



2020 CENSUS A GUIDE FOR CALIFORNIA'S SCHOOL-BASED OUTREACH

Students Count

November 2019

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Overview

California has the top ten hardest to count counties in the United States, and school-aged children are oftentimes forgotten when their families complete the census questionnaire.

The purpose of the toolkit is to provide administrators and teachers with basic census information to help increase knowledge of the census and to encourage family of students to accurately complete the questionnaire.

California receives over \$7 billion in vital federal aid for programs that support our schools. Some of these programs serve our hardest to count populations: Special Education, English Language Learner Support and Migrant Education.

Nationwide, the census count determines the distribution of over \$675 billion for federal programs that shape our transportation systems, elderly care, hospitals and other community services.

This toolkit includes: a sample parent letter, social media posts, and talking points to engage your school community in Census 2020 participation.

Census Day is April 1, 2020. Individuals will have until July 30 to complete the census questionnaire form. Every Californian counts. Make sure California's school-aged children are counted.









Overview

WHAT IS IN THIS TOOLKIT?

This toolkit is a collection of communication resources, such as tips, templates, examples and timelines, designed for K-12 administrators in schools to plan and activate a successful Census 2020 campaign. The tools can be used individually or combined creatively to engage students, parents, school officials and the surrounding community.

HOW TO USE THESE TOOLS

Each section includes a user-guide, a tool icon in orange and a description of the specific tool in a box on the top right corner of the page. It looks like this example below.

Purpose	Suggested Tools and Tool Icon	When to use the tools
Planning	 Timeline tools  Messaging tools	When planning activities that schools may participate in. The timeline is month to month from October 2019 through April 2020.
Parent Support	 Templates: <ul style="list-style-type: none">Parent letterWhat every parent needs to know  Educational Tools <ul style="list-style-type: none">Census 101District Title 1 Part A allocation	To outreach and educate student's parents, guardians and family members on what the Census is, how they can get involved and why they should participate. Use the parent letter tool as your first point of contact to introduce your school's active participation in Census 2020.
School Board Support	 Board Resolution template	Specific language tailored to creating a resolution.
Verbal Communications	 Messaging tools <ul style="list-style-type: none">Talking Points	Tips and templates to help develop and tailor your spoken messages to various audiences.
Written and Visual Communications	 Messaging tools <ul style="list-style-type: none">Text messagesPress release templatePublic Service AnnouncementSocial networking	Tips and templates to help develop and tailor your written messages to various audiences and for different medias.
Outreach and Education	 Educational Tools <ul style="list-style-type: none">Census 101Additional Resources	Education tools available for anyone you serve to learn about the Census and to access other Census related resources.

Message from the Director

California's schools have an important role in Census 2020 outreach. We are asking educators across the state to help us ensure every Californian is counted. An accurate count in the census assures we receive our fair share of federal funds that support programs like special education, before and after school, and school nutrition. California receives over \$7 billion in federal aid to support our schools.

Best practices for education outreach involve parents, teachers, and administrators in census outreach. Census outreach efforts in schools would include programs like migrant education, adult education, and early childhood education. A key message that should be conveyed to parents is the census is safe, secure, and confidential. Please reassure parents their information is confidential and safe.

Schools are also encouraged to coordinate outreach efforts with community-based outreach efforts by inviting speakers from local Complete Count Committees, hosting joint informational forums, and staying connected with state-funded Census Complete Count Regional Program Managers.

This is a [link](#) to help support local coordinated efforts.

This toolkit is filled with information to support a robust outreach program in California's schools. An accurate census count is vital to schools receiving their fair share of funding to support operations.

You are our trusted messengers. Your outreach efforts will help ensure every child is counted.

Thank you for your community's support of Census 2020 outreach efforts.

Ditas Katague, Director
California Complete Count, Census 2020

K-12 Schools Census Outreach Resources

Census 2020 Timeline for Schools

This is the Census 2020 month-to-month timeline of focused activities and suggested tools for planning purposes. The suggested tool can be found in the corresponding pages.



