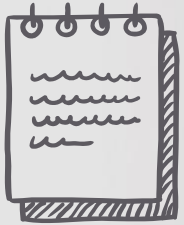
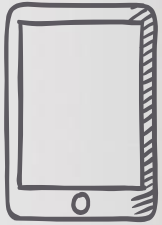
Preparing Adult Education Programs for the 2020 Census





NEW ENGLAND
Literacy Resource Center
PART OF WORLD EDUCATION, INC.

NATIONAL COALITION FOR LITERACY
NCL

AGENDA

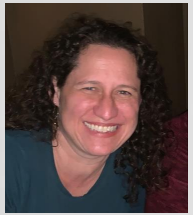
- Why care about the census?
- What are the risks?
- What solutions are communities creating?
- What can/should adult education do?

Presenters:

Judy Mortrude
Senior Policy Analyst
CLASP

Deborah Kennedy
President
NCL

Kristin Lahurd
Assistant Director for Literacy
and Continuing Education
ALA



Heather Ritchie
PD Specialist
Carlos Rosario School

Andy Nash
Director
NELRC at World Education

Judy Mortrude
Senior Policy Analyst
Center for Law and Social Policy

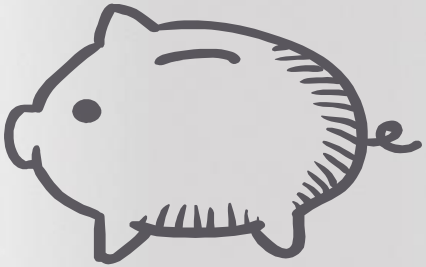
50 YEARS CLASP
CLASP
Policy solutions that work for low-income people

The Census is *CRITICAL!*

Let’s look at why

CONSTITUTIONAL REQUIREMENT

RESOURCES

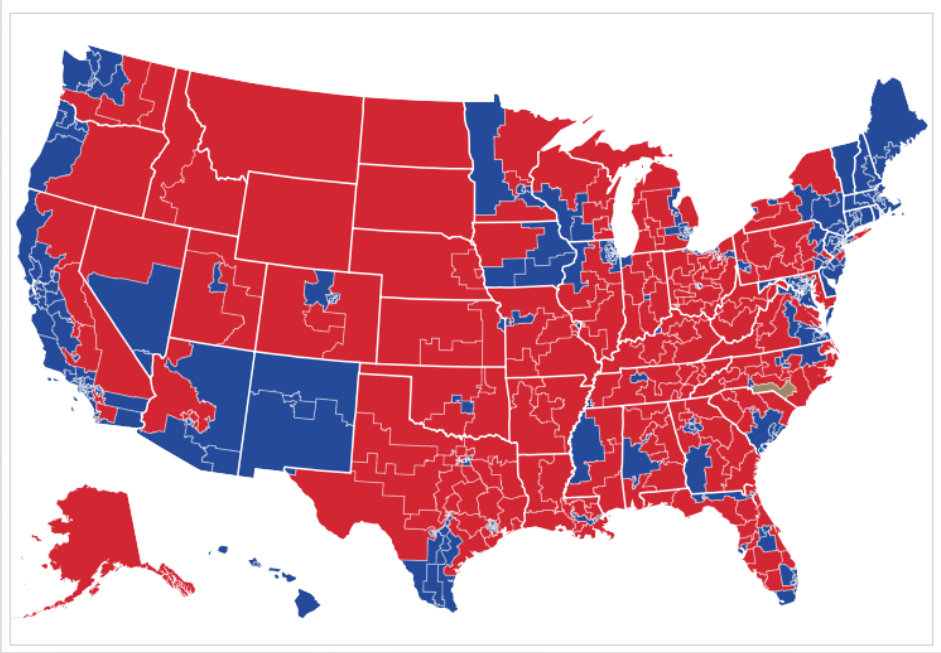


REPRESENTATION

$800,000,000,000

For education, housing, health services, infrastructure, and much much more - Every Year!!

