

CENSUS 2020:

# THE IMPORTANCE OF TEACHERS



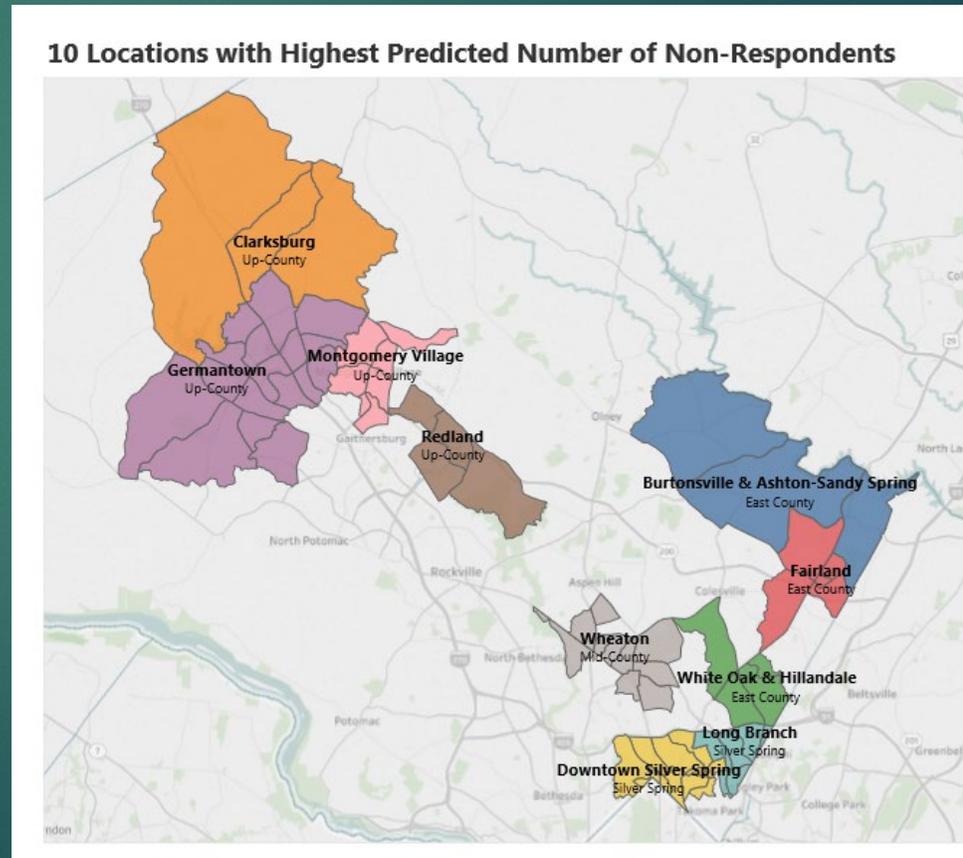
# Why Teachers?

- ▶ You are a trusted source of information.
- ▶ You know how to explain clearly.
- ▶ You have many students, who can then spread the word to friends and family.
- ▶ You can prepare your students with the skills they need to complete the Census.

# Our Students Live in Under Counted Communities

Under counted populations can be those that are hard to persuade because they lack trust in the government and the way their data will be used, or they might have language barriers or low internet access.

- ▶ Young children under the age of five.
- ▶ Highly mobile people.
- ▶ Racial and ethnic minorities.
- ▶ Non-English speakers.
- ▶ Low income people.
- ▶ People experiencing homelessness.
- ▶ Undocumented immigrants.
- ▶ People who distrust the government.
- ▶ LGBTQ persons.
- ▶ People with mental or physical disabilities.
- ▶ Renters
- ▶ People who do not live in traditional housing.



# Why Your Help Is Needed with the Census

According to the National Association of Latino Elected and Appointed Officials (NALEO)'s research,

- Most Latinos have mixed feelings about participation in the census. Education on the basics is important to generate participation.
- The census questionnaire itself creates a negative reaction.
- Younger Latinos will need extra encouragement to participate.
- There is confusion about how to answer the race question on the census form.
- More information about how to complete the census is needed.