Timeline and
Activities

Month	Focus of the month	Suggested tool	Page
November	Engage authorities to pass resolution	▪ Resolution Template	8
November	Start outreach to parents and families	▪ Parent letter	6
December	Introduce support for Census 2020	▪ Text message 1	7
December	Outreach and encouragement to completing Census	▪ Press Release	10
January	Welcome to 2020, Year of the Census	▪ Text message 2	7
February	Commit to Census 2020	▪ Text message 3	7
April	Celebrate Census Day on April 1	▪ Text message 4	7

K-12 Schools Census Outreach Resources

Talking Points

- Every ten years the U.S. Census Bureau counts every person in the U.S., and this will be the first census to rely heavily on online responses.
- The census counts everyone living in the United States, regardless of immigration status.
- The census does not ask about immigration status.
- California schools receive over \$7 billion in federal funding, which is impacted by a complete and accurate census count. Census numbers are used to allocate, monitor, and evaluate education programs.
- Participating in the 2020 Census ensures that you and your communities have fair representation. The 2020 Census will determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College. Census data will also be used to redraw State Assembly and Senate boundaries.
- The 2020 Census is safe and secure.
- The Census Bureau cannot release any identifiable information about individuals, households, or businesses even to law enforcement agencies. (Title 13 of the U.S. Code)
- Census information can only be released after 72 years. (Title 44 of the U.S. Code)
- All U.S. Census Bureau staff take a lifetime oath to protect your personal information, and any violations come with a penalty of up to \$250,000 and/or up to 5 years of prison.
- A Census worker will never ask for donations or money, a full social security number, any type of funds on behalf of a political party, your mother's maiden name, credit card numbers, or full bank account numbers.
- Census workers have a Census Bureau I.D. badge with name, photo, Department of Commerce watermark, and date of expiration.



Verbal
Communication

K-12 Schools Census Outreach Resources

Sample Parent Letter

Date

Dear Parent/Guardian:



Written Communication
Template

I am writing to share very important information about an event that will take place in Spring 2020: the U.S. Census. The census is a count of all people living in the U.S. and takes place every 10 years. It is simple and confidential to complete. For the first time, you can respond online. You will receive a unique identifying number in the mail, which will allow you to fill out the online form beginning in March 2020. It will ask questions about your household such as how many people reside in your home, date of birth, race, and sex. Here are some things you should know:

Your identity remains anonymous. Any personal information you provide on the census form is protected by law and cannot be shared with anyone or any other federal agency. Regardless of your immigration status, the information cannot be used against you or to invade the privacy of you or any members of your family.

The Census is important. The Census is important because it helps to decide how much federal money our schools will get over the next ten years, and how much money our state will get for our parks, neighborhood improvements, public health, transportation, and many other programs and services.

The Census is safe. All the data collected through the census is protected under Title 13 of the U.S. Code. Records are confidential for 72 years by law. All U.S. Census Bureau employees swear a lifetime oath to protect respondent information. The U.S. Census will never share a respondent's personal information with other government agencies. Data is only released in summary tables; no individual records are released. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

What do you need to do? Complete the short and easy form online. If you don't have a computer at home, you can use one at a library or at a location in your community clearly identified Census Questionnaire Assistance Center.

Your kids count, so make sure to count them when you fill out the census form in Spring 2020!

Sincerely,

XXXXXXX, Principal

K-12 Schools Census Outreach Resources

Sample Scripts for Text Messaging

If your school uses the Remind App or any other text messaging tool to communicate with parents/students, use this tool to help craft text messages. Follow the Census Timeline and suggested Activities on Page 4.



Written Communication
Template

Sample Text 1	Welcome back from Thanksgiving break. This is a reminder that the census will be taking place starting in March. You will receive a postcard detailing how you can safely and confidentially complete your form online or request a paper form. Remember to count everyone in your house, including young children. Learn more at www.californiacensus.org .
Sample Text 2	The census is coming in Spring 2020. Come out and support the activities to raise awareness about the importance of participating the census during Census Week [insert dates of Census week here]. There will be a rally on ____ & we will have Questionnaire Assistance Centers (QAC) open to complete the Census form (open time) am until (closing time) pm. Click here to find a QAC near you. [insert link to find a QAC]
Sample Text 3	We hope you made it out to a Census Week event! Remember, our students are counting on you to be counted. You can complete the form online until April 30. Be counted!
Sample Text 4	The deadline to complete the online Census form is April 30. Come by the school and complete your form between (open time) and (close time) at the Census Questionnaire Assistance Center, located at _____. See you soon!

K-12 Schools Census Outreach Resources

Sample Board Resolution for "2020 Census in Schools Week"

This tool will assist your school board with preparing a comprehensive resolution with essential Census 2020 information and its relevance to your school.