HOUSE OF REPRESENTATIVES - 116th Congress



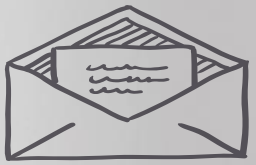
Road to the 2020 Census

2020 Census Operational Timeline

United States Census Bureau

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

CENSUS 2020 PROCESS



POSTCARD – url & phone number

PAPER: English or Spanish

IN PERSON

What Questions are Asked?

- Age
- Citizenship*
- Hispanic Origin
- Race
  - White & Black origin
- Sex
- Relationship
  - Including same/ opposite sex
- How many people in the household?
- Tenure
  - Owner/renter

Phone number: for census business only

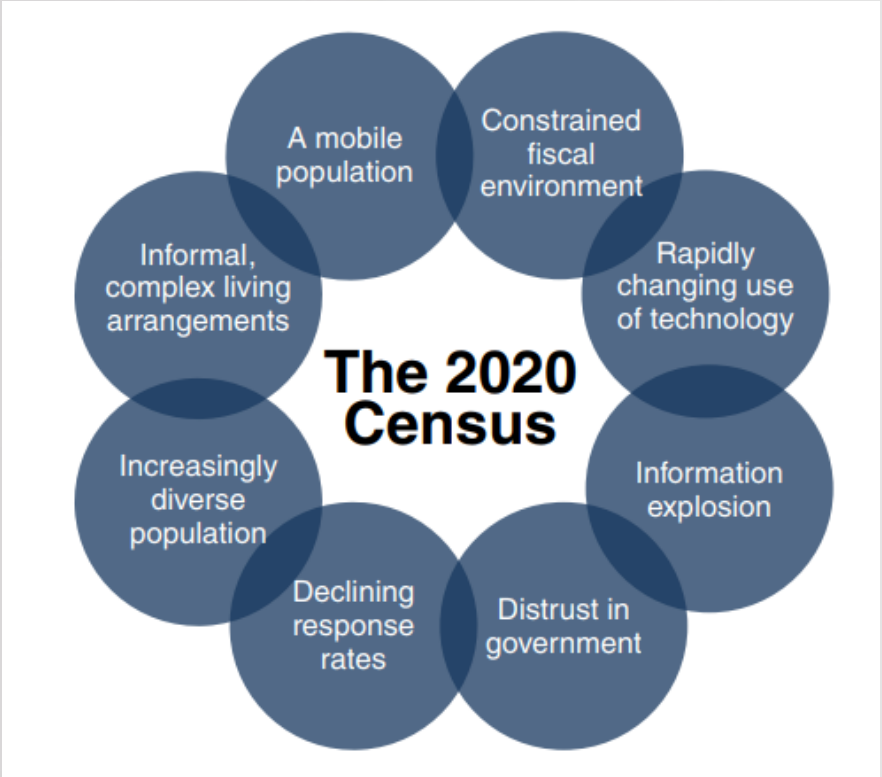
*pending US Supreme Court decision

CENSUS JOBS

https://2020census.gov/jobs
Suggested Sites
My meetings | GoT...
National Adult Edu...
California State Bud...
south bay consortiu...
TXWIOA Resources
Free Online Time St...
workforce dev and...
Norwich Terrier
easyPDF Cloud
United States Census Bureau
JOB DETAILS
HOW TO APPLY
LOCATIONS
FAQS
APPLY NOW
Language Options:
English
2020 Census Jobs
Earn extra income while helping your community.
The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.
APPLY NOW

CALIFORNIA ADULT EDUCATION

Creating a shared course for their students to become census enumerators in their communities


A mobile population
Constrained fiscal environment
Informal, complex living arrangements
Rapidly changing use of technology
The 2020 Census
Increasingly diverse population
Information explosion
Declining response rates
Distrust in government

Deborah Kennedy
President
National Coalition for Literacy

The Census Is at Risk

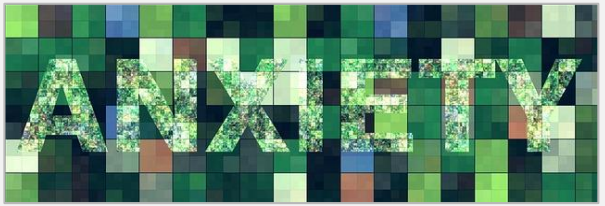
Let's look at why

Census-Related Risks

- Undercount
  - young children
  - people of color
  - low-income households
  - foreign-born residents
  - rural residents
- Incomplete/incorrect information
- Scams and fraud

