



United States™
**Census
2020**



2020 Census: The Role of Schools & Educational Organizations

Brianna Hatchett, Partnership Specialist

Mabel Leal, Partnership Specialist

Nuvia Enriquez, Media Specialist

U.S. Census Bureau – Denver Region; Maricopa County, AZ

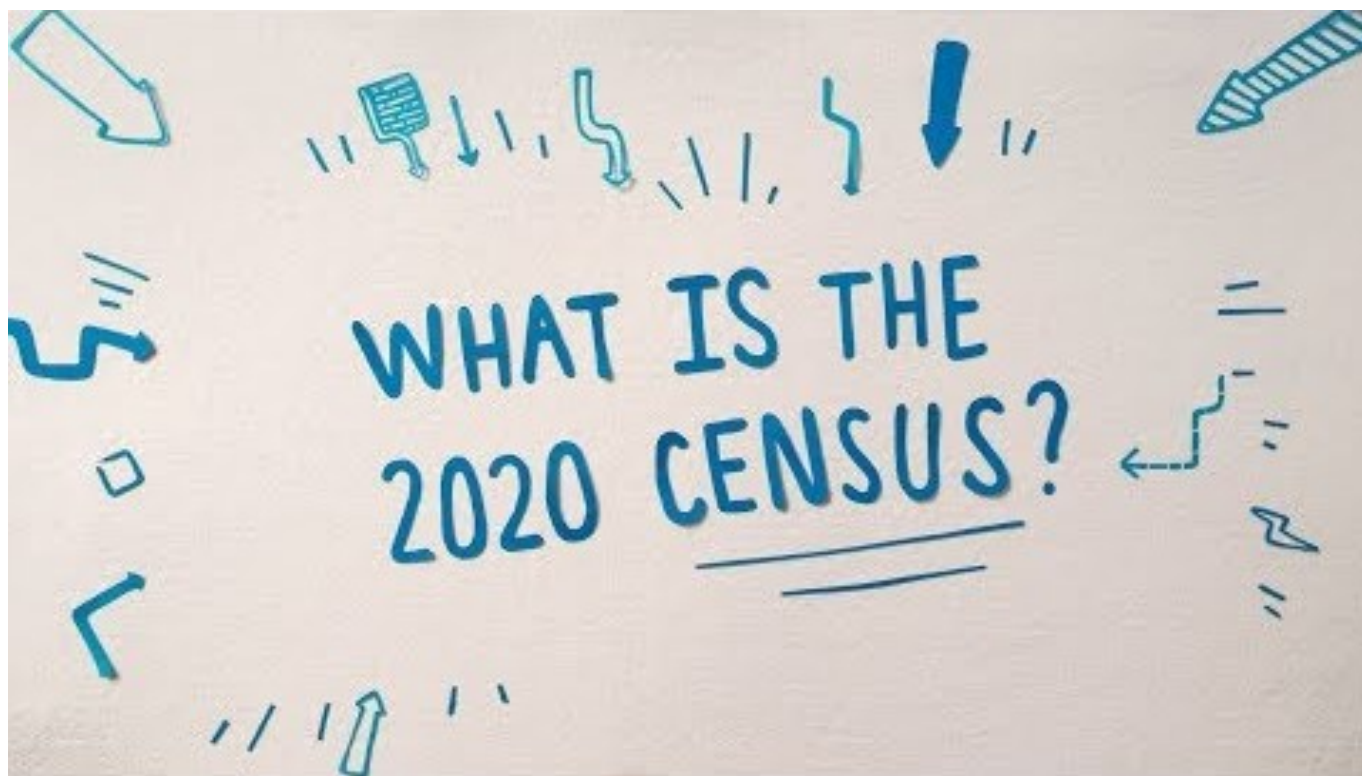
United States™
Census
Bureau

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

Shape
your future
START HERE >

United States™
**Census
2020**

CENSUS 101



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, determining how many seats each state gets.



It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.



It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



CENSUS 101

- **Article 1, Section 2 of the US Constitution**
- **Apportion** representation among states
- **Draw** congressional & state legislative districts, school districts and voting precincts
- **Enforce** voting rights & civil rights legislation
- **Distribute** over 675 billion in 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

WHAT IS IT WORTH FOR ARIZONA CHILDREN?

