

# 2020 Census Ambassador Toolkit

## EDUCATION LEADERS



This toolkit includes helpful information and materials that will help you spread the word about the upcoming Census! Inside you will find:

- ✓ Talking Points & Key Facts
- ✓ Checklist: How You Can Help
- ✓ Logo & Email Signature
- ✓ One-sheet Flyer
- ✓ Sample Copy of Census Questions
- ✓ Social Media Kit (hashtags, graphics)
- ✓ Sample Census Pitch



# 2020 Census Ambassador Talking Points Education Leaders

## Why Does the Census Matter?

**When we are short-counted, we are short-changed.** Census data is used to decide how much funding our region receives for hospitals, schools, roads, health insurance, public works, and so much more – our quality of life is at stake if we are undercounted.

**Our voices matter.** Census data is used to decide the number of representatives we have in Congress. New Yorkers deserve to be fully and accurately represented in our government, and an undercount would undermine our voices and representation.

**Completing the Census is simple and safe.** The Census questionnaire includes just a few simple questions that can be answered in 10 minutes or less, either online, by phone, or by mail. If you choose to answer by phone, you can speak with someone in one of 13 languages. The Census Bureau cannot share your information with anyone – not even other branches of the government. If a Census worker shares your information, they will face severe fines and even jail time.

**We will live with the consequences of these questions for the next 10 years.** We only have one chance to get this right. The funding levels and Congressional seats that are set in the 2020 Census cannot be changed until 2030. This is our only opportunity to set Long Island on the right course for the decade ahead.

**Every single person counts.** The Census can be a tool for empowerment and bringing our communities together. It is a bipartisan issue – everyone benefits when everyone is counted. By completing the Census, we can all contribute to a brighter future for our region.



# 2020 Census Ambassador Talking Points Education Leaders

## Key Points for Education Leaders

**Schools are trusted community hubs and can take the lead in creating a culture of enthusiasm around the Census.**

Schools have extensive communications channels and unique understandings of their communities, which can be used to strategically reach students, parents, teachers, employees, and community members.

**If your district is undercounted in 2020, it will be under-resourced through 2030. Don't be left behind.**

Census data has an immense impact on our children's futures. It sets funding levels for schools, special education, children's health insurance, recreational programs, school lunch programs – and also affects class size. An undercount threatens funding for our schools, which are the hearts of our communities.

**April 2020 is Census Month!**

Long Island's schools will celebrate Census Month, incorporating Census lessons in civics classes, children's books about what the Census is, flyers and signs encouraging parents and guardians to complete the questionnaire, and a social media campaign motivating our families to count themselves in!

## Did You Know?

Census data determines the distribution of:

- More than \$14 billion in Title I grants that help schools serve more than 24 million students from low-income families;
- \$11.3 billion in special education grants to the states;
- About \$13.6 billion for the National School Lunch Program;
- Plus funds for the Head Start preschool program and grants to improve teacher quality.

**We can't risk an undercount with so much at stake for Long Island's schools!**

Source: [www.educationvotes.nea.org/2019/05/13/the-2020-census-could-make-or-break-your-public-schools-heres-why/](http://www.educationvotes.nea.org/2019/05/13/the-2020-census-could-make-or-break-your-public-schools-heres-why/)



# 2020 Census Ambassador Checklist Education Leaders

## What Can Our Schools Do To Help?

- Incorporate the Census into your remarks at meetings, events, lessons, and assemblies.
- Include the Long Island CCC's logo with link to the "Pledge to be Counted" in your email signature. HWCLI created an online pledge where Long Islanders can show their commitment to the Census and sign up to receive email reminders as the Census approaches. Share this pledge to get out the word!
- Post social media graphics on your various social media platforms. Post a short video explaining why the Census matters to you and your district, and encouraging your followers to take the Census!
- Provide 2020 Census awareness materials at school registration for all families
- Use all school sponsored activities to announce the importance of the 2020 Census and its fiscal impact on schools
- Reach out to early childhood organizations that feed into local school districts to ensure that parents are receiving information about counting young children (ex. preschools, daycares etc)
- Put up "Census Matters to Our Schools" banners to keep up from March to August in school lobbies and hallways.
- Identify the homes in which children are multiply registered and therefore may be invisible to the Bureau to make sure their families are reached with information on how to respond to the Census
- Encourage student government organizations to share 2020 Census information with their peers to galvanize the student body around this important civic duty.
- Encourage parents to complete the Census at concerts, parent teacher conferences, and other school functions.



