

NEW JERSEY CENSUS 2020: WHAT SCHOOLS NEED TO KNOW

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OVERVIEW

- An accurate 2020 Census is **essential**:
 - **\$22 BILLION** in federal funding
 - **Data and planning**
 - **Political representation**
- NJ has **high numbers of “hard-to-count” groups**, such as young children, renters, racial/ethnic minorities and immigrant households
- Schools and local education agencies can help NJ have an accurate 2020 Count

CENSUS 101

Why every New Jersey resident
has to count

WHAT IS THE CENSUS?

- Essential Constitutional requirement every 10 years
- Counts **every living person in the United States**
- Run by the federal Census Bureau

WHY DOES THE CENSUS MATTER FOR SCHOOLS?

- **Funding:** \$675 billion in federal funds depend on Census (**\$22B in New Jersey!**)
 - Title I, Special Education, School meals, Head Start, child care
- **Planning Data:** Number of children in Census determines baseline for school funding
- **Representation:** Census data determines district boundaries and how many representatives states get in Congress
- **Community:** Census tells us who our communities and neighbors are

HOW DO PEOPLE FILL OUT THE CENSUS?

- Four ways to fill out Census in 2020
 - Online (new preferred method)
 - Phone
 - Mail
 - In-Person Interview (“door-knocking”)

SPECIAL CHALLENGES IN 2020

- First Census to be primarily filled out **online or on the phone**
 - **15%** of NJ residents have **no internet or dial-up only**
- Distrust of government and polls/surveys
- Less Census staff than 2010 for in-person follow-up and coordination
- Potential “citizenship question”

WHY WE HAVE TO GET IT RIGHT

- If we do not count every New Jersey resident, we could lose out for **the next ten years** on:
 - Funding
 - Representation
 - An accurate, fair distribution of political power
- New Jersey needs a **reliable, fair Census in 2020**

HARD-TO-COUNT POPULATIONS

If the Census is so important, why
doesn't everybody fill it out?

HOW CAN PEOPLE BE MISSED BY CENSUS?

- **“Hard-to-count”** populations are groups that are often missed by the Census

Homeless persons	Young children (under age 5)	Black or Hispanic people
Asians or Asian-Americans	Males ages 30-49	Renters
Low-income households	Those who don't speak English well	No internet access
Veterans	Immigrants	Migrant or highly mobile groups

MANY REASONS FOR UNDERCOUNT

- Address not listed
 - Multi-unit buildings
- People not included on questionnaire
- Complex households
- Highly mobile populations
 - Census determined by “usual place of residence” on April 1, 2020
- Fear of government
- Language issues

WHY IS IT A PROBLEM FOR NEW JERSEY?

- NJ has high #s of hard-to-count groups
- Extremely diverse state (45% non-white, #11 in nation)
- High immigrant population (#3 in nation by %)
- Concentrated low-income communities

WHAT YOU CAN DO TO HELP
MAKE NEW JERSEY COUNT IN
2020

YOU HAVE A BIG ROLE TO PLAY!

- ***You*** play a critical role in ensuring an accurate Census count in 2020!
- There's less trust in "official" sources and **more trust in local trusted messengers**
- A fair 2020 Census for NJ needs all hands on deck!
 - 10 years of funding and planning depend on it

I. PARTICIPATE IN LOCAL COMPLETE COUNT EFFORTS

- Encourage your local government to create a **Complete Count Committee** (Census resources [here](#))
 - Ensure that your local CCC has representation from Hard-to-Count communities
 - Convene events at school sites
- Educate local groups of parents, families and organizations on the importance of Census
- Partner with Census Bureau to provide information to families and community members
 - Email Partnership Specialist Patricia Greene Alston: **Patricia.R.Greene.Alston@2020census.gov**

2. INTEGRATE CENSUS PROMOTION INTO YOUR WORK

- Mention upcoming Census in 2019-20 school year:
 - assemblies, school meals forms, parent-teacher conferences, events
- Provide Census info in PTA, staff trainings,
- Serve as a Census Assistance Center or Census Kiosk for families to fill out census form
- Census curriculum
 - Census Bureau “[Statistics in Schools](#)”
 - California [Census curriculum](#) (social studies)

3. COMMUNICATE IMPORTANCE OF CENSUS

- “Surround-sound” education and outreach
 - Multiple sources and multiple points
 - Info in school forms
 - Reminders w school lunch forms, physicals, permission slips, newsletters, etc.
- Modeled on health insurance and get-out-the-vote
- Engage local and state elected officials to amplify Census messaging to their networks

TIMELINE: WHAT TO DO WHEN

Education

Present until December 2019

- Become partnership sponsor w Census Bureau
- Educate staff and secure resources for Census (e.g., computers)
- [Census hiring](#) especially non-English-speakers

Activation

January until April 1, 2020 (Census Day)

- Public education workshops and materials to families
- Train staff to assist/answer Census questions
- Host Census kiosks with computers

Follow-Up

April (Census Day) until December 2020

- Direct canvassing and phone banking
- Cultural competence training for Census follow-up workers

CONCLUSION: WHAT'S NEXT

WATCH THIS SPACE

- ACNJ developing toolkit (including this Powerpoint) for anyone to use
- Census Bureau also producing materials
- Educate yourself: how hard-to-count is your community?

CONCLUSION

- An accurate 2020 Census is **essential for New Jersey – \$22 BILLION**
- NJ has high numbers of “**hard-to-count**” groups, such as young children, renters, racial/ethnic minorities and immigrant households
- **You are a critical partner to Get Out The Count in the 2020 Census in New Jersey!**

RESOURCES

- ACNJ Census Page: www.acnj.org
- ACNJ and FNJ Fact Sheets: <https://fundfornj.org/census>
- Partnership for America's Children: <https://countallkids.org/>
- Leadership Conference: <https://civilrights.org/census/>
- U.S. Census Bureau: <https://www.census.gov/partners.html>
- Maps of Hard-to-Count areas: <https://www.censushardtocomapmaps2020.us/>

CONTACT US

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