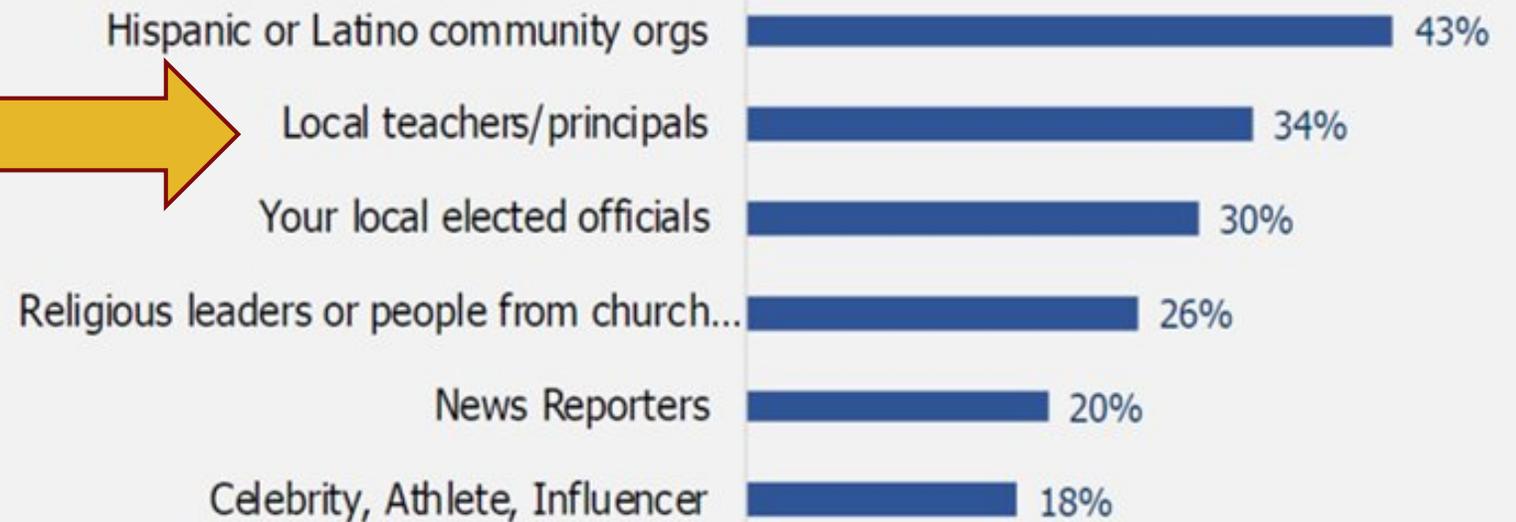
Many of these concerns are likely to apply to other immigrant communities.

Source: [https://naleo.org/COMMS/PRA/NEF%20Census%202020%20\\_2\\_10\\_FINAL.pdf](https://naleo.org/COMMS/PRA/NEF%20Census%202020%20_2_10_FINAL.pdf)

# But the good news is....

**Percent more likely to participate in census if [source] encourages participation**

(% *much* more likely)



# Priorities for Teachers to Share with Students

1. **Why** every resident should complete the Census
2. **Why** we can feel safe completing the Census
3. **How** to complete the Census
4. **What** help is available to complete the Census.

# 1. Why should we complete the US Census?

- ▶ Because everyone counts! Regardless of age or immigration status, we count!
- ▶ Because funding for many things we use every day count on Census numbers. For example, your child's school, the roads we drive on, hospitals, libraries, and the Gilchrist Center!
- ▶ Everyone who lives in the United States on April 1 is legally required to complete the Census. If you don't complete it by mid-April, Census Workers will come to your house to obtain your responses. They can return as many as 6 times to help you complete it.

## 2. How do I know my information is safe?

1. The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
2. **The Census Bureau will never share a respondent's personal information with other government agencies including immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits**
3. Results from the census are reported in statistical summary format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. **Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000**

The Census will never ask you for:

Your Social Security number.