# 2020 Census Ambassador Checklist Education Leaders

## What Can Our Schools Do To Help?

- Provide all organizations that use school district facilities (Girl Scouts, Boy Scouts, sports organizations) with information about the importance of the 2020 Census and ask them to share with their membership
- Provide monthly robo-calls to all parents about the fiscal impacts of the Census on local schools in March and April of 2020
- Create Census-focused civics engagement lessons in schools.
- Create National Honor Society volunteer hours model for Census outreach work in high schools
- Have art classes create Census posters that can be displayed in libraries and town halls
- Use morning announcements & parent portals to promote Census awareness
- Feature reminders about the Census on electronic school signs, on school portal websites, on distributed newsletters and flyers, and any other communications avenues available to your district



# 2020 Census Ambassador Toolkit

Logo:



## E-Mail Signature:



### Long Island Counts!

**I have taken the pledge to count in the 2020 Census. Join me!**

[Click here to pledge to be counted and find out more about the 2020 Census](#)



### Long Island Cuenta

**Me he comprometido a contar en el censo de 2020. ¡Únete a mi!**

[Haga clic aquí para comprometerse a contar y obtener más información sobre el Censo de 2020](#)



### Tout moun konte nan Long Island!

**Mwen pran angajman pou mwen konte nan resansman 2020 lan. Patisipé avèk mwen!**

[Klike la pou ou pran engajman pou ou ka konte epi pou ou jwenn plis enfòmasyon sou resansman 2020](#)





## WHAT IS THE CENSUS?

The U.S. Constitution mandates a decennial census to count every person residing in the country. The census is designed and carried out by the U.S. Census Bureau and takes place starting in March 2020 and continues through August. The census can be completed:



ONLINE



BY PHONE



BY MAIL

## WHY IS IT IMPORTANT?

An undercount of Long Island's population could result in a funding loss for schools, infrastructure, health care services, and economic development.

In addition, with just a 0.6% undercount, New York stands to lose two congressional representatives, putting our fair share of representation and our voices at risk.

## WHAT IS THE IMPACT ON LONG ISLAND?



MORE THAN **\$675 BILLION** EACH YEAR IS DISSEMINATED BASED ON CENSUS DATA



THAT MONEY GETS ALLOCATED FOR:



Hospitals,



Schools,



Roads,



Health Insurance,



Public Programs,  
(Like WIC & SNAP)



so much more.

## WHAT WE ARE DOING:

The Health & Welfare Council of Long Island (HWCLI), in partnership with both Nassau and Suffolk County Executives and the Long Island Community Foundation, formed the Nassau & Suffolk Complete Count Committees. These committees are comprised of nonprofit, government, public and private sector partners serving on subcommittees addressing areas such as business, communications, early childhood, education, faith-based communities, immigrant communities, local government, people of color, and senior citizens. Together, we are working to ensure that every Long Islander knows about the Census and the importance of a complete count.

## HOW YOU CAN HELP:

**Join the Complete Count Committees!**

There is room for everyone at the table- use the contact info below to sign up for a subcommittee!

**Apply for a job with the U.S. Census Bureau!**

Census jobs pay between \$17 to \$23 an hour and have flexible hours. To learn more please visit: <http://census.gov/jobs>

**Take the Pledge & Become a Census Ambassador!**

Help us spread the word by taking a pledge to complete the Census and encouraging others to do the same!

**Complete the Census in April 2020!**



## ¿QUÉ ES EL CENSO?

La Constitución de Estados Unidos manda que se realice un censo cada diez años para contar cada persona que reside en el país. El censo está diseñado y ejecutado por el Bureau de Censo de Estados Unidos y comenzará en marzo del 2020 y continuará hasta agosto. El censo puede completarse:



ONLINE



BY PHONE



BY MAIL

## ¿POR QUÉ ES IMPORTANTE?

Un conteo bajo de la población de Long Island puede resultar en una pérdida de fondos para escuelas, infraestructura, servicios de salud y desarrollo económico.