Board Resolution
Template

WHEREAS, the decennial census takes place every 10 years to count the residents of each state and help identify where to allocate over \$675 billion in federal funds to states; and

WHEREAS, the 2020 Census will determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College. Your information will also be used to redraw State Assembly and Senate boundaries. Participating in the 2020 Census ensures that you and your communities have fair representation.

WHEREAS, an accurate census count is critical to the well-being of every community in determining where services are most needed, and to provide important federal and state funds for school districts; and

WHEREAS, it is vital for all local superintendents, principals, teachers and parent organizations to relay the importance of the census to families and community members to ensure everyone is counted, therefore maximizing political representation and funding appropriations within our school district and county; and

WHEREAS, *(School District/County Office of Education)* invites schools to dedicate a week during January 2020 through March 2020 as "Census in Schools Week," to help reinforce the importance of participation in the census; and

WHEREAS, *(School District/County Office of Education)* encourages all schools, especially Title I schools with large Title III populations, to coordinate with their Local Regional Program Managers on the best practices to implement outreach strategies that schools can incorporate to ensure they have the most complete and accurate count of their surrounding residents; and

WHEREAS, *(School District/County Office of Education)* supports the goals and ideals for the 2020 Census and will lend its support to the education community in being responsive to federal and state census liaisons;

NOW, THEREFORE, BE IT RESOLVED that *(School District/County Office of Education)* recognizes the long-term effects of an accurate and complete census count for garnering much-needed resources for our state; and

BE IT FURTHER RESOLVED that we stand with all students, families, school districts and County Offices of Education to be counted on the official Census Day of April 1, 2020.

K-12 Schools Census Outreach Resources

Social Media

Hashtags:

#2020Census #CaliforniaForAll #BeCounted



Written and Visual Communication Tools

Examples: Content and Design



#FAQFRIDAY

California's committed to ensuring you avoid scams or fraudulent activity associated with the #2020Census.

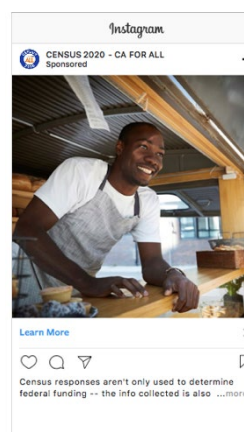
Here are some helpful tips:

(image description)

How to verify the identity of a Census Bureau worker: they must present a photo ID badge, with a Department of Commerce watermark & expiration date. They may be carrying a Census Bureau phone, laptop or bag with a Census Bureau logo. If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative.

#2020Census #CaliforniaForAll #BeCounted

Sample Social Media Posts



cacensus • Follow

cacensus The #2020Census matters for us and the next generation! Information collected during the Census will impact funding for special education, teacher training, youth programs and more.

By filling out our Census forms, we're using our power to give California's kids a brighter future. Learn more at our website link in our bio. #BeCounted #CaliforniaForAll

1d

California Census Social Media Pages – Click on the icons below and follow us



K-12 Schools Census Outreach Resources

Sample Press Release

Use this tool to create a press release to send out to your local media outlets. i.e. local newspapers, community newsletters, district news, city newsletters, civic clubs with publications, places of worship with bulletins, etc.



Written and Visual
Communication Tools

FOR IMMEDIATE RELEASE: [Date]

MEDIA CONTACT: [Add contact info: email and phone]

PRESS RELEASE

STUDENTS AT {SCHOOL/SCHOOL DISTRICT} LEARN THE IMPORTANCE OF THE 2020 CENSUS

(District/County) announces a partnership with California Complete Count-Census 2020 Office and the use of California Census Schools-Based Outreach tool *Count Me In, Students Count* to help students Kindergarten through twelfth grade learn about the importance of census participation. Participating schools will use the occasion of the decennial census to encourage students to share information about participating in the census with their parents or guardians.

"We are excited to bring the program to (County, District) students," stated (NAME AND TITLE SUPERINTENDENT/PRINCIPAL). "Educators are vital to ensuring an accurate count, and therefore a successful 2020 Census. There are more than \$675 billion allocated in federal funding and awarded based on census counts. These funds affect not only education, but where new businesses are developed, school locations, and housing for the elderly. California schools receive over \$7 billion to support programs such as afterschool, school nutrition, and special education.

