

Integrating Census 2020 into Academic & Co-Curricular Programs

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“Every moment is an organizing opportunity,
every person a potential activist,
every minute a chance to change the world.”

—Dolores Huerta
American labor leader
Civil rights activist
co-founder of United Farm Workers

Today's Agenda

- Check-in & Breakfast
- Introductions
- Census 2020 Overview
- Census Videos & Discussion Guides
- Hard to Count Communities
- Mapping MC Audiences
- Break/Lunch
- Ready to Teach Census Materials
- Other Resources
- Closing Reflection

Introductions



- What brought you here today?
- What are at least three questions you would like answered by the end of today's workshop?

Warm Up Trivia

- Census Bureau's Statistics in Schools Resources
 - K-12 appropriate Video Quiz— can be contextualized
 - Some materials for older children can be easily adapted for Intro courses
- <https://www.census.gov/programs-surveys/sis/resources/games/quiz.html>

Statistics in Schools Quiz



Which state is the most densely populated? How do most people live together in a family household? How do most people get to work about the United States while discovering a variety of data j

Click on the images to see if you guessed the correct answer

On average, how many people live together in a family household?

Click to see the answer

a. 2
b. 3
c. 5

How many bedrooms would you find in an average U.S. home?

a. 2
b. 3
c. 4

How do most people get to work?

a. In a car
b. By foot
c. By bus

Are there more men or women in the United States?

a. More men
b. More women
c. The same number of men and women

Which state is the most densely populated?

a. Maryland
b. California
c. New Jersey

What was the median family income in 2016?

a. \$51,742
b. \$66,845
c. \$72,707



What is the Census Bureau?

- The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.
- We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

What is the 2020 Census?

- In 2020, the Census Bureau will conduct the decennial census, which counts every resident in the United States. The data collected by the decennial census determine the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions in federal funds to local communities.
- The census helps our communities determine where to build everything from schools to supermarkets, homes to hospitals. It helps the government decide how to distribute funds and assistance to states and localities. It is also used to draw the lines of legislative districts and reapportion the seats each state holds in Congress.

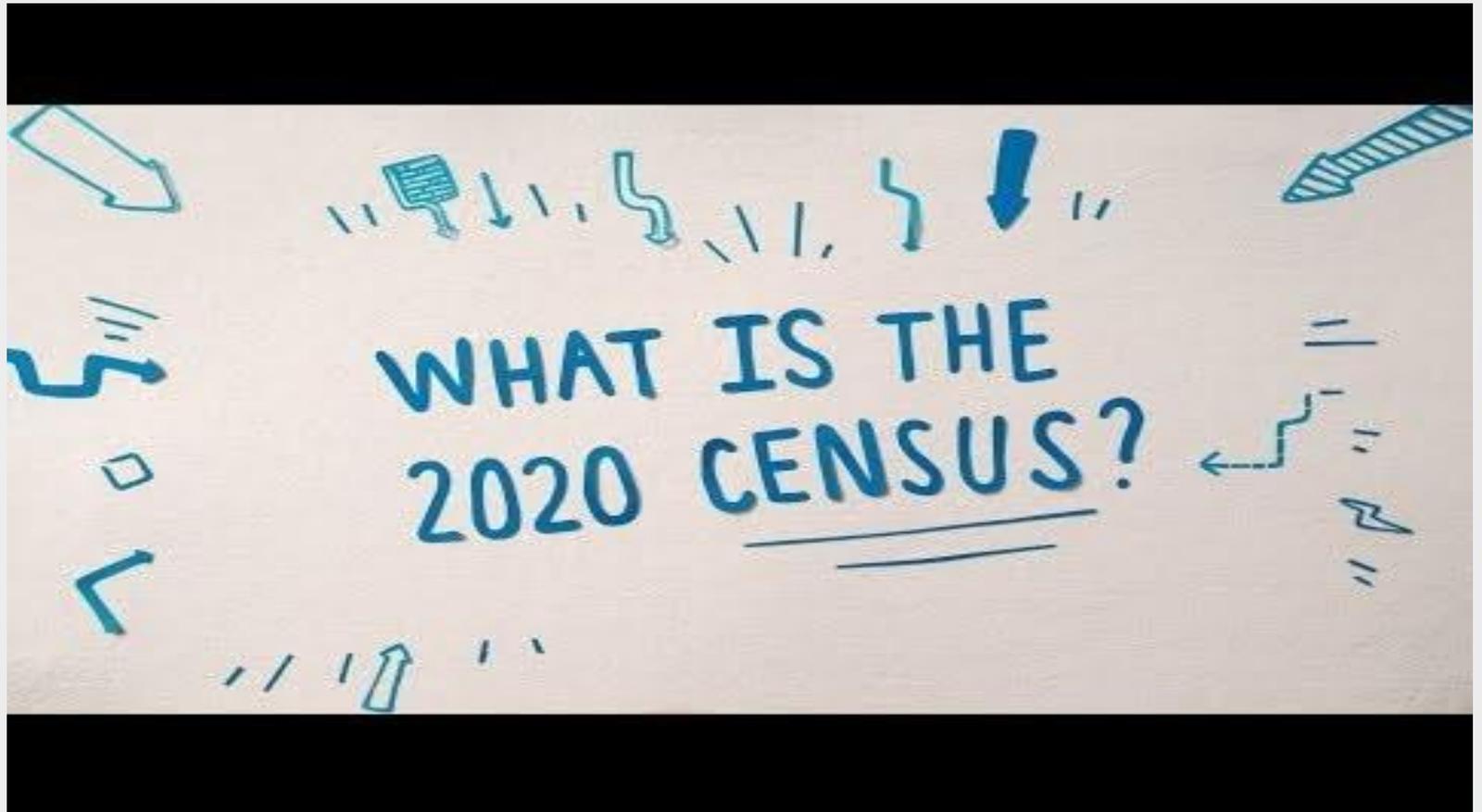
Why does the Census matter specifically to MC?

