

2020 Census & Institutions of Higher Education


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Presenters

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What to Expect

- Introduction to the Census, Background, Importance, etc.
 - Campus Speakers
 - Voter Friendly Campus Speaker (Closing and Resource Sharing)
 - Questions and Answers
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Census 101



STATE VOICES TABLES



Why Does the Census Matter?

- Occurs every ten years
 - Planning, Occurs every ten years
 - Planning, testing, and public engagement occur every single year
 - Started in 1790 and is required by the Constitution
 - Is a tool used to count every person living in the country
 - Allocates federal funding in states
 - Determines changes to congressional apportionment in states (i.e., redistricting)
testing, and public engagement occur every single year

More Important Points

- State and community leaders use census data to help determine when bus routes need to be changed or added to match up with where people live and work.
- Company executives use census data to identify communities where they might build a factory or office building, or open new stores.
- Determines where and how billions of dollars are spent on infrastructure and community resources

Challenges in 2020

- First “high-tech” census
 - Cyber-security risks
 - Digital divide
- Budget shortfalls
- Incomplete testing
- Citizenship Question

What's on the Census?

- Short questions, including:
 - Age
 - Race and Hispanic Origin
 - Relationship Status in Household
 - Sexual Orientation of each Respondent
 - Homeownership (Owner/Renter)
 - Telephone Number
 - Information on additional people living in the home
- Not on the 2020 Form: Citizenship Question

Confidentiality of Census Data

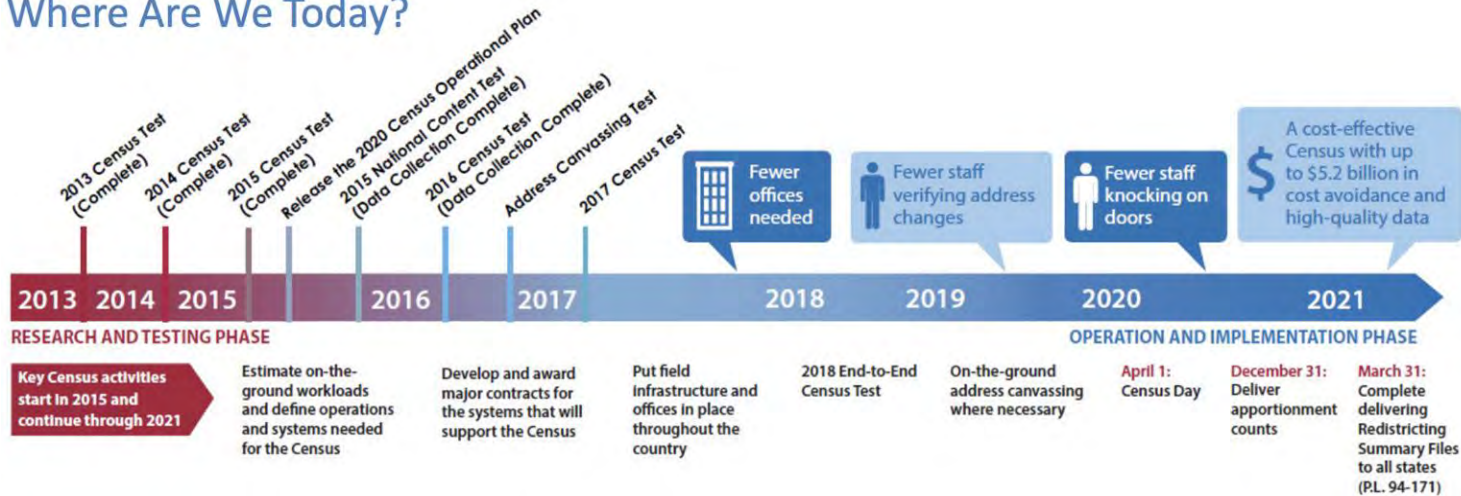
- Confidentiality measures have become more important with the addition of a citizenship question
- Information provided on a census form is kept confidential
- Under Title 13, Census Bureau workers are prohibited from sharing any collected information
 - Measure stems from a 1940 data breach targeting Japanese Americans
 - Census staff face jail time or a \$250,000 fine if information is shared

What are the Important Dates?