Reasons for Undercount

- Home address not included in Census roster
- Complex household relationships
- Mistrust of government / privacy fears
- Language issues



https://www.census2020now.org/faces-blog/2018/3/9/hard-to-count-populations

Sources of Suspicion and Fear

- The process:
  - Who is sending this letter/postcard to me?
  - Who is calling me?
  - Who is coming to my home?
- The outcomes:
  - What will happen to my information?
  - What will happen to me?
  - What will happen to my family?

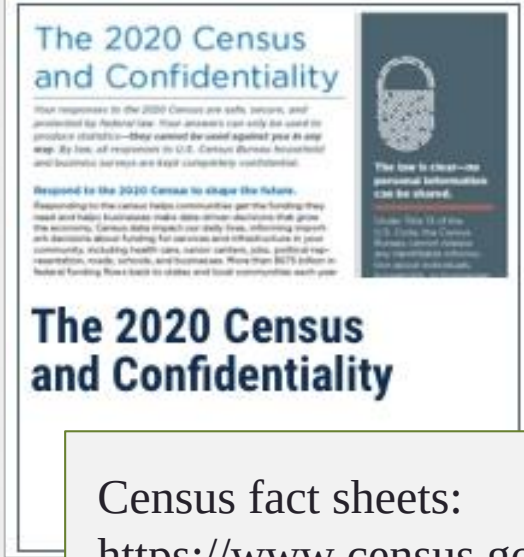
Reasons for “Concealment”

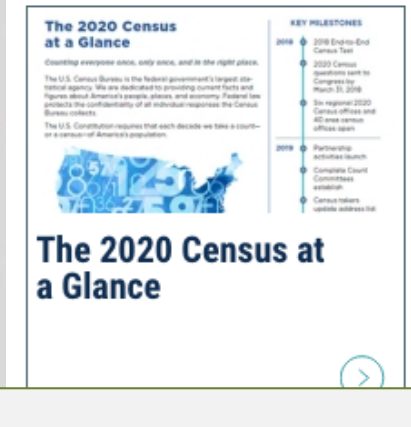
Census Bureau researchers have identified five reasons that people conceal additional people who are living in the household (and thus undercount a house):

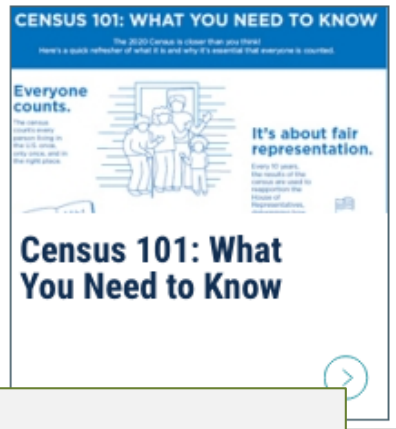
- Fear of losing government assistance
- Housing issues
- Don't want to expose poverty
- Anxiety about law enforcement or criminal justice system
- Immigration status

Source: Email to Census Taskforce listserv from Danah Boyd

What to Do: Provide Information





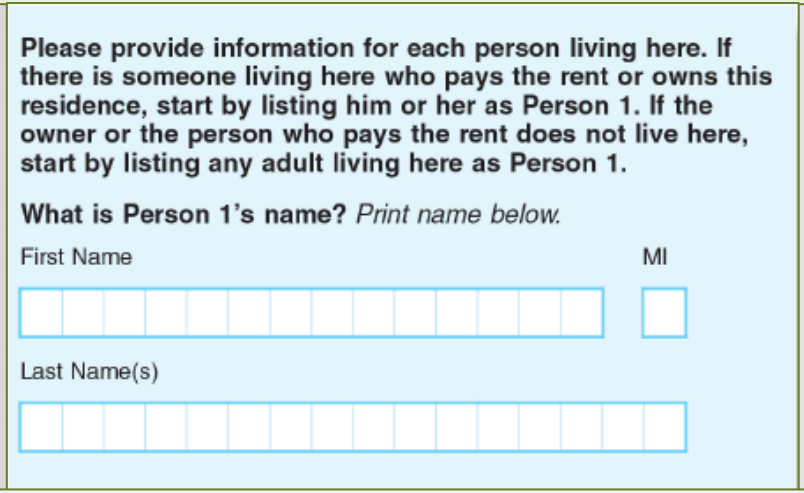


Census fact sheets: https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.All.html

