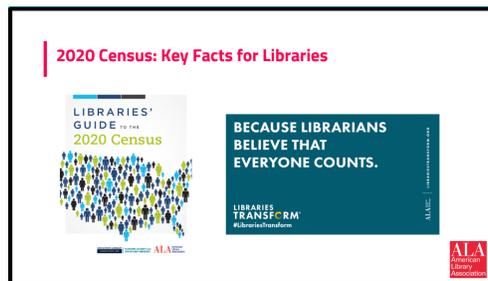


American Library Association

2020 Census Presentation Slide Deck and Presenter's Notes

ALA created this set of PowerPoint slides and presenter notes to assist libraries and library associations and organizations with Census awareness and training activities. The slide set presents general information about the 2020 Census, emphasizing the importance of reaching hard-to-count populations, and highlights how libraries can prepare for the Census, develop programs and events, partner with community groups, and publicize the library. Specific library examples also are included. We encourage you to add, delete or replace slides (particularly to spotlight local/state examples) and edit the presenter notes to customize your presentation to the needs and interests of your audience.

[Slide 1]



[You should add your library or library agency logo to this opening slide.]

[Welcome and introduce yourself.]

The Census Bureau has the goal of achieving an accurate and complete count in 2020. Libraries are uniquely positioned to be civic and community partners in reaching this goal. As you are well aware, libraries are trusted, welcoming institutions, with a far-reaching geographic presence. They have opportunities to engage their communities in census awareness activities, reach out to populations at risk of being undercounted, and enable a fair and inclusive count.

[Slide 2]

What's ahead?



- What is the census, and why is it important?
- Who is at risk for not being counted?
- How will the 2020 Census work?
- What can libraries do?
- QA/discussion



What I'll cover in the presentation:

- General information about the 2020 Census, emphasizing the importance of reaching hard-to-count populations.
- I'll also highlight how libraries can prepare for the Census, develop programs and events, partner with community groups, and publicize the library as a place with Internet access and computers.
- Some specific library examples are also included.
- I'll leave time for questions and comments at the end of the presentation.

[Slide 3]

What is the decennial census?



- It's in the constitution.
- Count every person in the U.S. once, and only once, and in the right place.
- Essential for:
 - Federal funding
 - Political representation
 - Informed decision-making



First, some basic information about the 2020 Census. A count of all U.S. residents is required every 10 years by the U.S. Constitution. The census form asks questions about all the people who live and sleep in a household most of the time, including babies and anyone who has no other permanent place to stay and is staying in the household as of April 1, 2020.

[Slide 4]

Does the census affect funds for my community?



YES!

Help your community get its fair share for schools, health centers, roads, housing assistance and other vital programs.

- National School Lunch Program
- Medicare
- SNAP
- IMLS state grants



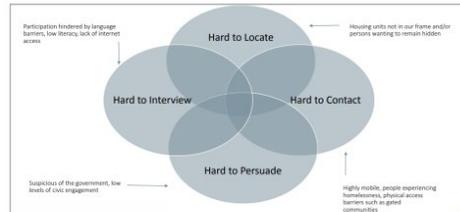
The census count results are used for multiple purposes, including:

- Determining how and where more than 800 billion dollars in government funding are allocated for services that communities rely on, such as Head Start, food assistance, and the Library Services and Technology Act.
- Census data also determines representation in Congress and the Electoral College, as well as in state and local government.
- Census data is used by agencies and organizations of all types to establish policy and to plan programs and services.

We have only one shot every 10 years to get the census count right.

[Slide 5]

Who is at risk of being undercounted?



Historically, certain groups of people have been disproportionately undercounted by the census. If the census misses people, undercounted communities are disadvantaged economically and politically. Undercounted groups won't get the appropriate level of funding for programs needed in their neighborhoods. Local leaders and officials won't have the reliable information they need to make decisions. Hard-to-count groups include:

- Young children, those ages 0 to 5. In the 2010 Census, young Black and Hispanic children were overlooked at roughly twice the rate as young, non-Hispanic White children. Some families are unsure whether to include young children on their census forms.
- Among other hard-to-count groups are people of color, non-English speakers, American Indians and Alaska natives, recent immigrants or undocumented immigrants, LGBTQ persons, and people experiencing homelessness.
- Highly mobile people, such as college students, are also hard to count.