- **March 12-20** Census Bureau sends out **1 page invitation to respond online**
- Response options = Internet, Phone or Mail
- **Several Reminder letters and postcards will be sent**
- **April 8-16 Paper Copies** sent to everyone
- **Late April Non-Response** follow-up by Census workers
- Note: U.S. Gov't has other surveys (ex. American Community Survey)

What's the Timeline?

The 2020 Census Where Are We Today?



Phase 1: Now-December 2019

- Education, Advocacy, Awareness
- Setting up CCCs
- Building in-state coalitions
- Census Bureau starts to hire 500,000 people

Phase 2: January- April 2020

- Engagement and GOTC
- Mobilization, “Fill out your Census Form” messaging
- Census Bureau mails Census form instructions to all households

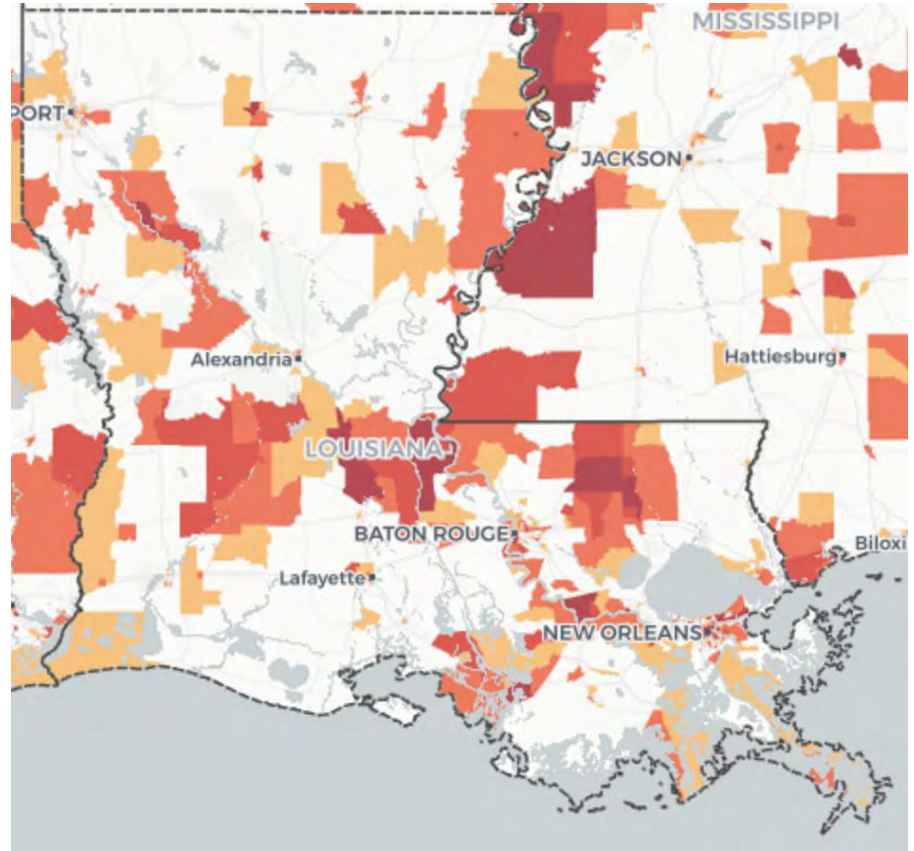
Phase 3: April- June 2020

- Additional outreach and mobilization
- Contact undercounted Census tracts to remind them to be counted
- Census Bureau enumerators will start contacting households

Who's Under-Counted in the Census?

- Multi-Generational Households
- Households with more than 7 people
- Low-income
- People with mental or physical disabilities
- Renters
- 33% of the total U.S. population
- Young Children
- Cultural and Linguistic Minorities
- Racial and Ethnic Minorities
- Households with Undocumented Immigrants and Recent Immigrants
- Mexican Immigrants and their Children

Under-Counted Communities- CUNY Visual Mapping



Campus Examples

James Madison University
California State University Los Angeles



Reach For the Most Impacted

- Students from diverse socioeconomic and demographic backgrounds and first-generation students have the greatest potential to be most impacted by Census undercounts.
 - Engaging with these groups, we will emphasize how they can be leaders in educating their families and other members of hard-to-count populations with completing the 2020 Census.