- Federal Pell Grant Program
- Adult education grants
- Federal and state transportation dollars
- Agriculture, science, and engineering education
- Community mental health services
- Medical Assistance Program
- School breakfast & lunch and after-school programs
- State Children's Health Insurance Program

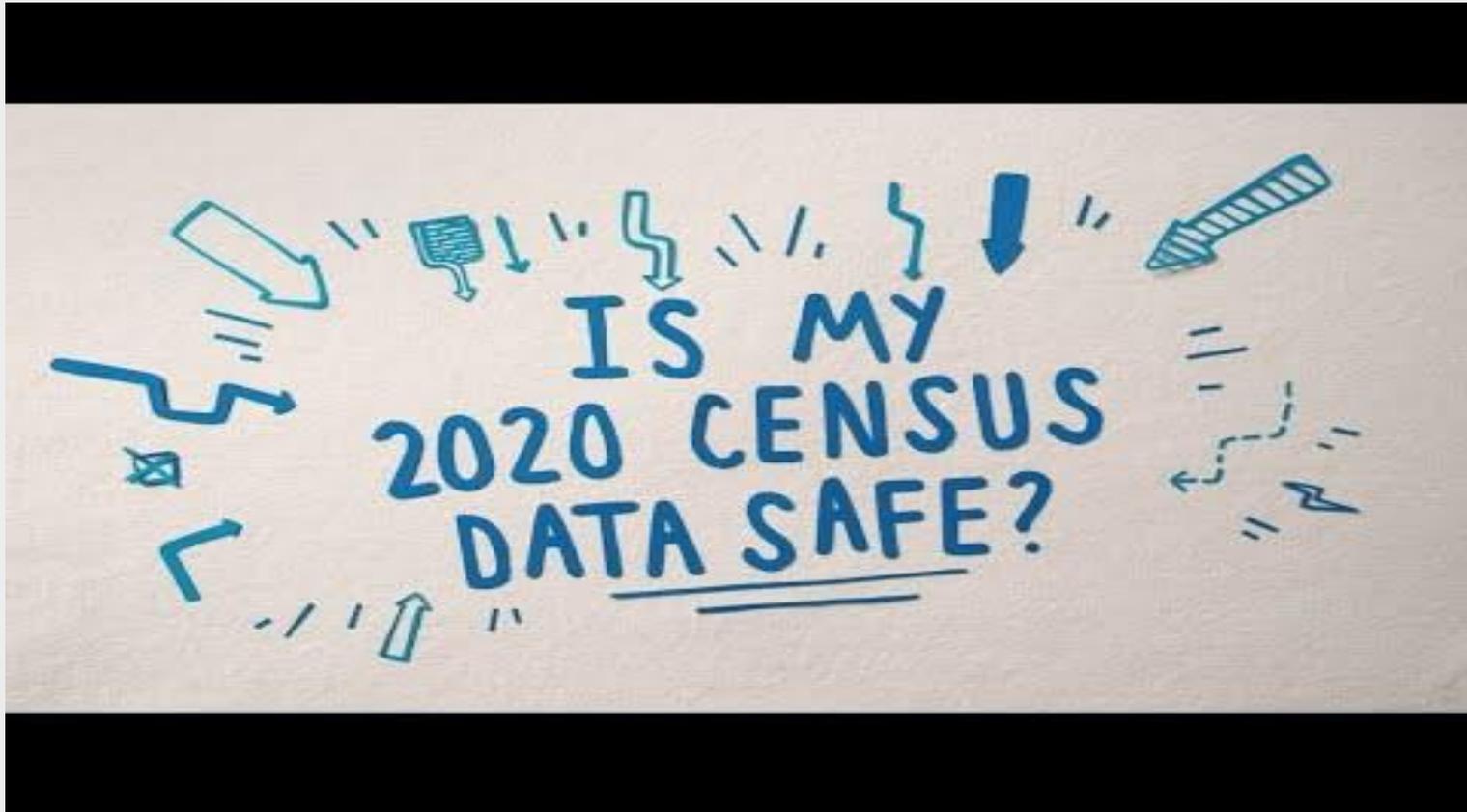
Census 2020 Resources

- Montgomery County 2020 Census
 - <https://www.montgomerycountymd.gov/census/>
- Montgomery College 2020 Census
 - <https://www.montgomerycollege.edu/events/census-2020>
- National Census 2020
 - <https://2020census.gov/en/educators.html>

Census PSAs & Discussion Guides



Census PSA excerpt on privacy



Census PSA from Rock the Vote



Discussion Guides

- Campus Compact Dialogue Guide p4:
<https://drive.google.com/file/d/1ZJNBhHoqD8ROpsLVI6z79mgKpOI-hSY9/view?usp=sharing>
- Adapted MC Counts Guide from above:
<https://docs.google.com/document/d/1DW1BnDbelWAS9wYWSy9JqnggGdpg2S1f177bTQD-uMo/edit?usp=sharing>

2010 to 2020

Think, Pair, Share: What's changed since the last Census?

- Paper Census
with phone option
- Blockbuster
- Hotels
- Digital Census
with paper & phone options
- Disney+, Netflix, Hulu
- Air BnB

How do these changes affect our outreach?
What new challenges & opportunities exist?

