



State of California – Government Operations Agency
 California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
DITAS KATAGUE, Director

FINAL REPORT TEMPLATE

General Information

Date of report	November 16, 2020
Organization / Entity	NALEO Educational Fund
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Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

NALEO Educational Fund greatly appreciates the support it received from the State of California as well as the philanthropic community to conduct a robust statewide 2020 Census campaign. The following report provides an overview of the organization’s comprehensive 2020 Census campaign in California, for which we were able to secure \$5,621,151 in funding, which included grants from private foundations and the funds received from California Complete Count – Census 2020. The goal of NALEO Educational Fund’s contract with California Complete Count – Census 2020 was to mitigate the potential Census undercount of California’s Latino population. The organization set the following objectives:

- Host Train-the-Trainer workshops to educate partners and elected officials to mobilize Latinos
- Develop collateral, talking points, and digital tools to help reach Latinos
- Educate Latino parents about the importance of Census participation for children 5 and under.

NALEO Educational Fund held the majority of its Train-the-Trainer workshops before the outbreak of COVID-19 and the issuance of physical distancing guidelines. In response to COVID-19, NALEO Educational Fund transitioned its remaining

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Train-the-Trainer workshops to digital webinars. Staff also conducted professional development webinars to help partners transition to conducting Census outreach work digitally. As part of this professional development, NALEO Educational Fund participated in the California Complete Count office's Peer Learning Labs, a virtual learning space where partners explored innovative practices in their Census outreach. On April 24, 2020, NALEO Educational Fund staff, in partnership with California Calls and the California Complete Count office, supported the first Peer Learning Hour, which was on the topic of pivoting outreach strategies amidst the COVID-19 pandemic. On August 21, 2020, NALEO Educational Fund staff joined the California Complete Count office, La Familia Counseling Center, and councilmembers from the cities of Fresno and San Marcos for a Peer Learning Hour on Get Out the Count outreach strategies to Latino communities during the final weeks of Census 2020.

NALEO Educational Fund developed a significant number of outreach, educational, and promotional materials, with a focus on digital resources as a result of the pandemic. We shipped promotional materials to more than 1,000 California policymakers to help them promote the importance of Census participation in their community. NALEO Educational Fund was also able to leverage its existing infrastructure to remotely operate its bilingual Census hotline (877-EL-CENSO), which received 1,709 calls from California. Given the adjustment in the Census operations timeline, NALEO Educational Fund produced a "Back to School" Census toolkit and materials, which focused on parents and educators. NALEO Educational Fund also updated its collateral, including the English and Spanish versions of its Census 101/Frequently Asked Questions, to include the updated Census timeline and guidelines. Furthermore, additional social media posts and COVID-19 Census toolkit were developed during the extended operational phase. As an example of these efforts, NALEO Educational Fund hosted a digital "Latino Week of Action" where we took to broadcast, social, and digital media to educate, organize and mobilize Latinos to participate in Census 2020. The campaign featured daily social media content and included a Twitter Chat, Facebook Virtual Town Hall, and Instagram giveaways. NALEO Educational Fund also ramped up its short message service (SMS) efforts to provide updates to more than 1,000 subscribers in the state.

Lastly, staff adapted its plan for reaching parents, which was primarily through in-person activities prior to the outbreak of COVID-19. Staff developed new strategies, such as phone banks and a mailer program. Staff also leveraged its partnerships to continue to reach Latino parents. For example, NALEO Educational Fund's partnership with First 5 LA and Telemundo generated ten one-minute Census segments in Spanish that were aired on the network's Los Angeles-based station and posted on social media. Additionally, in September 2020 an [op-ed](#) was co-authored with First5LA's Executive Director, Kim Belshé and published in La Opinión, a Spanish-language news outlet based in Los Angeles. We also partnered with Telemundo to hold virtual chats on Facebook and Twitter to answer Census-related questions and promote our Census hotline.

