we count minnesota
CENSUS • 2020
2020 Census Timeline

March 12th - 20th
- Invitation to respond

March 26th – April 3rd
- Reminder letter #1 and #2

April 1st
- OFFICIAL Census DAY

April 8th – April 16th
- Reminder letter #3 and paper questionnaire

April 20th - 27th
- Final reminder

April 28th – Until late August
- Enumerators enter the field
Instructions & 4 questions that apply to the entire household
6 questions asked about each person living in the household
There will not be a citizenship question on the 2020 Census.
Who can access the data?

- White House: **Not Allowed**
- **Only** the U.S. Census Bureau can access the data
- Other government entities, like ICE or U.S. Court: **Not Allowed**
72092 years
Who is missed in Minnesota?
Historically, the census has missed certain groups—including young children, people of Color, Indigenous people, and urban and rural low-income households—at disproportionately high rates.
In 2010: An estimated 1.3 million children were missed in the U.S.

*Source: U.S. Census Bureau, report from the Department of Economics and Statistics Administration*
In Minnesota we have...

- **1,300,000** Renter households
- **350,000** Children ages 0-4
- Young adults, especially the **301,000** students attending a college/university
- **1,060,000** Racial and Ethnic minorities (Black or African American, American Indian or Alaska Native, Asian Indian, Chinese, Filipino, Other Asian (print option), Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander (print option), and an other category with a print option)

*Based off 2017 American Community Survey (ACS) data*
In Minnesota: 965,000
Projected undercounts for Metro area...

- Hennepin: 230,075
- Ramsey: 108,182
- Dakota: 67,135
- Anoka: 52,918
- Washington: 38,080
- Scott: 22,472
- Carver: 15,374

**TOTAL:** 534,236

*Likely non-respondents using 2012-2016 ACS ROAM LRS*
Impacts of an Undercount
Food Security for Students: National School Lunch Program and School Breakfast Program. Hunger impacts a child’s ability to learn.

Student Health: Children’s Health Insurance Program. Student health influences school attendance.

Educational Instruction Funding: Supporting Effective Instruction State Grants and Special Education Grants.
Misallocated Federal funds. Minnesota receives $15,549,175,947 from the government every year. **That is $15 billion!**

Decreased representation in Washington, D.C. Census data is used to determine congressional seats.

Decreased growth and resources for your community. Census data helps plan roads, schools, hospitals, etc.

Businesses use Census data to locate factories, stores, etc.
<table>
<thead>
<tr>
<th>Program</th>
<th>Dept.</th>
<th>Obligations</th>
<th>Program</th>
<th>Dept.</th>
<th>Obligations</th>
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<tbody>
<tr>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
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<td>Community Facilities Loans/Grants</td>
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<td>Supporting Effective Instruction State Grants</td>
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<td>Crime Victim Assistance</td>
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<td>$591,124,896</td>
<td>CDBG Entitlement Grants</td>
<td>HUD</td>
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<td>Highway Planning and Construction</td>
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<td>Public Housing Capital Fund</td>
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<td>Section 8 Housing Choice Vouchers</td>
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<td>Water and Waste Disposal Systems for Rural Communities</td>
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<td>Temporary Assistance for Needy Families</td>
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<td>Social Services Block Grant</td>
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<td>Very Low to Moderate Income Housing Loans</td>
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<td>Rural Rental Assistance Payments</td>
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<td>Title I Grants to LEAs</td>
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<td>Business and Industry Loans</td>
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<td>State Children's Health Insurance Program</td>
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<td>Career and Technical Education - Basic Grants to States</td>
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<td>National School Lunch Program</td>
<td>USDA</td>
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<td>Homeland Security Grant Program</td>
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<td>Special Education Grants</td>
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<td>WIOA Dislocated Worker Grants</td>
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<td>Section 8 Housing Assistance Payments Program</td>
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<td>Special Programs for the Aging, Title III, Part C, Nutrition Services</td>
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<td>Rural Electrification Loans and Loan Guarantees</td>
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<td>Low Income Housing Tax Credit</td>
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<td>Child Care Mandatory and Matching Funds</td>
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<td>New Markets Tax Credit</td>
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<td><strong>Federal Procurement Programs</strong></td>
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</table>
Counting for Dollars MN: K-12 Specific

- National School Lunch Program: $165,375,000
- Head Start: $119,066,495
- School Breakfast Program: $50,994,000
- Children’s Health Insurance Program: $98,575,000
- Supporting Effective Instruction State Grants: $30,679,537
- Special Education Grants: $196,437,300

*George Washington Counting for Dollars. Data derived from the 2010 Census*
The impact of an undercount will last 10 years.
Find your community:
An undercount can disproportionately impact our communities.