These groups are considered hard-to-count, because the Census Bureau has found it difficult to interview, locate, contact, or persuade them to participate in the census count.

[Slide 6]

How will the 2020 Census Work?



- **March 12** – mailing to every household
 - New option to respond online
 - Other methods for group living situations
 - Household visits in remote and rural areas
- **April 1** – “Census Day”



The census count is a massive, complex undertaking, with several phases. Let me provide you with a brief overview of the process.

On March 12, the Census Bureau will mail an invitation letter to almost all households in the United States with instructions for responding to the census online. The 2020 Census is the first census to include (and encourage) the online option. The online questionnaire will be available in 13 languages. The invitation letter will also provide instructions for completing the census questionnaire by phone, which will be available in 13 languages as well.

The Census Bureau uses other methods for counting individuals in group living quarters, such as military barracks, college dorms, prisons, and skilled nursing homes. In some rural and remote areas, the census invitation letter is hand-delivered. There is also a 3 day/night period in March when census workers or their partners try to reach people experiencing homelessness at such places as shelters, soup kitchens, and outdoor locations.

April 1 is designated as Census Day. Individuals can complete their census form before April 1, but they should include everyone who will be a “usual resident” of their household on April 1.

[Slide 7]

How will the 2020 Census Work?



April – Group quarters counted

May – In-person visits to households that haven't responded

- Paper questionnaire sent to households that haven't responded
- In-person follow-up, if needed



In May, the Census Bureau begins to follow up with households that did not self-respond to the census letter and reminders by visiting the households to collect responses in person.

[Slide 8]

How will the Census work?



- Online, by phone, or by mail
 - Online – smartphone, tablet, or computer
 - Online – secure and responses encrypted
 - Online & phone – questionnaire available in 13 languages
- About 10 minutes to complete questionnaire
- Toll-free Census Bureau phone hotline in 13 languages



Individuals also have the option to complete the census form by phone or complete a paper questionnaire. The Census Bureau conducts follow-ups to households that have not responded, and they collect responses in person.

The 2020 Census will be the first to have an online response option. The online questionnaire will allow people to respond on a smartphone, tablet, or computer. The online form is secure, and responses are encrypted. Completion of the online form should take about 10 minutes.

[Slide 9]

How can people respond to the 2020 Census?

- Efforts to reach hard-to-count communities
 - Online and phone questionnaire available in 13 languages
 - Guides in 59 non-English languages
 - Census Bureau plans to hire employees who are
 - ▶ familiar with neighborhoods
 - ▶ reflect diversity of communities
 - Census Bureau will partner with “trusted voices” – such as libraries



The Census Bureau will encourage the response of hard-to-count populations in numerous ways. In addition to the availability of the online and telephone questionnaire in 13 languages, Census Questionnaire Assistance will also be in these 13 languages, as well as the option of using a Telecommunications Device for the Deaf (TDD) when calling. The Census Bureau will also provide guides to completing the census in 59 non-English languages, including American Sign Language, in Braille, large print, and in video and/or print.

The Census Bureau plans to recruit employees who are familiar with neighborhoods where they will be assigned and who reflect the diversity of those communities. Area Census Offices across the country will be opened in locations where hard-to-count populations are living.

To increase awareness and participation in the census, the Bureau will also work with community partners who are “trusted voices” – such as libraries!

[Slide 10]

What is new in the 2020 Census?

- Online self-response
- Household relationship question
- *No* citizenship question

How is this person related to Person 1? Mark ONE box.

<input type="checkbox"/> Opposite-sex husband/wife/spouse	<input type="checkbox"/> Father or mother
<input type="checkbox"/> Opposite-sex unmarried partner	<input type="checkbox"/> Grandchild
<input type="checkbox"/> Same-sex husband/wife/spouse	<input type="checkbox"/> Parent-in-law
<input type="checkbox"/> Same-sex unmarried partner	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roommate or housemate
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Foster child
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Other nonrelative

Census responses are confidential.