Money or donations.

Anything on behalf of a political party.

Your bank or credit card account numbers.



# 4. Where Can I Get Help?

- ▶ Open Labs – Gilchrist Center/Libraries
  - ▶ Attendees can get assistance filling out their online Census forms
  - ▶ Dates TBD. Please contact:
    - ▶ Wheaton: [anna.denicolo@montgomerycountymd.gov](mailto:anna.denicolo@montgomerycountymd.gov)
    - ▶ Gaithersburg: [yunie.hong@montgomerycountymd.gov](mailto:yunie.hong@montgomerycountymd.gov)
    - ▶ East County: [josephine.garnem@montgomerycountymd.gov](mailto:josephine.garnem@montgomerycountymd.gov)
- ▶ Language Guides
  - ▶ <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>
- ▶ What if I want to fill out a paper form?
  - ▶ All households that have not yet responded to the Census will automatically receive a paper form in the mail between April 8 - 16
- ▶ Census Questionnaire Assistance Phone Numbers:
  - ▶ [https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series/2020-memo-2019\\_18.html](https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series/2020-memo-2019_18.html)

# The Census from A Student's Perspective

- ▶ Please look over the sample Census form. How might your students react to it? Discuss with a partner:
  - ▶ Which words might your students find **challenging**?
  - ▶ Which questions might your students find **confusing**?
  - ▶ Which questions might your students be **worried** about answering?
- ▶ Consider the Latino and Race questions. Might they be confusing to your students?
- ▶ Take a look at the Lesson Plan Ideas, Case Study and Vocabulary List. How might you adapt them for use in your class?

# Tips for Teachers:

- ← Residents have lots of concerns, and lots of questions - your ability to answer their questions will increase their confidence in the Census.
- ← Show them the sample Census Form - seeing it can allay some of their concerns.
- ← Read up on Questions 8 (Hispanic/Latino) and 9 (Race), which is quite confusing. The article "Identity in a Box" in this toolkit might help: <https://changeagent.nelrc.org/wp-content/uploads/2020/01/Census-Packet.pdf>.
- ← Some of the vocabulary used in the Census Form is difficult for English Language Learners. Be prepared to explain words that they might not be familiar with.
- ← Residents can complete the Census online or by phone in English, plus 12 languages, and there are guides and glossaries in 59 languages.
- ← It's helpful to prepare an "elevator speech" that quickly explains why residents should complete the Census - with examples that they can identify with.

# The Gilchrist Center's Census Education Toolkit

- ▶ Helps you incorporate lessons about the Census into your classes. [Lesson Plan Ideas](#), [Census Vocabulary](#), [Case Study](#)
- ▶ Enables you to prepare to answer their questions and help them understand the importance of the Census: [Frequently Asked Questions](#), [Talking Points](#)
- ▶ Useful links to resources: [Resource List](#).
- ▶ Everyone Counts in Montgomery County flyers in multiple languages are available here (scroll down to Downloadable Census Outreach Toolkits) <https://www.montgomerycountymd.gov/census/>

# Montgomery County Census Info Sheet: Everyone Counts in Montgomery County!

Our 2020 Census info sheet is available on the MoCo Census homepage (<https://www.montgomerycountymd.gov/census/>) in the top 6 non-English languages spoken in the County:

- English
- Spanish
- Chinese
- Korean
- Amharic
- Vietnamese
- French



**EVERYONE COUNTS**  
IN MONTGOMERY COUNTY  
[www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census)

United States®  
**Census 2020**

**What is the Census?**  
Every 10 years, the federal government conducts a population count of everyone in the United States.

**Why is the Census important?**

- Every year, the federal government allocates more than \$675 Billion in funding based on census data.
- Every Marylander not counted costs the state approximately **\$18,250** over 10 years.
- Census data is used to plan schools, new homes and businesses and improve neighborhoods.