Census data is used to allocate funds for programs that impact our children including:

- Supplemental Nutrition Assistance Program
- Title I Grants to LEAs
- School Lunch Program
- Early Head Start/Head Start
- State of AZ Children's Health Insurance Program
- School Breakfast Program

CENSUS DATA

is used to allocate

\$675 Billion

each year for

**132 Federal
Programs**

KEY DATA COLLECTION DATES

- | | |
|---------------------|-------------------------------|
| • Early 2020 | Group Quarters Start |
| • March 12, 2020 | Self Response Starts |
| • April 1, 2020 | CENSUS DAY |
| • May 2020 | Non-Response Follow-Up Starts |
| • July 31, 2020 | LAST DAY TO RESPOND |
| • August 2020 | Data Collection Complete |
| • December 31, 2020 | Counts Delivered to President |

How the 2020 Census will invite everyone to respond



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. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

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.
	If you haven't responded yet:
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.

BILINGUAL LETTERS AND QUESTIONNAIRES

Flip style
questionnaire

U.S. Census Bureau
Washington, DC 20540-0100
Official U.S. Government Printing Office

March 12, 2020

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]

Your Census ID is: [redacted]

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The Census Bureau is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free (number removed).

Thank you for your prompt response.

Sincerely,
Steven D. Colangelo
Steven D. Colangelo
Director

Enclosure

U.S. Census Bureau
Washington, DC 20540-0100
Official U.S. Government Printing Office

12 de marzo de 2020

Estimado residente de esta vivienda:

Esta es su invitación para responder al **Censo del 2020**. Necesitamos su ayuda para contar a todos las personas en la Comunidad. La Oficina del Censo necesita información básica sobre todos los adultos, niños y bebés que viven o se quedan en esta dirección.

Los resultados del Censo del 2020 se usarán para:

- Distribuir miles de millones de dólares de fondos federales a las comunidades locales para escuelas, carreteras y otros servicios públicos.
- Ayudar a la comunidad a prepararse para satisfacer necesidades relacionadas con el transporte y la preparación para emergencias.
- Determinar el número de escaños que tiene cada estado en la Cámara de Representación de los EE. UU., así como la representación política a todos los niveles del gobierno.

Responda antes del 1 de abril en [url removed]

Su identificación del Censo es: [redacted]

La Oficina del Censo está usando Internet para recopilar su información de manera segura. Responder por Internet le ayuda a conservar recursos naturales, a ahorrar dinero de los contribuyentes y a procesar más rápido los datos de manera más eficiente. Si usted no puede completar el cuestionario del Censo del 2020 por Internet, dentro de unas semanas le enviaremos un cuestionario impreso para que lo complete y lo envíe de vuelta por correo.

El censo es tan importante que la ley requiere que usted responda, y sus respuestas se mantienen completamente confidenciales. Si usted no responde, tendremos que enviar a un entrevistador de la Oficina del Censo para que venga a su vivienda en persona. Si necesita ayuda para completar el cuestionario del Censo del 2020, llame gratis al (número removido).

Gracias de antemano por su rápida respuesta.

Atentamente,
Steven D. Colangelo
Steven D. Colangelo
Director

Documento adjunto

Census 2020

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.
Para completar el cuestionario en español, dele la vuelta y complete el lado verso.

Start here on go online at [url removed] To complete your Census 2020 questionnaire, flip this cover and complete the blue side.

1. How many people were living or staying at this house, apartment, or mobile home on April 1, 2020?
Number of people: []

2. Where there any other people living or staying at this house, apartment, or mobile home on April 1, 2020?
[] Yes, please see Question 3.
[] No, please see Question 4.

3. In this house, apartment, or mobile home, were there any people living or staying on April 1, 2020, who were not born in the United States?
[] Yes, please see Question 5.
[] No, please see Question 6.

4. What is your telephone number?
Telephone number: []

Census 2020

Esta es su invitación para responder al Censo del 2020. Es rápido y fácil de responder, y sus respuestas están protegidas por la ley.

Para completar el cuestionario en español, dele la vuelta y complete el lado verso.

Comience aquí o visite por Internet [url removed] para completar su cuestionario del Censo del 2020.

