Census 2020: KansasCounts
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Today’s Topics

Census Outreach
- Census 101
- Local Complete Count Committees
- League’s Census Efforts
- Resources
Census 101
When is the Census?

- **Census Day is April 1, 2020.** Data collections will begin in March 2020 and continue through August 2020.
- Households will receive a postcard with instructions for completing the census beginning in March 2020. *The Census will NOT call or email you.*
What is new for the 2020 Census?

How people can respond to the census:

- Online, using the internet or a smartphone
- Over the telephone, by calling the Census call center listed on the Census postcard
- Using a paper form
- By responding to a Census enumerator
Census Overview

- Article 1, Section 2 of the US Constitution
- Census Data are Used for:
  - Redistricting
  - Allocating Federal Funds
Apportionment after 2010 Census

- Gained: Texas (4), Florida (2), Arizona (1), Georgia (1), Nevada (1), South Carolina (1), Utah (1), Washington (1)
- Lost: New York (2), Ohio (2), Illinois (1), Iowa (1), Louisiana (1), Massachusetts (1), Michigan (1), Missouri (1), New Jersey (1), Pennsylvania (1)

Projected Apportionment after 2020 Census

- Gained: Texas (3), Florida (2), Arizona (1), Colorado (1), North Carolina (1), Oregon (1)
- Lost: Alabama (1), Illinois (1), Michigan (1), Minnesota (1), New York (1), Ohio (1), Pennsylvania (1), Rhode Island (1), West Virginia (1)
Local Impacts of Census Data:

- Infrastructure & transportation planning
- Emergency preparedness, disaster relief, & resiliency planning
- Education planning & design of curricula
- Medical planning (public health tracking, disease control)
- Socioeconomic research on communities which can lead to grants
- Statistics & metrics used in journalism & news reporting
- Determining new markets & where to expand
- Location of retail outlets & logistics facilities
- Workforce development
Why the Census is Important to the Disability Community

- According to the CDC, people with disabilities make up 22% of the US population (nearly 1 in 4) – The decennial census, not the CDC estimates, determines allocations for real-life necessities, like health care, Supplemental Nutrition Assistance Program (SNAP), special education grants and Medicaid.

- Special education grants provide resources to disabled students, tailored to their individual needs. If the US Census Bureau does not conduct a full and accurate count, administrators of special education programs will have no way of knowing how many children they must teach, which school districts need more educators, or what communities need more schools.

- Census figures help advocates, community leaders, and elected officials address disparities in housing, health care, employment, and education...The health and wellbeing, and the political power of all communities, rests on a fair and accurate census count. Elected officials cannot make informed decisions about how to allocate federal tax dollars fairly and effectively without an accurate accounting of the population.

- As such, an accurate census count is essential in ensuring people with disabilities who need these necessary supports and services participate in the census.

*Data from the Disability Rights Education & Defense Fund “2020 Census Disability Community Toolkit”*
Disability Census Statistics

• One out of 9 children under the age of 18 in the US today receive special education services
• Out of 72.3 million families included in the US Census Bureau Report, about 2 in every 7 reported having at least one member with a disability
• 20.9 million families have members with a disability
• Of the 20.9 million families reporting at least one member with a disability, 5.5 percent have both adults and children with a disability
• One in every 26 American families reported raising children with a disability
• One in every three families with a female householder with no husband present reported members with a disability
• An estimated 2.8 million families, 1.3 percent, reported raising two or more children with a disability

*Data from the “Disability and American Families” US Census Bureau Report*
Kansas received $6,054,507,586 from 55 large Federal spending programs in 2016:

- Medicaid, Medicare, & State Children’s Health Insurance Program (CHIP)
- Supplemental Nutritional Assistance Program (SNAP)
- Highway Planning & Construction
- Head Start
- CDBG Entitlement Grants
- Cooperative Extension Service

Approximately $2,082 per person

If one home is missed, your community could lose approximately $5,246.64 per year & $52,466.40 for 10 years

Link: https://gwipo.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_KS.pdf
Estimated Population Change since 2010