An undercount results in the misallocation of funds, depriving our community of the resources they deserve.
Preventing an Undercount
Activists, community organizations, local governments, and everyday citizens all have a part to play in the success of the 2020 Census.

What is a Complete Count Committee?

Partnerships

Complete Count Committees in Minnesota
K-12 Ideas to prevent an undercount

• September – December 2019:
  • Encourage teachers to incorporate “Statistics in Schools” in the classroom
  • Designate a curriculum coordinator for our office
  • Designate a Census contact person for our office

• January – February 2020:
  • Send communication (via flyer, robo call, text, or email) about the upcoming census

• March – April 2020:
  • Census Response Tabling in schools and send a second communication around census day
Statistics in Schools
History Activities

• Elementary

"I Have a Dream" – Learning About Martin Luther King Jr.: Students will analyze census data and graphs that demonstrate how certain aspects of the lives of African-Americans have changed since civil rights leader Martin Luther King Jr. delivered his “I Have a Dream” speech in 1963.

• Middle

Examining Changes in Data - African Americans’ Education Levels Through the Years: Students will analyze and compare census data on the education levels of African-Americans in 1850 and in 1880.

• High

The Progressives and the 1920 Census: Students will interpret and analyze a political cartoon about the 1920 Census to better understand how the census was related to the Progressive movement of the early 20th century.
Tools to prevent an undercount

1. **Commit to be Counted Forms (C2BC)**
   - Email content

2. **Help Desk**

3. **Census Outreach:**
   - Tabling Toolkit

4. **Social Media**

5. **Content:**
   - Handouts from the State and Census
   - Graphics
   - Videos

6. **Census Marketing Materials**
Commit to be Counted (C2BC)

Yes, I commit to be counted!

First name:
Last name:
Mobile phone:
Email:
ZIP code:
Preferred language
(if other than English):

Get involved! Send me info about:

- [ ] Jobs with the U.S. Census Bureau
- [ ] Census efforts in my community

The State of Minnesota Demographic Center and its partners are jointly collecting this information to communicate with you about the Census and other important updates.
Help Desk

• Available in: Hmong, Somali, and Spanish.

• Answers remain anonymous.

• Page linked to the Census FAQ’s page.
Tabling Toolkit

- Sample tabling activities and timeline
  - Census event calendar
  - Host a census workshop
  - Host a Census Response Table during March and April, 2020

- Sample script on how to speak with members of the community

- Census Community Outreach Calendar and additional tips
Content
(located on Census Website)

• State handouts and Census Handouts

• Graphics:
  • Unlocked logos
  • Banner for website

• Videos:
  • English only:
    • Census 101: Census Overview
    • Census 102: Confidentiality
    • How Confidential is the Census?
    • Census Day
    • Minnesota Could be a big loser in 2020
    • Student video (University and College specific)
  
  • Spanish, Somali, and Hmong:
    • Census 101 and 102 (combined)
    • Animation video on Confidentiality and Citizenship
Logos (unlocked)
Jobs with the census

Qualifications:
• Be at least 18 years old by April 1, 2020.
• Have a valid social security number.
• Be a U.S. citizen.
• Have a valid email address.
• Be available to work flexible hours, including some day, evenings, and weekends.
• Pass a U.S. Census criminal background check.*
• Be registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after December 31, 1959.

• Some specific positions require employees to have access to a vehicle and maintain a valid driver’s license.

The Census Bureau is hiring NOW:
https://2020census.gov/jobs
Follow up from the State:

Contact: Rachel Dame
Rachel.Dame@state.mn.us
336-409-5467

ALL the handouts and information from today will be located on our website under the “Training” tab.

https://mn.gov/admin/2020-census/
Questions?

Next Steps:

1. Name of a curriculum contact

2. Name of a census contact for our office