As I mentioned, the 2020 census will be the first to encourage completion of an online self-response form.

The census form will allow people to self-identify their race and ethnicity through a combination of checkboxes and write-in spaces.

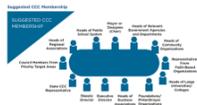
For the first time, the census will enable a head of household to report a same-sex relationship with another household member.

It's important for people to know that U.S. law strictly prohibits the Census Bureau from sharing personal census responses with anyone, including law enforcement, courts, or any other government agency.

[Slide 11]

What can libraries do? How can libraries prepare?

Participate in Complete Count Committees



- Local communities establish
 - To increase awareness
 - To encourage residents to respond to 2020 Census

<https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html>



When you consider that the Census Bureau 1) will conduct its count primarily online for the first time, 2) will place particular emphasis on reaching hard-to-count communities, 3) expects to hire more than 500,000 temporary workers through an online application process, and 4) plans to partner with community and civic groups and organizations to offer Census programs, it's likely that most libraries will feel the impact of the census effort. Advance planning and preparation will help libraries be ready to meet the expected demand. And, I want to turn our attention to what libraries can do to support to the census count effort.

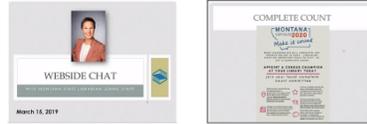
As an initial step, someone on the staff of your library should participate on a Complete Count Committee. What are Complete Count Committees? They are volunteer committees established by tribal, state, and local governments and community leaders to increase awareness and encourage residents to respond to the census. Complete Count Committee members are frequently community representatives who have first-hand knowledge of local needs and have direct contact with hard-to-count populations.

Your library should reach out to your regional Census Bureau office to learn about Complete Count Committees in your area and ways that it might partner to plan events and coordinate outreach efforts.

[Slide 12]

What can libraries do? How can libraries prepare?

Participate on Complete Count Committees



Montana State Librarian Jennie Stapp is a Montana State Complete Count Committee member.



Many library leaders have been appointed or asked to join a Complete Count Committee. They are playing key roles in their state, county, or local community. For example, Montana State Librarian Jennie Stapp is a member of her state's Complete Count Committee and discusses the census on her monthly Webside Chat.

[Slide 13]

What can libraries do? How can libraries prepare?

Prepare for increased use of computers and the Internet



- 2020 census will encourage online response
- March and April 2020 – Many people may come to libraries to complete census form.
- Census Bureau job hiring requires online application



Libraries should plan for increased use of computers.

- Again, the 2020 Census will be the first one to encourage online response. A library may want to designate one or more computers as “express stations” or mobile devices during March and April for census response.
- In addition, individuals seeking one of the more than 500,000 temporary census job will need to apply online and completing online training for some of these jobs will require access to a computer.

Yet, millions of Americans do not have broadband internet service at home.

Library staff can promote the library as a site with computers and internet access.

[Slide 14]

What can libraries do? How can libraries prepare?

Help community members apply for census jobs

- Census Bureau will hire about 500,000 temporary workers
 - Jobseekers must apply online
 - Apply **online** at 2020census.gov/jobs



The Census Bureau's plan to hire more than 500,000 temporary workers includes census takers, recruiting assistants, office staff, and supervisory staff. These job opportunities will be spread across the country and offer good pay, flexible hours (for many positions), and paid training.

[Slide 15]

What can libraries do? How can libraries prepare?

Help community members apply for census jobs



- Spread the word – newsletters, social media
- Host job fairs with Census Bureau

For a local contact: 1-855-JOB-2020 and press 3 to reach your area census office



Libraries can help community members learn about these employment opportunities by spreading the word in their newsletters, website, and social media. Publicize the library as a place with free Internet access and computers for jobseekers and staff who can help people navigate the Census job site and online application.

Your library can also partner with the Census Bureau to host a job fair at the library. How do you connect with a Census office in your area? You can call the toll free number and be routed to your nearest Census office.