Adicionalmente, con solo un 0.6% de un bajo conteo, New York perdería dos representantes al congreso, poniendo nuestra justa cuota de representantes y nuestras voces en riesgo.

## ¿CUÁL SERÍA EL IMPACTO EN LONG ISLAND?

CADA AÑO, MÁS DE **\$675 BILLONES** SON ENTREGADOS BASADOS EN LOS DATOS DEL CENSO.



ESTE DINERO SE ASIGNA PARA:



Hospitales,



Escuelas,



Carreteras,



Seguros de Salud,



Programas Públicos,  
(como WIC y SNAP)



mucho más

## ¿QUÉ ESTAMOS HACIENDO?

El Health & Welfare Council of Long Island (HWCLI) en asociación con los ejecutivos del condado de Suffolk y Nassau y la "Long Island Community Foundation", formaron los Comités para un Censo Completo de Nassau y Suffolk. Estos comités están compuestos por organizaciones sin fines de lucro, gobierno, socios del sector público y privado, quienes sirven en subcomités que abordan áreas tales como: negocios, comunicaciones, primera infancia, educación, comunidades de fe, comunidades inmigrantes, gobierno local, gente de color, adultos mayores. Juntos estamos trabajando para asegurarnos que cada persona que vive en Nueva York sepa sobre el censo y la importancia de un conteo completo.

## ¿CÓMO PUEDE USTED AYUDAR?

- ***¡Participe en los Comités de Censo Completo!***
- Hay espacio para todos en la mesa. Use la información de contacto que aparece abajo para inscribirse en un subcomité
- ***¡Aplique para un trabajo con el Bureau del Censo!***
- Los trabajos con el censo pagan entre \$17 a \$23 la hora y tiene horas flexibles. Para aprender más por favor visite <http://census.gov/jobs>
- ***¡Haga la promesa & conviértase en un embajador del censo!***
- Ayude a correr la voz haciendo la promesa de completar el censo y animando a otros a hacer lo mismo.
- ***¡Complete el censo en abril del 2020!***



# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

### In addition to your address, The 2020 Census Will Ask About Your Household:

**The number of people in the household on April 1.**

Include everyone in your home, even if they are not related to you. The census counts all people in the U.S., including small children, non-citizens, renters – everyone. A second question asks if any additional people were staying in the household on Apr 1.

**Do you own or rent your home?**

**Telephone number**

This will only be used if needed for official Census Bureau business

### The 2020 Census Will Ask About the People Who Live in Your Household:

**Name, sex, age, and date of birth of each person in the household, and whether they usually live or stay somewhere else.**

**Relationship to the person filling out the form**

**Race**

You can choose one or more races. If you identify as multiracial, you can check the box or boxes for your racial groups and write in additional detail about your racial background (Example: Check box "Black," write in "African American" and check box for "Chinese."). Not all racial groups are listed as check box options. If your racial group is not listed, you can write in additional detail about your racial background.

**Hispanic origin**

Hispanic origin is considered an ethnicity, not a race. You can mark that you are not of Hispanic origin, or mark that you are Hispanic and note your ethnic origin.

<https://www.countusin2020.org/resources>



# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
*We will only contact you if needed for official Census Bureau business.*

Telephone Number  
 -  -

(Form number removed)

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below.**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes.

Month  Day  Year of birth

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

**9. What is Person 1's race?**  
*Mark  one or more boxes AND print origins.*

- White — *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*
- Black or African Am. — *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*
- American Indian or Alaska Native — *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*
- Chinese
- Vietnamese
- Native Hawaiian
- Filipino
- Korean
- Samoan
- Asian Indian
- Japanese
- Chamorro
- Other Asian — *Print, for example, Pakistani, Cambodian, Hmong, etc.*
- Other Pacific Islander — *Print, for example, Tongan, Fijian, Marshallese, etc.*
- Some other race — *Print race or origin.*

# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

### 1. Print name of **Person 2**

First Name MI

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Last Name(s)

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### 2. Does this person usually live or stay somewhere else?