Percent Population Change in Kansas, by County
April 2010 - July 2018

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee comprised of trusted voices from the community to increase awareness about the 2020 Census and motivate their residents to respond by:

- **Educating** people about the 2020 Census & foster cooperation with enumerators
- **Encouraging** community partners to motivate people to self-respond
- **Engaging** grass roots organizations to reach out to Hard-to-Count (HTC) groups and those who aren’t motivated to respond to the national campaign
Potential Members of CCCs

- Local CCC Chairperson
- Relevant Government Personnel
- Community Advocates and Public Health
- Educators and School Admin.
- Religious and Faith Leaders
- Local Library
- Regional Associations
- Non-Profit Organizations
- Business Leaders
- Workforce Development Experts
- Social Media/Local Media Specialists
- News
Hard-to-Count (HTC) Populations

- Children under 5 years old
- Racial and ethnic minorities
- Non-English speakers
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Gated communities and publicly inaccessible multifamily units
- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- Single-parent headed households
- Aging Population

Approximately 10 percent of Kansas’s current population (284,680) lives in HTC neighborhoods. A large percentage of under-represented populations reside in such communities, including more than:

- 80,000 Kansas Latinos
- 54,000 Kansas African Americans
- 26,000 Kansas children under age 5
Barriers to Census Participation

- Language barriers
- Mistrust in government
- Privacy/Cybersecurity concerns
- Physical barriers such as inaccessible multifamily units and gated communities
- Nontraditional living arrangements
- Lack of reliable broadband or internet access
Reasons People with Disabilities do not Participate in the Census

• I’ve never been asked
• I don’t think the census has an impact on my life
• I don’t feel comfortable sharing personal information
• I have trouble completing forms
• I’m worried information will be used against me

*Data from the Disability Rights Education & Defense Fund “2020 Census Disability Community Toolkit”*
Response Outreach Area Mapper (ROAM)

www.census.gov/roam
CCC Locator

www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html
Census & Education
What Can Schools & School Boards Do to Prepare in 2019?

• Push for CCCs in states and communities to be formed, funded, and have young kids as a top priority
• Sit on or advise CCCs; help draft plans targeting families with young children
• Prepare to use the Statistics in Schools (SIS) materials

Data from Count All Kids & Partnership for America’s Children “Counting Young Children in the 2020 Census: The Role of Schools”
What Can Schools & School Boards Do to Prepare in 2020?

- Use materials and toolkits for outreach to families: flyers, posters, emails, social media
- Host community events explaining how the census brings federal funds to their community and school district, and answering questions
- Address language differences and low literacy
  - Translation services at community events
  - Identify volunteers who speak languages other than English and Spanish to help answer parent questions
  - Suggest they respond by phone
- Provide internet access for parents in March-June 2020
- Use phone alert systems to update parents about any census problems and how to get counted despite them

Data from Count All Kids & Partnership for America’s Children “Counting Young Children in the 2020 Census: The Role of Schools”
Educational Census Resources

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources

www.census.gov/schools/
Classroom Resources

K-12 Curriculum:
- State Facts for Students
- Math
- History
- English
- Geography
- Sociology
Example of History Curriculum by Grade Levels

Activities

History

Click below on the grade levels to discover activities based on a range of historical eras and a variety of topics. Statistics in Schools activities supplement the standard curriculum while providing useful learning tools related to real life data.

Grades K-5

Native American Dwellings

'I Have a Dream' - Learning about Martin Luther King Jr.