**Who needs to respond to the Census and is my information secure?**

The census counts every household and person living in the U.S., this includes both citizens and non-citizens. **The U.S. Census Bureau must keep all information confidential.**

- All census information is private and protected by law in Title 13 of the U.S. Code.
- Data is collected for statistical purposes only and personal data is never disclosed.

**How can I get help completing the census or getting it in my language?**

In March, residents will receive an invitation to complete the 2020 Census in the mail. On the invitation there will be a number to call for assistance to complete the form or to request language guides and language glossaries in 59 non-English languages.

Choose the way that you will be counted – Online, by phone or by mail.

**When will the Census happen?**  
April 1, 2020: Census Day is observed nationwide. Everyone is invited to participate by completing the census on this day!

**For more info visit:**  
[www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census) or [www.2020census.gov](http://www.2020census.gov)

**Get involved:**

- Become a **Census taker!**  
Apply Online!  
[www.2020census.gov/jobs](http://www.2020census.gov/jobs)
- Sign up to become a 2020 **Census ambassador** or **volunteer** by visiting [www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census).
- **Host a Census Party!**  
Invite over 10 of your friends or neighbors and encourage them to complete the Census online on April 1, 2020.

# Need materials or have questions?

CHARLES W. GILCHRIST  
**IMMIGRANT RESOURCE CENTER**  
Welcome. Connect. Together We Thrive.

Gilchrist Center Home About Us Our Programs Our Publications Resources Volunteer Contact Us CEC Home

Check our Classes  
FY18 Annual Report  
15 Year Report  
Citizenship  
**Stay Connected**  
Follow Us on Facebook  
Subscribe to Gilchrist Center's updates  
Subscribe to Community News & Announcements  
Find an English Class Near You!  
Find Services in Montgomery County  
Need translation or interpretation? Check Out the Language Bank.

**New and Updated Immigrant Resources for Montgomery County**

- \* Updated \* Montgomery County's Immigration FAQs (Frequently Asked Questions) (English) (Spanish: coming soon) (3/5/2020)  
Montgomery County Immigrant Rights and Resources Handout (English) (Spanish) (additional languages coming soon) (7/11/2019)
- \* Updated \* Montgomery County Immigration Legal Service Providers List (7/10/2019)

Emergency Family File (English) (Spanish/Español). A useful tool to keep track of your family's important information so you can be prepared for any emergency. By Montgomery County Health and Human Services.

**Census 2020 Materials NOW AVAILABLE**

Here are useful tools to engage with immigrant residents on Census 2020:  
Incorporate Census in ESOL class: Lesson Plan Ideas, Census Vocabulary, Case Study  
Help them understand the importance of Census: Frequently Asked Questions, Talking Points  
Useful links to resources: Resource List

**\* KNOW YOUR RIGHTS \***

Click here for information on Immigration Legal Service Providers, Resources on How to Prepare for ICE Raids, Immigration FAQs.

MontgomeryCountyMD.GOV  
Montgomery County Government

Montgomery County Census 2020

**Invitations to Respond to the 2020 Census Will Arrive in Households Starting on March 12**

Keep an eye out for this invitation - it will contain a unique ID identifying your household. Once you receive this invitation via mail, you may respond to the 2020 Census online. You will also have the option to respond via phone or paper questionnaire. Instructions on how to respond to the census will be included in this mailing. All households should respond to the 2020 Census by April 1 (Census Day).

**Countdown to Census Day**  
April 1, 2020

24 : 23 : 39 : 04  
Days Hours Minutes Seconds

**EVERYONE COUNTS IN MONTGOMERY COUNTY**

Recruiting for 2020 Census Ambassadors. Signup Online

## More information:

Gilchrist Center's Census Education Toolkit: [Anna.denicolo@montgomerycountymd.gov](mailto:Anna.denicolo@montgomerycountymd.gov)

Montgomery County Census: [2020Census@Montgomerycountymd.gov](mailto:2020Census@Montgomerycountymd.gov)