



**2020 Census:**

## **The Role of Schools**

**Presented Emily Verdugo, Partnership Specialist**

**U.S. Census Bureau-Denver Region**

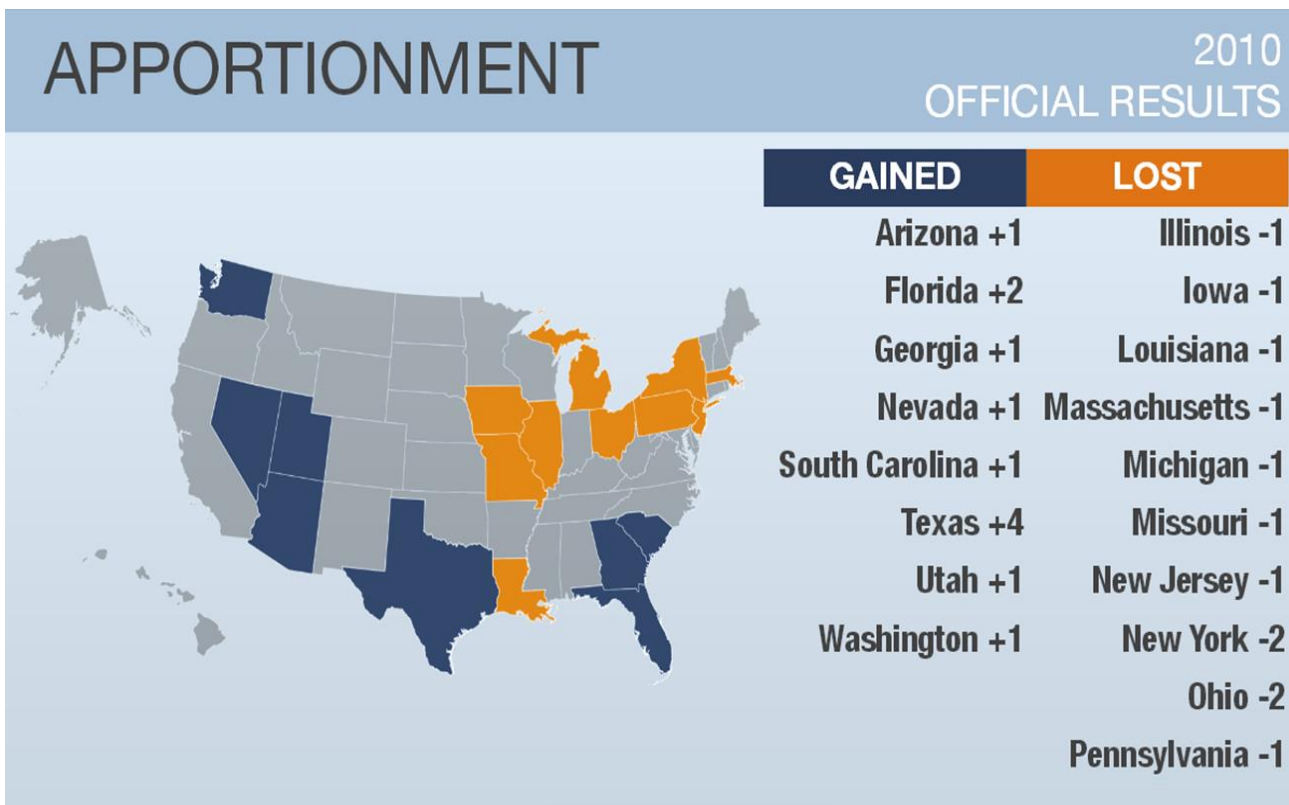
**March 12, 2019 -- Amphi Public Schools**

# Why do 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.*

# Representation



# Counting For Dollars

Arizona receives over \$13 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,979.