1. ¿Cuántas personas estaban viviendo o estancias en esta casa, apartamento o casa móvil el 1 de abril de 2020?
Número de personas: []

2. ¿Había personas adhiriéndose a esta casa, apartamento o casa móvil el 1 de abril de 2020 que no nacieron en los Estados Unidos?
[] Sí, por favor vea la Pregunta 3.
[] No, por favor vea la Pregunta 4.

3. ¿En esta casa, apartamento o casa móvil —algunas veces— había personas que no nacieron en los Estados Unidos el 1 de abril de 2020?
[] Sí, por favor vea la Pregunta 5.
[] No, por favor vea la Pregunta 6.

4. ¿Cuál es su número de teléfono?
Número de teléfono: []

Census 2020

Esta es su invitación para responder al Censo del 2020. Es rápido y fácil de responder, y sus respuestas están protegidas por la ley.

Para completar el cuestionario en español, dele la vuelta y complete el lado verso.

Comience aquí o visite por Internet [url removed] para completar su cuestionario del Censo del 2020.

1. ¿Cuántas personas estaban viviendo o estancias en esta casa, apartamento o casa móvil el 1 de abril de 2020?
Número de personas: []

2. ¿Había personas adhiriéndose a esta casa, apartamento o casa móvil el 1 de abril de 2020 que no nacieron en los Estados Unidos?
[] Sí, por favor vea la Pregunta 3.
[] No, por favor vea la Pregunta 4.

3. ¿En esta casa, apartamento o casa móvil —algunas veces— había personas que no nacieron en los Estados Unidos el 1 de abril de 2020?
[] Sí, por favor vea la Pregunta 5.
[] No, por favor vea la Pregunta 6.

4. ¿Cuál es su número de teléfono?
Número de teléfono: []

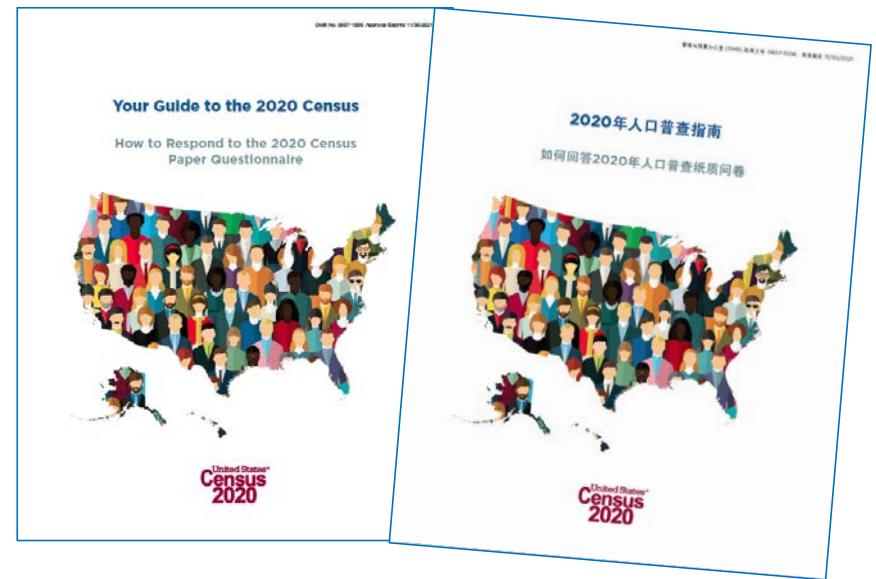
PRINT LANGUAGE GUIDES

Print language guides, written in 59 non-English languages, will assist respondents filling out the paper questionnaire.

Guides will also be available in large print and braille.

Each guide is 8 pages and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides will be available online and through FLD Partnerships.



SHORT QUESTIONNAIRE

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. 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

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

-

[Form number removed]

- ☐ **How many people live in this house**
- ☐ Additional people staying here
- ☐ House, apartment, or mobile home
- ☐ Telephone number
- ☐ Name
- ☐ Sex
- ☐ Age
- ☐ Hispanic/Latino
- ☐ Race
- ☐ List Additional People

<https://www2.census.gov/programs-surveys/decennial/2020/technical-documentation/questionnaires-and-instructions/questionnaires/2020-informational-questionnaire.pdf>



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

Shape
your future
START HERE >



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.