"California is determined to achieve a complete census count, where every Californian is counted. We've started early and are committing more resources than any other state to a robust outreach and engagement effort to reach all Californians," said Ditas Katague, Director California Complete Count – Census 2020.

The state has worked with California's teachers to develop curriculum made for and by California teachers. "*The Count Me In* program offers an easy way to share census information with kids and parents," said {INSERT TEACHER/ PRINCIPAL}.

"We are thrilled students at {INSERT SCHOOL/DISTRICT} are learning the importance of the census and playing an active role in their community."

K-12 Schools Census Outreach Resources

Public Service Announcement

This tool is to help you draft a Public Service Announcement (PSA)-- a brief statement released free of charge by media outlets. This will help raise awareness about Census and help influence the public to complete their Census questionnaires.



Written Communication
Template

Public Service Announcement Example

Census data are used to determine each state's Congressional seats and to disburse more than \$675 million in federal funds to local, state, and tribal governments each year. Census data supports decisions about which community services to provide. The 2020 Census is the first online census questionnaire. The census site is safe and confidential. The Census has 10 questions. Families, parents, and friends can complete the online Census Questionnaire from March 12, 2020, up until July 2020 by mail, by phone and online.

For more information about the U.S. Census go to: www.census.gov

K-12 Schools Census Outreach Resources

Coloring Activity

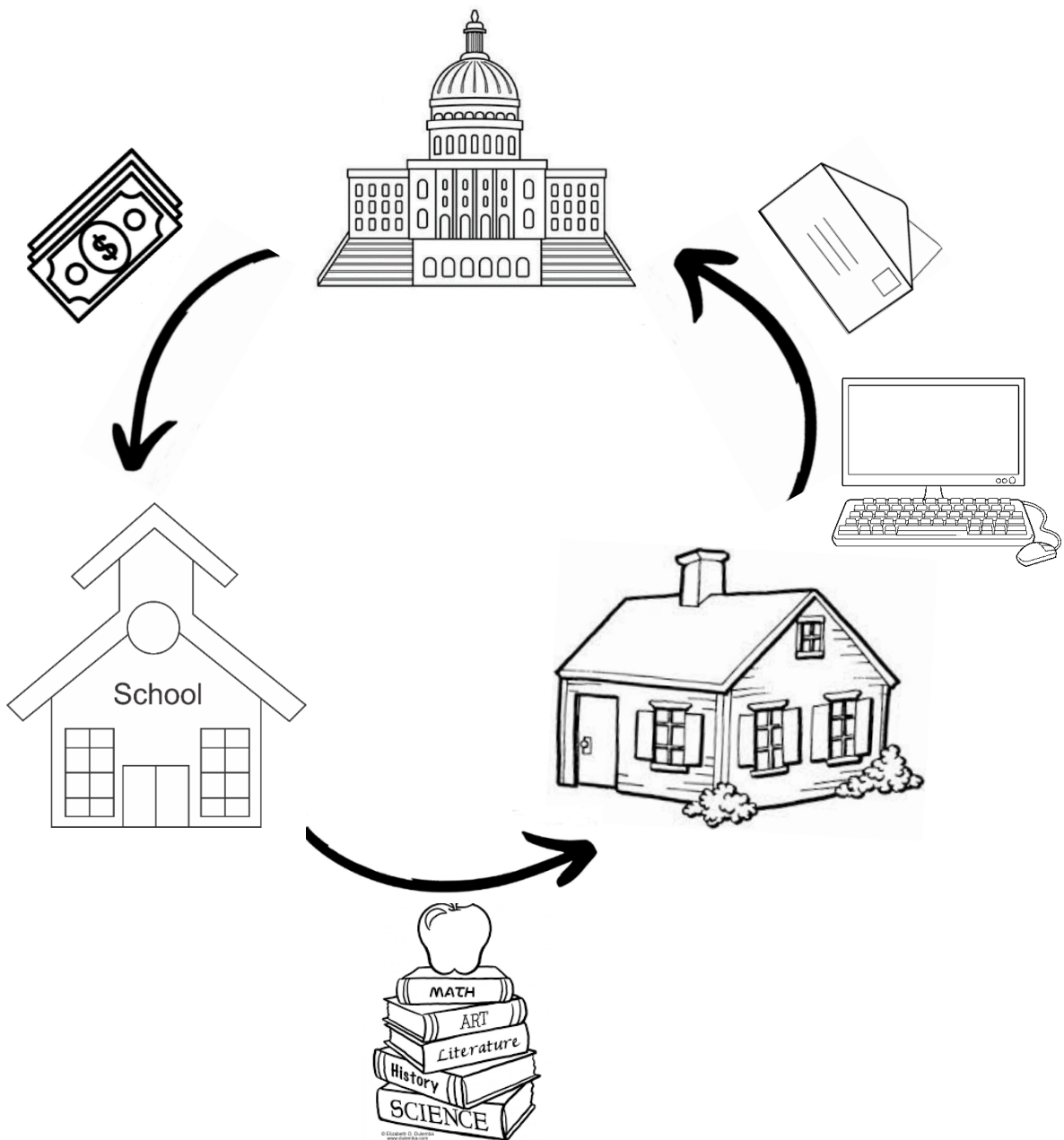


Educational Tool

Name: _____

Date: _____

U.S. Census Cycle
Census Day: April 1, 2020



K-12 Schools Census Outreach Resources

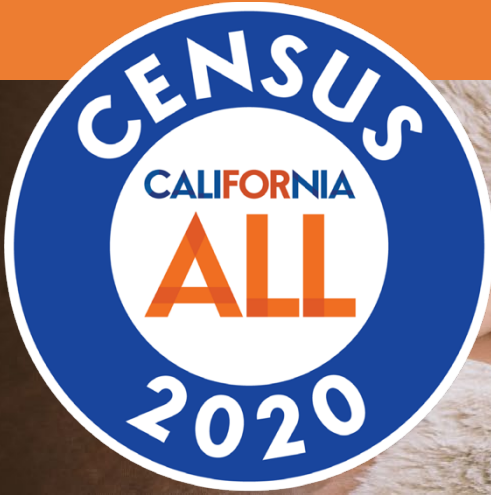
Weblinks and Printables

Use this resource to navigate other Census 2020 online resources to download printable and helpful information for educational purposes.



Educational Tools

U.S. Census Bureau Resources	
Census Questionnaire	https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html