Counting for Dollars link:

<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY

**THE GEORGE WASHINGTON UNIVERSITY**

WASHINGTON, DC

**Counting for Dollars 2020**

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

**Arizona**

Total Program Obligations: \$13,513,326,539  
Per Capita: \$1,979 (see note for proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$8,130,525,593
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$1,459,584,642
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$1,375,195,883
20.205	Highway Planning and Construction	DOT	Grants	States	\$825,800,857
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$332,102,583
10.555	National School Lunch Program	USDA	Grants	States	\$270,341,686
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$190,460,250
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$188,817,764
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$174,235,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$145,861,000
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$130,901,450
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$80,667,000
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$73,592,792
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$57,074,000
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$55,722,792
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$22,443,247

# 2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1<sup>st</sup> time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

# Confidentiality

- The Census is Confidential and Required by Law
  1. 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
  2. We will never share a respondents personal information with other government agencies
  3. Results from the census are reported in statistical format only
  4. Records are confidential for 72 years by law (Title 44, U.S. Code)
  5. All Census Bureau employees swear a lifetime oath to protect respondent information.
  6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

# Community Engagement

- **Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.
- **Educate** people about the 2020 Census
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who are not motivated to respond to the national campaign

# CCCs and Timeline

## Complete Count Committees (CCC)

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

## The 2020 Census Phases

Education Phase – 2018-2019

Awareness Phase – April 2019

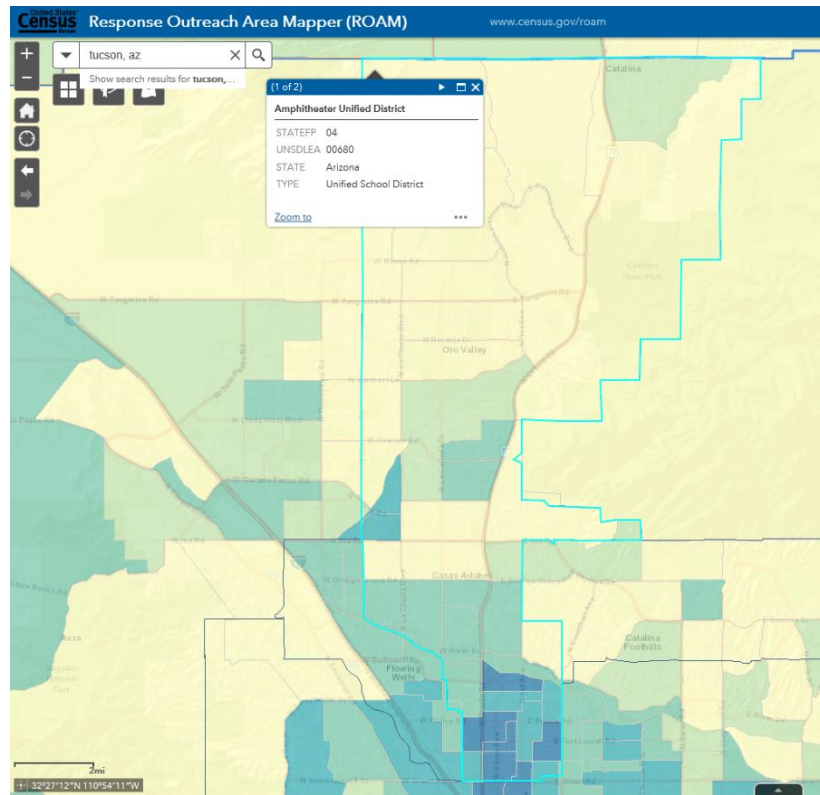
Motivation Phase – March – May 2020

Reminder Phase – May – July 2020

Thank You Phase – Starts July 2020



# Response Outreach Area Mapper (ROAM)



# How can Amphi help?

1. Take a leadership position on the 2020 Census-help your community understand the importance and how their communities' future is impacted
2. Take an active role in your Local Complete Count Program and make sure schools/ community's challenges are represented
3. Support Census Recruiting Efforts for jobs
4. Help us Identify Trusted Voices key leaders within your school district : can be health, philanthropy, corporations, faith based organizations and community based organizations
5. Help Educate communities on self-response to include children
6. Help us Identify Early Childhood Development Networks

# Partnership Strategies

- Foreign-Born/Migrant Liaisons
- Clubs/Student Council/NJHS/NHS
- LGBTQ Outreach
- Mass emails/texts
- PTA/PTO
- School Kickoff events
- Summer school lunch program
- American Indian/Alaska Native Program
- Family Resource Departments
- Census Contests
- Census Day events
- Athletics
- Mobile response opportunities
- Informational Forums



# Statistics in Schools

# CENSUS JOBS NOW LIVE!

<https://2020census.gov/jobs>

<https://usajobs.gov>