D-1254

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 respondent's 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

United States[®]
Census
2020

United States[™]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Shape
your future
START HERE >

United States[®]
Census
2020

CENSUS OUTREACH ACROSS THE STATE

Latino outreach

Tribal outreach

Rural outreach



CENSUS NATIONAL EVENTS

- **Statistics in Schools (SIS) week**
March 2-6
 - Arizona Kids Count! – March 5 @ 10 a.m.
 - Superintendent Kathy Hoffman press conference
- **Census Day 2020**
April 1 – New York, NY
 - Census Day at the Capitol @ 10 a.m.



HOW YOU CAN HELP!

- ✓ Census Mobile Response sites
- ✓ Teacher SIS engagement
- ✓ Student Census Day 4/1 events
- ✓ Participate in Statistics in Schools Week 3/2-3/6
- ✓ Student Census led events 3/15-5/30
- ✓ Initiatives amongst student led clubs (STUCCO, BSU, Honor Society, etc.)
- ✓ **Social media campaigns, newsletter blurbs, pitch Census engagement stories to the media, Census banner on school websites**



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



Shape
your future
START HERE >



CENSUS NATIONAL EVENTS

- **Partner Questionnaire Assistance Centers (QACs)**

Places with computers/phone/information for community members to self-respond. Hosted by non-Census employees.

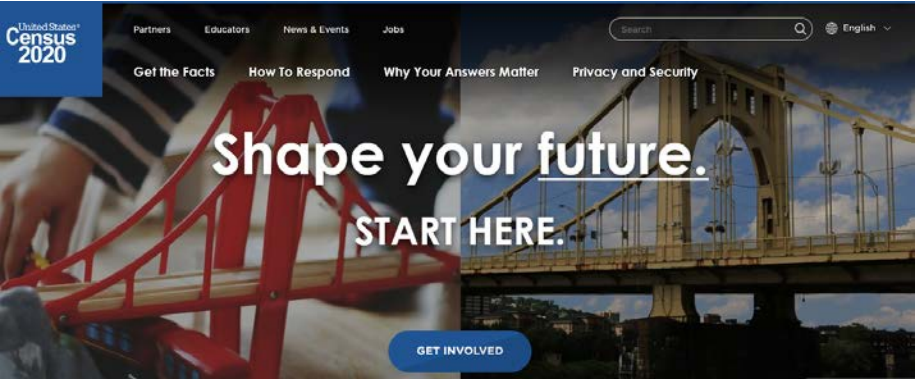
- **Event-Based Questionnaire Assistance**

Often planned by partners and jointly staffed by the Census Bureau and the partner. Locations can include festivals, Community events and specifically created Census events.

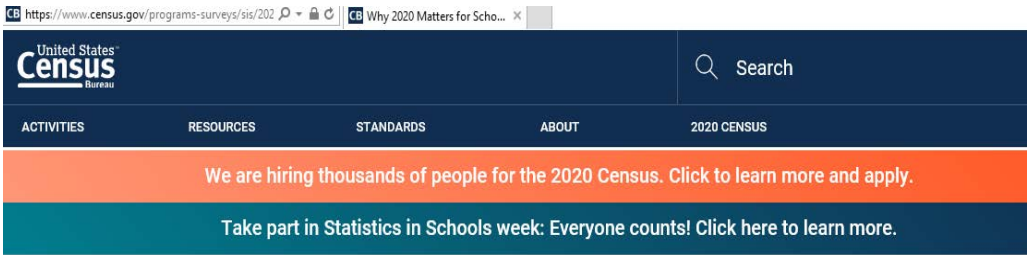
- **Highly Mobile Questionnaire Assistance**

As we receive self-response data, partners and the Census Bureau will ensure we have questionnaire assistance in areas that are not seeing expected self-response. We will stand up sites/events rapidly to respond.





