commute

- Less than 1 percent (836,569) of people in the United States ride a bike to work in 2017.
- Almost 3 percent (4,054,622) people in the United States walked to work in 2017.

Power Up!

\$9.7 billion: The total revenue in 2012 for all electric power generation industries in the United States that renewable energy resources, such as hydroelectric wind, geothermal, biomass, solar, and other of power generation.

1,341: The number of hydroelectric, wind, geothermal, biomass, solar, and other electric power generation establishments in the United States in 2016.

13,392: The number of employees working in hydroelectric, wind, geothermal, biomass, solar, and other of power generation establishments in the United States in 2016.

Why did the sun go to school?
To get brighter.

Feelin' Hot, Hot, Hot

Across occupied housing units in the United States in 2017, it is estimated that...

- Almost half (**57.7 million**) of homes were heated by utility gas.
- Less than 2 percent (**2.1 million**) of homes were heated by wood.
- Less than 1 percent (**187,622**) of homes were heated by solar energy.

Sources: Bureau of Economic Analysis; U.S. Census Bureau; U.S. Economic Census; County Business Patterns; and American Community Survey



Minute Challenge: National Pet Day Warm-Up Activity

Number of establishments	Total employees	Average payroll (per employee)	Number employed	Median business	
Veterinary services	31,205	353,651	\$13.28	62,715	\$92,083
Pet care (except veterinary) services	12,344	99,762	\$2.08	33,490	\$26,390
Pet and pet supplies stores	9,751	117,215	\$2.48	124,837	\$26,243

Sources: 2016 County Business Patterns; U.S. Census Bureau; County Business Patterns; and American Community Survey

Words to Know:

Veterinarian	Veterinarians help animals stay healthy. If an animal is sick, they figure out what the problem is and then they treat it. They also research the medical conditions and diseases of animals.
Veterinary Aide/Assistant, Laboratory Animal Caretaker	Veterinary assistants and laboratory animal caretakers are responsible for helping animals at medical facilities like laboratories, animal hospitals, and clinics. They support the work of scientists and veterinarians.
Nonfarm Animal Caretaker	Nonfarm animal caretakers work in places like pet care establishments, pet stores, animal shelters, zoos, and aquariums. They feed, water, groom, bathe, exercise, and otherwise care for pets and other nonfarm animals.
Median Income	This is the middle income when you put the incomes of all individuals in the United States in order from smallest to biggest.

If you had to be a veterinarian, a veterinary assistant/laboratory animal caretaker, or a nonfarm animal caretaker, which would you choose? List the positives and negatives of your choice in the chart below, using any of the data above to support your points. If you need help making a decision, ask yourself these questions: Which job pays the highest median income? Which job interests you the most, and why? What pet service has the greatest number of establishments and paid employees?

Positives of the job	Negatives of the job

What remaining questions do you have about the facts in the image above?

Fun Facts: The 2018 Holiday Season



Holiday Celebrations

This festive season, or simply the holidays, is a time for gathering and celebrating with family and friends, giving, reflecting, and looking to the future. This time of year, the U.S. Census Bureau presents the following holiday-related facts and figures from its collection of statistics.

Places with Holiday Names

- Mount Holly, North Carolina (Population - 15,635)
- Holly Springs, Mississippi (Population - 2,621)
- Snowflake, Arizona (Population - 5,753)
- Santa Claus, Indiana (Population - 2,411)
- North Pole, Alaska (Population - 2,101)
- Noel, Missouri (Population - 1,817)
- Dasher, Georgia (Population - 991)
- Rudolph, Wisconsin (Population - 424)
- Unity, Oregon (Population - 69)

Word Scramble

Unscramble the holiday words below.

- interpose _____
- karaoke _____
- soaphorn _____
- yllfren _____
- driften _____
- bicarbonate _____
- ordactrobus _____
- wson _____
- mdelene _____
- holgi _____

The Spirit of Giving

In the United States in 2016, there were approximately:

- 4,000 baked goods stores.
- 3,000 candy and nut stores.
- 8,000 department stores.
- 8,000 toy stores.
- 22,000 jewelry stores.

Holiday Decorations

China led the way with approximately—

- 92 percent (\$1.7 billion) of U.S. imports of ornaments in 2017.
- 85 percent (\$402 million) of U.S. imports of Christmas tree lights in 2017.
- Vietnam led the way with approximately—
- 39 percent (\$176 million) of U.S. imports of candles in 2017.

How do snowmen wear on their heads?
Ice caps.

Sources: Data on this page come from the U.S. Census Bureau's 2016 County Business Patterns, USA Trade Online, and 2017 Population Estimates. *Word Scramble format: add up the vowels in the word to get the number of letters in the word.



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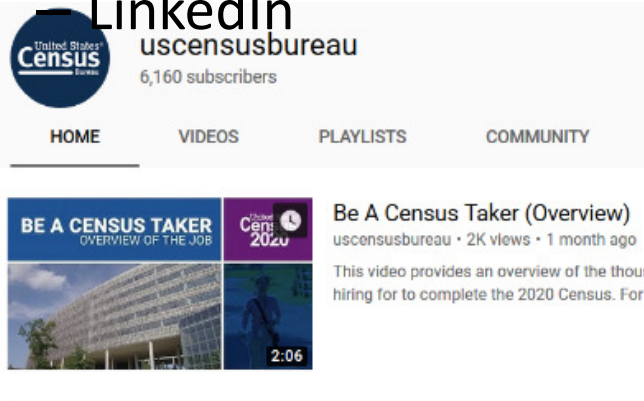


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OVERVIEW OF THE JOB

Be A Census Taker (Overview)
uscensusbureau · 2K views · 1 month ago

This video provides an overview of the thousands of temporary Census Takers being hired for to complete the 2020 Census. For more information, visit 2020census.gov/jobs

2:06



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U.S. Census Bureau
January 28 at 4:43 PM

The U.S. Census Bureau is recruiting thousands of people to be temporary Census Takers. Apply at 2020census.gov/jobs #2020CensusJobs #ApplyNow

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Recruiting

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!



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2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
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For more information or help applying, please call 1-855-308-2020.
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SOMOS
ABUELOS, Y

SOMOS CENSISTAS

¡ÚNASE AL CENSO DEL 2020!

**COMPLETE LA SOLICITUD
POR INTERNET**
2020census.gov/jobs

Los trabajos del Censo
del 2020 ofrecen:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

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SOY
MAMÁ, Y

SOY CENSISTA

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