Challenges with Completion

- Online:
  - Internet access
  - Understanding what is asked
  - Familiarity with online forms
- Paper:
  - Understanding what is asked
  - Familiarity with forms

What to Do: Provide Practice



Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

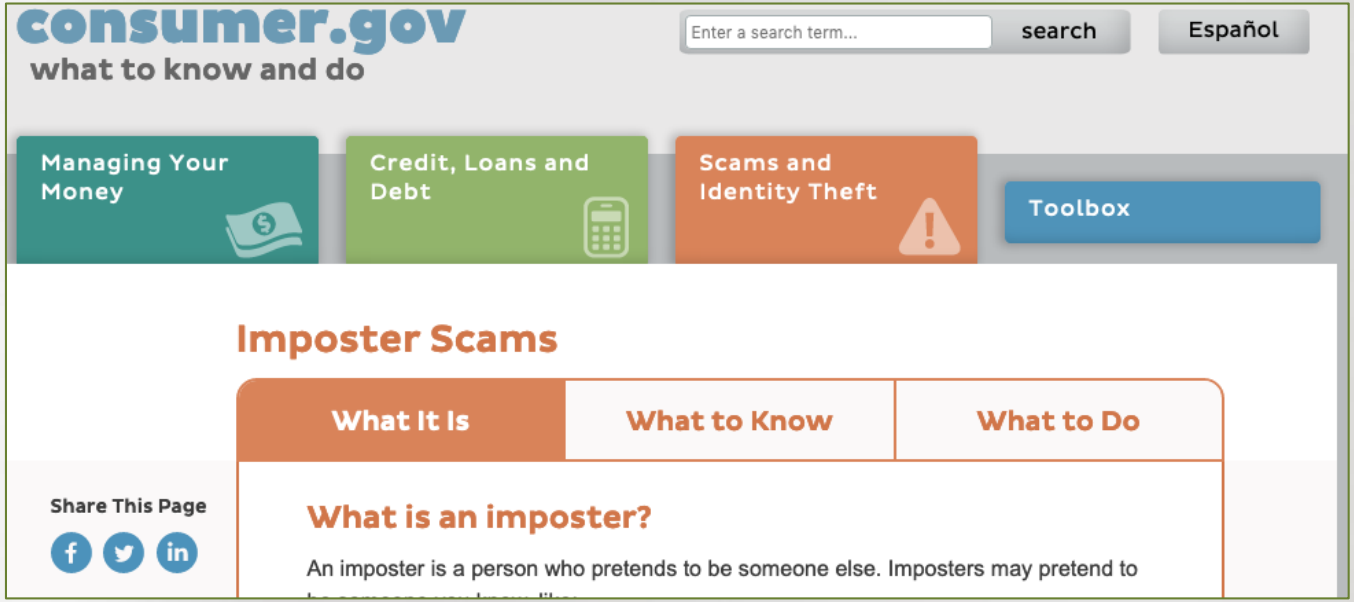
What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

https://assets.documentcloud.org/documents/4426784/Planned-Questions-2020-Acs.pdf

Potential for Scams and Fraud

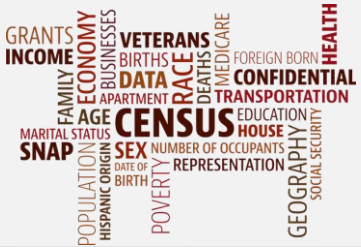


What to Do: Provide Guidance

- The real Census letter/postcard will come from Jeffersonville, IN, and will be addressed to “resident.”
- To find out if a survey is really from the Census Bureau, you can call your regional office and ask, “Am I in a survey?”
- To find out if a caller or visitor is really from the Census Bureau, you can call the national processing center at 1-800-523-2305. Also, ask to see the person’s U.S. Census badge.
- Look at the Fraud section of our google doc at http://bit.ly/2HEnbgi