Mark  all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> No                             | <input type="checkbox"/> Yes, with a parent or other relative   |
| <input type="checkbox"/> Yes, for college               | <input type="checkbox"/> Yes, at a seasonal or second residence |
| <input type="checkbox"/> Yes, for a military assignment | <input type="checkbox"/> Yes, in a jail or prison               |
| <input type="checkbox"/> Yes, for a job or business     | <input type="checkbox"/> Yes, for another reason                |
| <input type="checkbox"/> Yes, in a nursing home         |   |

### 3. 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             |

### 4. What is this person's sex? Mark ONE box.

- Male  Female

### 5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020    Month    Day    Year of birth

years							
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→ NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

### 6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ↴
- |  |
|--|
|  |
|--|

### 7. What is this person's race?

Mark  one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴
- |  |
|--|
|  |
|--|
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴
- |  |
|--|
|  |
|--|
- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴
- |  |
|--|
|  |
|--|
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Vietnamese   | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Korean   | <input type="checkbox"/> Samoan          |
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Chamorro        |
| <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴ | <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↴ |  |
- |  |
|--|
|  |
|--|
- Some other race – Print race or origin. ↴
- |  |
|--|
|  |
|--|

→ If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

# 2020 Census Ambassador Toolkit

## EDUCATION LEADERS

### Sample Social Media Posts:

- The Census sets funding levels for schools, special education, health insurance, lunch programs, and so much more. We cannot afford an undercount. #Census2020 #ICountLI
- Completing the Census is the single most important thing a parent can do to secure their child's future. #LongIslandCounts #Census2020
- If you miss the opportunity to count your child in the 2020 Census, their school stands to be underfunded for the next 10 YEARS! Don't forget to take the Census! #KidsCountToo #Census2020
- Every child on Long Island deserves an opportunity to succeed. Make sure they're counted in the 2020 Census #KidsCountToo
- Your child is counting on YOU to make sure they're counted in 2020 #KidsCount Too
- #icount because I care about Long Island's schools! Make sure our classrooms have the funding they deserve. Complete the 2020 Census! #Census2020 #LongIslandCounts

#LongIslandCounts  
#CountWithMe  
#CuentaConmigo  
#CountMeinLI  
#LIcounts



#ICountLI  
#Census2020  
#WhyicountLI  
#[Town Name]Counts  
#MyFamilyCountsLI



# 2020 Census Ambassador Toolkit

## EDUCATION LEADERS

### Sample Social Media Graphics:

**DID YOU KNOW?**

The Census impacts school lunch programs, special education funding, classroom size & much more.

**MAKE SURE LONG ISLAND GETS OUR FAIR SHARE!**

#LongIslandCounts #Census2020



**Where Will Your Child Be in 2030?**

If you miss the opportunity to count your child in the 2020 Census, they will miss out on ten years of funding for schools, public health insurance, recreation programs, and all of the elements that make Long Island such a great place to raise a family.



**Kids Count Too!**

Children age 0-5yrs are historically undercounted. On the 2020 Census, you will respond with where you are living and how many people live with you, including young children born on or after April 1, 2020.

#CENSUS2020  
#COUNTMEINLI



A few questions affect  
10 years of funding

This is our fair share

**Make Sure You Count**

#LONGISLANDCOUNTS #CENSUS2020



# Sample Census Pitch

The following paragraph can be used in newsletters, emails, social media posts, or any other communication medium as a brief summary of why the Census matters and we should all be invested in a Complete Count in 2020.

*The 2020 Census is our one chance to ensure that Long Island gets its fair share of funding, resources, and elected representation for years to come.*

*Census data affects much more than we often realize - everything from school funding to class size to resources for road repair, from where businesses choose to locate to even the number of representatives we have in Congress. Even though the Census influences so many aspects of our day to day lives and things we may take for granted, many people do not know just how important filling out the Census questionnaire truly is.*

*The stakes for our region couldn't be higher. It is up to us to stand together to ensure that Long Island is fairly and fully represented in the 2020 Census. Make sure to fill out the 2020 Census and do everything you can to share the word about this important civic duty!*





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