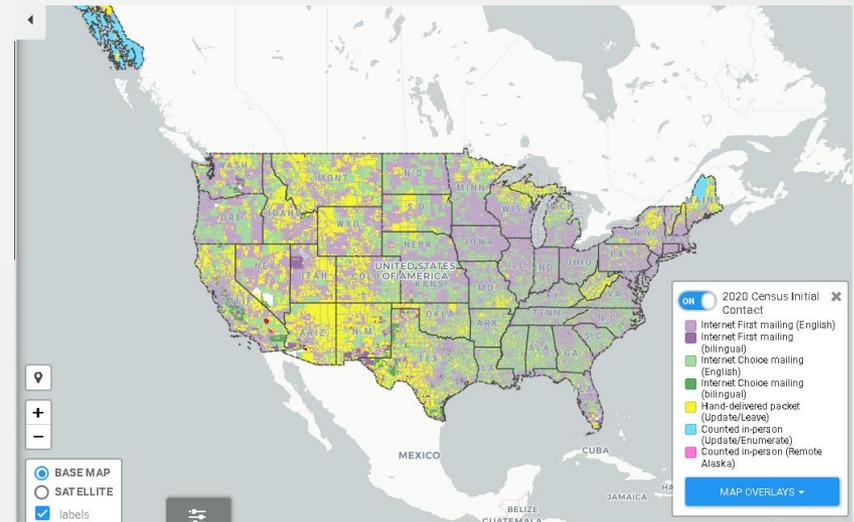
Hard to Count Communities

National Data

- Highly mobile people
- LGBTQ persons
- Low income people
- Non-English speakers
- People experiencing homelessness
- People who distrust the government
- People who do not live in traditional housing
- People with mental or physical disabilities
- Racial and ethnic minorities
- Renters
- Undocumented immigrants
- Young children under the age of five

Montgomery County

- <https://www.censushardtocountmaps2020.us/>



Potential Barriers to Completing

■ Awareness

- What is the Census?
- Am I supposed to participate?

■ Education

- Can I trust the Census?
- What could happen if I fill out the form incorrectly?

■ Access

- Can I read the Census in a language I understand?
- Do I have access to the technology needed?

■ Motivation

- Why should I care about the Census?

What are your audiences at MC?

- Who do you have contact with?
 - Classes/cohorts/programs
 - Department meetings
 - Committees
 - Digital audience
 - Facilities audience
- Who is traditionally hard to count within these audiences?

How can you help overcome barriers?

▪ Awareness

- Census Overview Materials

▪ Education

- Reading the Census form
- Reading Census Fact Sheets about privacy and common concerns

▪ Access

- MC & County resources
 - Census Festivals
 - Libraries
 - Phone Help Lines

▪ Motivation

- Engaging activities and assignments relevant to personal values or professional goals

MC Compiled Assignments & Activities

Browse a spreadsheet with links to Ready to Teach resources compiled by MC's Census Committee:
[http://bit.ly/MC Counts Census Educational Materials](http://bit.ly/MC_County_Census_Educational_Materials)

Materials include:

- [English Language Learners Census Assignments](#)
- [Analyzing Census Data for Your Business](#)
- [Take a Bite Out of Crime: Safeguard the Census](#)
- [Creating Infographics from Census Data](#)
- [Analyze Census Data through an Historical Lens](#)

Example: Analyzing Census Data for Your Business

- <https://www.census.gov/data/academy/webinars/2019/business-by-the-numbers.html>
- pp26-28: How do businesses use Census data?



The American Community Survey
Businesses Use the ACS Data to...

-  **DETERMINE** when and where to open new facilities or expand
-  **CREATE** effective marketing or merchandising strategies to k
-  **INFORM** hiring decisions and workforce evaluation
-  **FORECAST** growth and sales to make better strategic decisio
-  **STOCK** shelves with goods suited to local consumer preferer
-  **INVEST** in infrastructure improvements
-  **PERFORM** risk analysis

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

In Person Census Activities

- Guest Speakers
 - Members of the MC Complete Count Committee
 - MC Counts Student Census Ambassadors
 - County Staff: Shawn Ellis, Office of Community Partnerships, shawn.ellis@montgomerycountymd.gov
 - Chamber of Commerce
 - Local Government Agencies
 - Financial Institutions

In Person Census Activities

- Warm Up Activities Census Data Analysis
 - Analyze earning by occupation, education, gender and more:
 - Very Introductory: https://www.census.gov/programs-surveys/sis/resources/warm-up-activities/earnings_by_occupation.html
 - More advanced data:
 - <https://www.bls.gov/cps/earnings.htm>
 - <https://www.bls.gov/cps/cpsaat39.pdf>

Next Steps

- Meet with a Service-Learning Coordinator for more specific ideas and resources related to your MC activities
- Request a guest speaker for Spring 2020
- Integrate a Census PSA into a discussion for your class, cohort, committee, or office
- Promote the Census passively through posters, buttons, and other office flair
- Promote the Census digitally through social media, Blackboard, and more