Title 13 Confidentiality Fact Sheet	https://www.census.gov/content/dam/Census/library/factsheets/2019/comm/2020-confidentiality-factsheet.pdf
U.S. Census Outreach materials	https://2020census.gov/en/partners/outreach-materials.html
Census Privacy Protections	https://www.census.gov/library/factsheets/2019/dec/2020-confidentiality.html
US Census Statistics in the Schools	https://www.census.gov/schools/
California Complete Count Census Office Resources	
California Census 2020	https://californiacensus.org/
Regional Program Manager List for assistance from local CA Census staff	https://census.ca.gov/wp-content/uploads/sites/4/2019/07/CA-Census-Outreach-Team.pdf
Other Resources	
First Five	http://first5association.org/census-2020-resources/
National Association of Latino Elected and Appointed Officials	http://www.naleo.org/census2020
Los Angeles County Office of Education Constitution Day	https://www.lacoe.edu/Portals/0/Curriculum-Instruction/Constitution%20Day%20Resources.pdf?ver=2016-09-07-1110754-997
Count All Kids	https://countallkids.org/
California State Libraries Census Toolkit	https://www.library.ca.gov/services/to-libraries/census/



What Kind of Questions Will Be Asked?

- Name
- Phone Number
- Age
- Sex
- Hispanic Origin
- Race
- Household Tenure (own/rent)
- Number of Persons in Household
- Does a person usually stay or live somewhere else?





Privacy and Protections

- All data are protected under Title 13 of the U.S. Code. Records are confidential for 72 years by law.
- The US Census Bureau will never share a respondent's personal data with other government agencies.
- Data is only released in summary tables; no individual records are released.
- All Census Bureau employee swear a lifetime oath to protect respondent information. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,00

Census Key Dates

- March 12–20 Postcard to reply online
- March 16–24 A reminder letter
- March 26–April 3 A reminder postcard
- April 8–16 A reminder paper letter questionnaire
- April 20 – 27 A final reminder postcard before an in-person follow-up

4 Ways to Complete

-  Census Enumerator
-  Mail
-  Phone
-  Online

K-12 Schools Census Outreach Resources

What Every Parent Needs to Know

Use this tool to help educate parents about Census and to encourage their participation.