The History of the Telephone

Voting Trends in America, 1964-2014

Jamestown - Factors Affecting Population Change, 1630-1700

Grades 6-8

The Impact of the Louisiana Purchase

Missouri Compromise - Free vs. Slave States

Population Profile of Our New Nation

Westward Sound - Illinois, Indiana, Missouri, and Ohio

Voting Trends in America, 1964-2014

The Art of Persuasion: Using Census Data to Influence Others

Grades 9-12

Women in the Workforce 1940-2013

The Missouri Compromise - A Primary Source Analysis

Using Interactive Maps to Interpret U.S. Territorial Expansion

Abolitionism, Emancipation, Employment in 1850

Exploring 19th-Century Child Labor Laws in the United States

10th Century Immigration - Causes & Effects

Adopting an Entrepreneurial Mindset - Using Census Data for Business

E.U. Department of Commerce - Census of the World

Post-World War II Globalization - U.S. Citizens Living Overseas

Geographic Mobility in the United States - 1929-1950

1940 Census

1920 Census

Maps and Graphs - Exploring the U.S. Island Territories

Exploring Federal Policy About Native Americans in the Late 1800s

Post-Civil War Regional Shifts in U.S. Population by Age and Sex

Trends in Congressional Apportionment

Median Income Patterns in the United States

Exploring the Great Migration - 1910-1970

Learning Through Maps
Classroom Activities & Fun Facts

Examples:

Warm-Up Activities

- **National Pet Day**
  - If your students could pick a career in the veterinary and animal care field, what would they choose? Try this warm-up activity and find out!

- **Earnings by Occupation**
  - Who earns the most, male or female nurses? Students can discover the answer to this question and more by analyzing data on earnings by occupation and gender.

- **Honoring Those Who Served**
  - How many veterans live in your state? Identify states/territories with the smallest and largest percentages of veterans in the United States.

- **Toy Makers by State**
  - This engaging warm-up activity allows students to use their imagination to start their own toy manufacturing company based on an informative map.

Fun Facts

- **Thanksgiving Day Fun Facts**
  - Thanksgiving Day Fun Facts
  - In the fall of 1621, the Pilgrims – early settlers of Plymouth Colony — held a 3-day feast to celebrate a bountiful harvest.

- **Halloween Fun Facts**
  - Halloween Fun Facts
  - The Halloween Fun Facts shares data associated with the spooky holiday.

- **Back to School Fun Facts**
  - Back to School Fun Facts
  - As the summer ends, the U.S. Census Bureau reveals how the nation prepares for the school year.

- **Fourth of July Fun Facts**
  - Fourth of July Fun Facts
  - This most American of holidays will be marked with typical festivities ranging from fireworks, parades and concerts to more casual family gatherings.
What Schools and School Boards Can Do to Help Prepare Communities for the 2020 Census

- Partner with the Census Bureau at the national and local level
- Encourage teachers to use SIS 2020 materials
- Communicate SIS messages to parents through email blasts, etc.
- Encourage school participation in Statistics in Schools Week (March 2020)
- Have students take home materials to share the message with their families

Data from Count All Kids & Partnership for America’s Children “Counting Young Children in the 2020 Census: The Role of Schools”
League’s Census Efforts
What the League is Doing to Support Census Efforts

- Assistance with local organizing efforts
- Presentations at state-wide, regional, and local meetings
- Funding for social media advertising grants to cities
- Educational/Informational webinars on key census topics
- Coordination with state partnership specialists and the statewide Complete Count Committee
- Coordination with the State Data Center to ensure data records are as accurate as possible
League Communication Support

- Assistance with media and messaging about the 2020 Census
- Downloadable graphics, fact sheets, FAQs, and social media content
- At least 12 social media messages and graphics for Instagram, Facebook, and Twitter
- Social media usage webinar in November
- At least 3 Kansas-specific census videos
- Utility billing messaging
- KansasCounts logos
- Informational articles that can be used in city/county/community newsletters or websites
- Personalized profiles for cities to help tell the story of how population data affects their local city
- Website (www.kansascounts.org) – source of 2020 Census information for the state of Kansas
League Statewide Advertising

In addition to providing funds to cities, the League plans to purchase radio, print, and digital media statewide to promote the 2020 Census.

The League will provide Kansas-specific Census articles to the Kansas Press Association for publication in newspapers statewide.
Next Steps

- Join or Form a Local CCC
- Follow us on Social Media
- ID Census POC/Census Champions

Complete Count in Kansas
# Census Contacts

## 2020 Census Contact Information

### U.S. Census Bureau Contacts

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www.kansascounts.org
Census Jobs
www.census.gov/jobs

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