Civic

Census Matters! Students Matter!

- Challenge: helping students understand why the census matters and how it affects them
 - Political representation
 - Campus precincts / voting precincts
 - Land grant colleges and universities
 - Research
- Challenge: politicization
 - Show participation is resistance
 - Messaging that appeals to original intent
 - Preparing students to be leaders to their own hard-to-count communities



Combatting Misinfo/Disinfo/Propaganda

- Challenge: Social Media Amplifies Spread of Misinformation, Disinformation and Propaganda
 - Working with Census Bureau, New America Foundation and Census Counts on a video produced by students. Available this Fall.

Who to Reach

- Students living in residence halls are part of “special enumerations.”
 - Your campus has a point of contact who will report those living in campus residences, including dorms and other residences owned by the university



Civic



Who to Reach

- Off-campus students are among the hardest to count communities.
- Challenge: Ensuring students in multiple-person housing complete correctly with everyone in their unit on their form.

Engaging with Students

- Incorporate into Constitution Day 2019
- Incorporate into Voter Education and Engagement Efforts
- March 2020 Get Out the Count
 - Interior and Exterior Bus Signs
 - Door Hangers
 - “Tent Talks” & “Civic Coffee Donut Discussions”
 - Email/Letter to landlords
 - Complex office posters
 - Coffee sleeve stickers
 - Food delivery inserts
 - Off Campus Living Website/Emails/Fair

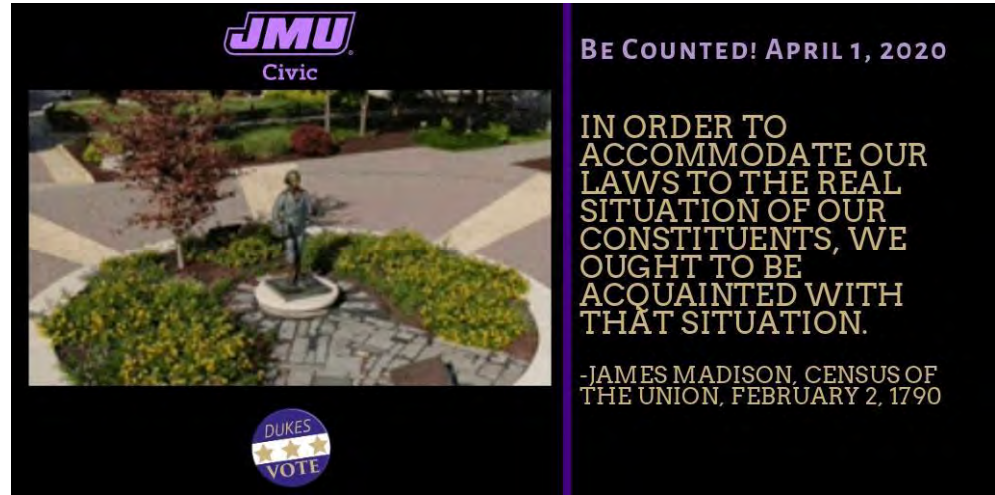


Engaging with Students

- Engage students and let them lead!
- Campus Coalition
- Demystify the process - “how to fill out” videos and demonstrations
- Spring Class Visits
- 2020 Census is also an [employment opportunity for students](#).

#CensusSunday Social Media Campaign

- Weekly posts across university social media channels with facts and information about the census, why it matters targeted at our hard-to-count communities.



Higher Education Toolkit

A Guide for Administrators to Tailor Census Outreach Efforts on College Campuses



2020 Census

Prepared by KHI Consulting Group, July 16, 2019

How to use this toolkit:

STEP 1 TIMELINE

Welcome!
Review the Census timeline for colleges and universities.

STEP 3 CAMPUS OUTREACH STRATEGIES

Get quick tips & best practices on how to design your student outreach campaign, based on behavioral science research.