2020CENSUS.GOV



Why 2020 Matters for Schools



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



CENSUS BUREAU SOCIAL MEDIA

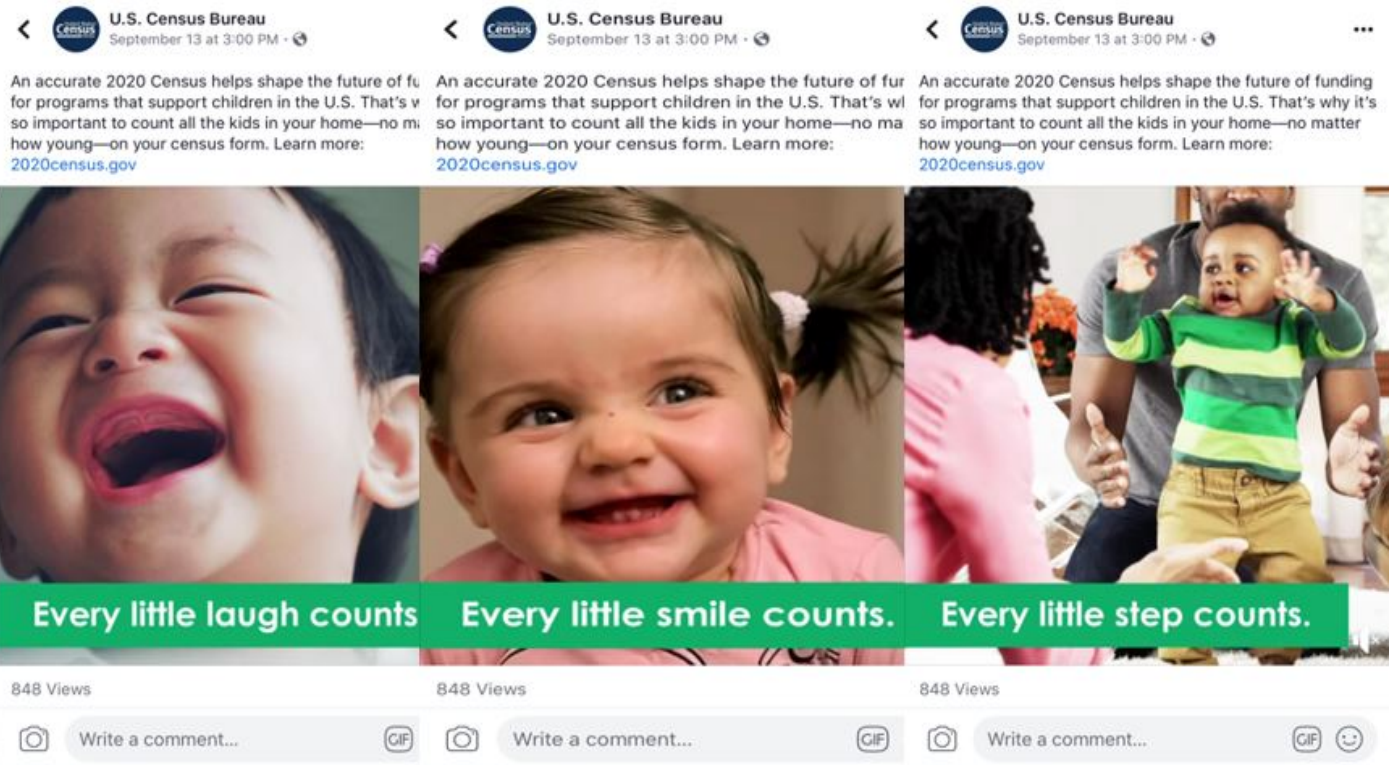
- Facebook
- Twitter
- YouTube
- LinkedIn



HOME VIDEOS PLAYLISTS COMMUNITY



Be A Census Taker (Overview)
uscensusbureau • 2K views • 1 month ago
This video provides an overview of the thousands of people hired to complete the 2020 Census. For more information, visit [census.gov](https://www.census.gov).



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

Shape
your future
START HERE >



CONTACT INFO FOR PARTNERSHIP/MEDIA SPECIALIST

BRIANNA HATCHETT

602-315-1046

Brianna.C.Hatchett@2020Census.gov

NUVIA ENRIQUEZ

602-315-2445

Nuvia.M.Enriquez@2020Census.gov



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

United States™ Census 2020

Shape
your future
START HERE >

United States™
Census
2020