Preparing Adult Education Programs for the 2020 Census
AGENDA

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

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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
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

*pending US Supreme Court decision

Phone number: for census business only
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
The 2020 Census

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- 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

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)

Potential for Scams and Fraud

Imposter Scams

What is an imposter?

An imposter is a person who pretends to be someone else. Imposters may pretend to be a
reputable business or a trusted friend or family member. They may try to get you to
provide personal information or money. They may also try to get you to perform a
fraudulent act. For example, an imposter may pretend to be a police officer or
firefighter and ask you to hand over money or personal information. They may also
pretend to be a government official and ask you to pay a fine or fee. Imposters may
also try to get you to purchase a product or service that you never receive.

What It Is | What to Know | What to Do
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

- **Report fraud**
- Forward potentially bogus emails and website URLs to the Census Bureau at [ois.fraud.reporting@census.gov](mailto: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
Community Solutions

People are taking action
Libraries as Essential, Trusted Partners

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

6,000+ LIBRARIES HOSTED CENSUS BUREAU OUTREACH SITES IN 2010.
Social Justice Issue

99% OF HARD-TO-COUNT CENSUS TRACTS HAVE A PUBLIC LIBRARY LOCATED WITHIN FIVE MILES.

➢ Equity
➢ Access
➢ Inclusion
**COMPLETE COUNT COMMITTEES**

- County judge/executive or mayor/designee (chair)
- Heads of Relevant Government Agencies and Departments
- Health Department
- Community Organizations/Non-profits
- Clinics and Hospitals
- Early Childhood & K-12 Schools
- Regional Associations
- Social Services
- Media
- Business Associations
- Extension Office
- Universities/Colleges
- Faith-Based Community

**We are here to help!**
Information available in 49 languages

OFFICIAL
Questionnaire Assistance Center

*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
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 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
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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