STEP 5 ENGAGE STUDENT ORGANIZATIONS

Identify your different student organizations and student populations so you know how best to reach them.

STEP 2 WHY THE CENSUS MATTERS

Understand why the Census is important to your campus, your students, California, and the nation.

STEP 4 ENGAGE CAMPUS RESOURCES

Review a check list of ideas to consider at your campus. Campus resources include academic departments, student services, administration, public affairs, and student organizations.



STEP 6 TAILOR YOUR OUTREACH

Create a Campus Strategic Student Engagement Plan for your campus outreach efforts.

STEP 6: Action Plan Check List

Now that we've covered some best practices for developing your campus's [Census Strategic Student Engagement Plan](#), you can use this checklist to make your message as effective as possible.

KNOW YOUR AUDIENCE

- ☐ What students do I want to reach? Why might they not participate in the Census?
- ☐ What is the action I want students to take?
- ☐ What student organizations are most apt to participate?
- ☐ How can our academic and student services departments help reach and engage students?

HAVE AN OBJECTIVE

- ☐ What do we want our academic and student services departments to do?
- ☐ What do we want our students and student organizations to do?
- ☐ Do our departments and student campus organizations have an incentive to take that action?

MAKE IT RELEVANT

- ☐ Why should faculty, administrators, and staff care?
- ☐ Why should students care?
- ☐ Where can we add a personal touch?
- ☐ Who do our students and student organizations identify with or admire?
- ☐ What incentives will students respond to?

MAKE IT ACTION-ORIENTED

- ☐ Is all the information in our message immediately useful? Are we using simple language?
- ☐ What pictures could we use to convey our message?
- ☐ Have we communicated the steps our departments, student organizations, and students should take?
- ☐ What kind of planning do our departments and student organizations need to do to take?

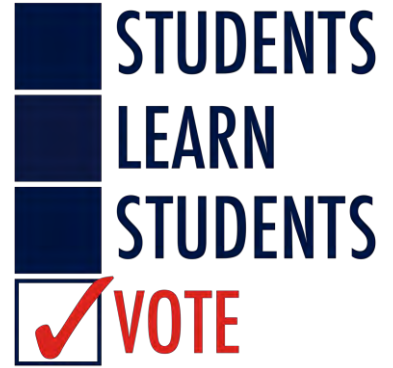
PLAN THE OUTREACH CAMPAIGN

- ☐ Who will our students listen to?
- ☐ What are our students' schedules like?
- ☐ When will our message be most relevant?
- ☐ Where do our students spend time?
- ☐ Where will our message be most relevant?
- ☐ What kinds of communication channels do our students like and already use?

Resources



Resources



SLSV Census Working Group

- **Purpose:** To establish a network of individuals working toward the complete count of campus communities in the 2020 Census.
- **Outcomes:**
 - 1) Identify current gaps of support and knowledge that the SLSV Coalition may be able to provide,
 - 2) Determine methods of communication for this group, and
 - 3) Establish connections with individuals working on the census on other campuses.
- Contact Kathryn at kathryn.quintin@younginvincibles.org for future updates

Resources

Census Counts

- Census Counts is a collaborative campaign involving national organizations and community partners in more than 30 states working together to make sure that the 2020 Census is fair and accurate.
 - Very robust set of resources from webinars to digital organizing toolkit
 - <https://censuscounts.org>

Campus Compact

- Knowledge hub provides information and resources about the 2020 Census for institutions of higher education.
 - <https://compact.org/census-2020>

2021-2022 Voter Friendly Campus Program

- 225 institutions of higher education will be accepted into the Voter Friendly Campus program and complete work in 2020
- You can start the process right now by submitting your statement of interest:

http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=1164&e

A vertical timeline with a blue bar on the left and a red bar on the right. The timeline lists key dates and events for the Voter Friendly Campus Program.

June 2019	Statement of Interest Form Opens
January 2020	Statement of Interest Due
May 2020	Campus Democratic Engagement Plan Due
January 2021	Voter Friendly Campus Final Report Due
March 2021	Voter Friendly Campus Designees Announced

Questions and Answers



Thank You