Things a Real Census Employee Will Never Do

- Refuse to let you read her/his U.S. Census badge
- Tell you that you must pay a fee or wire money
- Ask for your full Social Security number, bank account number, or credit/debit card number
- Threaten you
- Make you hurry to answer



Ways to Follow Up: http://bit.ly/2HEnbgi

- **Report fraud**
- Forward potentially bogus emails and website URLs to the Census Bureau at ois.fraud.reporting@census.gov
- Use Census Bureau materials

Kristin Lahurd
Assistant Director for Literacy and Continuing Education
American Library Association Office for Diversity, Literacy and Outreach Services

ALA American Library Association

Community Solutions

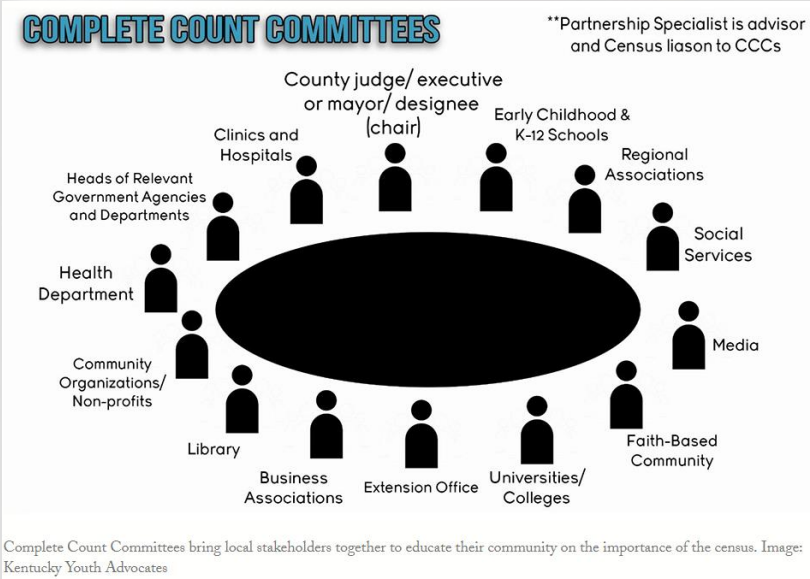
People are taking action

Libraries as Essential, Trusted Partners

- Deliver information
- Provide internet access
- Serve as trusted messengers
- Train data users

Social Justice Issue

- Equity
- Access
- Inclusion



Complete Count Committees bring local stakeholders together to educate their community on the importance of the census. Image: Kentucky Youth Advocates

Heather Ritchie
Professional Development Specialist
Carlos Rosario School

CARLOS ROSARIO
INTERNATIONAL PUBLIC CHARTER SCHOOL

Adult Education's Role

What to say; what to do?

What can adult providers do now?

Have a conversation with your leadership.

- Choose – Will you remain silent, stay neutral/informative, or actively promote?
- Continue to be more informed
  - legal aspects
  - trusted sources: Census Project, Naleo, UnidosUS
  - share resources: http://bit.ly/2HEnbgi

Share information broadly

- How will you message information to your instructors and students?
  - ✓ Announcements
  - ✓ Lessons
  - ✓ Campaign
- How can you engage the student community?
  - ✓ Student government
  - ✓ Student leaders

Andy Nash
Director
NELRC at World Education

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Provide Educational Supports

- **For teachers**

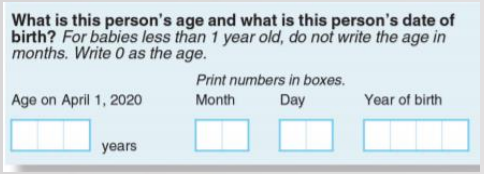
  Lesson activities and discussion prompts, links to instructional resources

- **For students**

  Practice activities, easy-to-read information, links to community supports

- **For programs**

  Suggestions for a program-wide Census workshop, internet access and computer support



THANKS!

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