There's also a wealth of information available on the 2020 Census website. For example, the Census Bureau's YouTube channel has a series of videos specifically about 2020 job opportunities, in English as well as Spanish, which are great resources for the library to promote.

[Slide 16]

What can libraries do? How can libraries prepare?

Help community members apply for census jobs



Cranston Public Library (RI) hosting 8 Census job fairs currently – and hosted over 75 Census job fairs and trainings during the 2018 test.



Cranston Public Library, for example, hosted job fairs during the 2018 Census testing period in Rhode Island and situated a Census information desk near front desk of library.

[Slide 17]

What can libraries do? How can libraries prepare?

Help community members apply for census jobs



New Haven Free Public Library "hosted five census job fairs that saw 160 New Haveners come by to learn more and apply."



In Connecticut, the New Haven Public Library has hosted 5 Census job fairs that reached 160 people.

[Slide 18]

What can libraries do? How can libraries prepare?
Help community members apply for census jobs



In New York, career coaches at the New York Public Library have helped people apply for Census jobs.

[Slide 19]

What can libraries do? How can libraries prepare?

Share information about the 2020 Census.

*The more people know about the census,
how the data are used,
and how it impacts them and their communities,
the more likely they are to participate.*



Your library can play a central role in your community by sharing information about the census. The more people know about the census, how the data are used, and how it impacts them and their communities, the more likely they are to participate.

[Slide 20]

What can libraries do? How can libraries prepare?

Share information about the 2020 Census.

- Host programs and events to increase awareness of the upcoming census
- Highlight the census in newsletters, social media, and on website

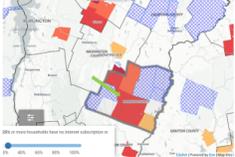


Consider hosting programs and events to increase awareness about the upcoming census. Use the library's website, social media, and newsletters to highlight the census.

[Slide 21]

What can libraries do? How can libraries prepare?

Share information about the 2020 Census.



Reach out to hard-to-count populations.

censushardtocomaps2020.us



Libraries have an extensive geographic presence. According to a recent analysis from the Graduate Center of the City University of New York, a public library is located within 5 miles of 99% of the hard-to-count Census tracts identified with the lowest response rates in 2010. And, 79% of the time, a library is within a single mile.

The Census Bureau provides an interactive map that highlights areas of the country that are hardest to count and identifies organizations – including libraries – that are working to ensure a fair and accurate count.

[Slide 22]

What can libraries do? How can libraries prepare?

Share information about the 2020 Census.



Salt Lake County Columbus Library (UT)
Source: <https://www.slccolibrary.org/2020-census-2020>
<https://slccolibrary.org/2020-census-2020>



Your library should leverage its community engagement to serve as a trusted messenger of information about the importance of census participation, options for responding, confidentiality, data security, and other topics critical to a fair and inclusive count.

[Slide 23]

What can libraries do? How can libraries prepare?

Fight misinformation, disinformation, and scams.

- People may have questions and concerns
- Libraries can provide accurate information

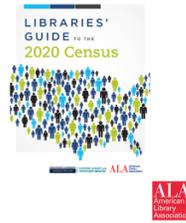


People may have questions or concerns about the 2020 Census. As a trusted source of information, libraries are well positioned to make sure people have accurate information. Your library staff can help community members recognize and avoid spam and phishing attempts online. For example, the Census Bureau will not email or text people, and it will not ask for a bank or credit card number, Social Security Numbers, or payment or donation.

[Slide 24]

Learn More

- ALA: ala.org/census
- Census Bureau: 2020census.gov
- Census Bureau regional offices



I've touched just briefly on key facts about the 2020 Census and ways that your library can support a complete and accurate count. There are multiple sources for additional information and ideas for promoting community awareness and engagement around the 2020 Census.

Visit the American Library Association's website for information and resources about library support of the 2020 Census. You can also subscribe to ALA's Census Newsletter from the website.

The Census Bureau's website includes downloadable toolkits, fact sheets, and partnership information. You can also locate your regional office, which can provide information and assistance specific to your area.

Thank you!

[If time allows, encourage discussion and share ideas for library awareness and engagement activities.]