Educational Tool

Census data is used to fund federal programs for schools. In California, over \$7 billion in federal funding supports school programs such as: school nutrition, after school, special education, English Language Learners, Native American students, farm workers, youth experiencing homeless, and Head Start programs.

_____ school district receives _____ dollars in
FY 2019-2020 Title I Part A Federal funds alone!

<https://www.cde.ca.gov/fg/fo/r14/title1pa19result.asp>

Your participation matters. Counting all children, even those in preschool, is essential for California's schools to receive their fair amount of funding.

The Census is Safe

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.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics- these cannot be used against you!

All U.S. Census bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to 5 years in prison and/or a \$250,000 fine. This is the law.



First Digital Online Census



There are 12 languages available by phone

Census never asks for:

- Credit card numbers
- Your immigration status
- Your money

K-12 Schools Census Outreach Resources

Sample of District Title 1 Part A Allocations

Use this tool to inquire about federal funding allocation for your school district.



Educational Tool

Find your district amount at: [California Department of Education](https://www.cde.ca.gov/ft/ps/pa/)

Sample:

**Title I, Part A—Improving Basic Programs Operated by State and Local Education Agencies
Every Student Succeeds Act
Fiscal Year 2019–20**

Preliminary eligibility amounts are posted for local educational agencies (LEAs). Eligibility amounts have been adjusted for LEAs that fall applicable to 2019-20 funding and did not receive an approved federal waiver, pursuant to Section 8521 of the ESEA. Other requirements apply.

County Name	Local Educational Agency	2019-20 Preliminary Eligibility Amount
Ventura	{ Simi Valley Unified	\$1,609,103
Ventura	{ Somis Union	\$54,529
Ventura	{ Ventura Unified	\$1,830,843
Ventura	{ Conejo Valley Unified	\$1,492,029
Ventura	{ Oak Park Unified	\$84,438
Ventura	{ Moorpark Unified	\$437,805
Ventura	{ Santa Paula Unified	\$1,193,332
Ventura	{ Golden Valley Charter	\$55,994
Ventura	{ University Preparation Charter School at CSU Channel Islands	\$146,337
Ventura	{ Valley Oak Charter	\$0
Ventura	{ Vista Real Charter High	\$287,594
Ventura	{ Ventura Charter School of Arts and Global Education	\$47,995
Ventura	{ Camarillo Academy of Progressive Education	\$12,261
Ventura	{ Meadows Arts and Technology Elementary	\$6,743
Ventura	{ Architecture, Construction & Engineering Charter High (ACE)	\$44,036
Ventura	{ IvyTech Charter	\$0
Ventura	{ BRIDGES Charter	\$11,648
Ventura	{ River Oaks Academy	\$24,997
Yolo	{ Yolo County Office of Education	\$165,264
Yolo	{ Davis Joint Unified	\$718,368
Yolo	{ Esparto Unified	\$144,967
Yolo	{ Washington Unified	\$1,958,989
Yolo	{ Winters Joint Unified	\$190,472
Yolo	{ Woodland Joint Unified	\$2,122,820
Yolo	{ Sacramento Valley Charter	\$74,853
Yolo	{ River Charter Schools Lighthouse Charter	\$46,296
Yolo	{ Empowering Possibilities International Charter	\$103,542
Yolo	{ Yolo County Career Academy	\$0
Yuba	{ Yuba County Office of Education	\$165,392
Yuba	{ Camptonville Elementary	\$23,680
Yuba	{ Marysville Joint Unified	\$3,905,107
Yuba	{ Plumas Lake Elementary	\$154,074
Yuba	{ Wheatland	\$182,222
Yuba	{ Wheatland Union High	\$66,071
Yuba	{ CORE Charter	\$83,515
Yuba	{ Yuba Environmental Science Charter Academy	\$35,007
Yuba	{ Paragon Collegiate Academy	\$62,674
Statewide Total		\$1,786,333,413

California Department of Education
School Fiscal Services Division
July 1, 2019



Contact

California Complete Count Census 2020 <https://californiacensus.org/>

US Census Bureau www.Census.gov

California Complete Count
Census 2020 Office
400 R Street, Suite 359
Sacramento, California 95811
(916) 852-2020
www.census.ca.gov

California Complete Count Regional Program Managers:
<https://census.ca.gov/regions>

California Complete Count- Census 2020

Mignonne Pollard, Ed.D., Education Sector Program Manager

Special thanks to Regina Brown Wilson, Statewide Education & Community Outreach 2010