Lastly, NALEO Educational Fund made a significant investment in paid media. In April 2020, the organization placed digital advertisements in the following

counties: Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura. The digital advertisements reached nearly 1.83 million individuals in these counties. We also purchased advertising time on the following radio stations serving Greater Los Angeles: KLAX-FM, KLVE-FM, KLYY-FM, KRCD-FM, KSCA-FM, and KXOL-FM. Combined, the radio advertisements reached more than 1.15 million individuals. In July 2020, a second round of radio advertisements were purchased in the following counties: Los Angeles, Monterey, Riverside, San Bernardino, and Tulare. The reach of these radio advertisements was more than 2 million individuals.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

NALEO Educational Fund's long-history and expertise with the Census provided the organization a strong foundation to conduct a robust 2020 Census campaign that was active throughout all phases of the operations period, from education to nonresponse follow-up. NALEO Educational Fund leveraged its significant network of partners from past civic engagement campaigns, including naturalization, voter engagement, and the 2010 Census, as well as its constituency of Latino elected and appointed officials. NALEO Educational Fund's diverse network of partners helped the organization expand the reach of its 2020 Census campaign. In addition, NALEO Educational Fund built a robust staffing infrastructure for its 2020 Census campaign, which included a National Director; National Deputy Director; National Coordinator; 11 Regional Census Managers across the country; and hotline operators, who were primarily based in California. Specific to California, NALEO Educational Fund hired five Regional Census Campaign Managers and one California Census Program Coordinator who led the organization's Census campaign in the following regions: Bay Area, Central Valley, Inland Empire, Los Angeles County, Orange County, San Diego/Imperial Counties, and Ventura County. The organization's Regional Census Campaign Managers were able to develop new partnerships across the state, which helped us have a coordinated Census message. In addition, staff from the organization's California Civic Engagement team, Communications Department, and Policy, Research, and Advocacy Department supported the organization's Census campaign.

The organization's stakeholders represented the following sectors:

- Elected officials and their staff
- Community-based organizations
- Foundations
- Municipalities
- Offices of Education
- School Districts
- Charter School Association / Charter Schools

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- Higher Education Institutions
- First 5 Association & Locals
- Children's Organizations/Agencies
- Parent Organizations
- Faith Based Organizations
- Labor Unions
- Community Clinics Association & Individual Clinics
- Membership organizations/associations
- Media Partners

Furthermore, the organization greatly benefited from its internal communications department, which spearheaded the creation of its toolkits and social media campaign. It was helpful to have a vast array of resources as many of our partners were newer to Census operations and outreach and benefited from the content provided in these resources. In addition, NALEO Educational Fund was able to keep up with numerous updates to the Census operations and timeline and update its resources accordingly. NALEO Educational Fund was fortunate to have bilingual staff who were able to produce culturally competent and accessible materials that resonated with the Latino community. By producing materials and providing trainings in both English and Spanish, NALEO Educational Fund was able to reach a broad range of the Latino community.

What hindered the operations?

Among the most prominent challenges that hindered NALEO Educational Fund's Census campaign were COVID-19, the numerous operational changes from the U.S. Census Bureau, misinformation and disinformation campaigns that targeted the Latino community, negative political rhetoric, and the lingering effect of the attempt to add a citizenship question to the 2020 Census questionnaire. NALEO Educational Fund took additional steps to mitigate these challenges. Staff were able to quickly transition to digital work as a result of the organization's robust infrastructure, which was essential given that physical distancing guidelines were being issued in the midst of the busiest time for Census outreach. In addition, staff remained informed of the U.S. Census Bureau's operational changes and revised the organization's collateral as needed. The organization also developed toolkits and other outreach material to combat disinformation and promote Census participation.

Contracted partner's outreach

What outreach tactics worked well?

NALEO Educational Fund believes the following outreach tactics had a positive impact. Working with local elected and appointed officials was helpful to the planning of the Train-the-Trainer workshops as they often provided access to free meeting space and connected us with local partners. The organization's promotional material was very popular among partners and was distributed at a wide-range of venues, including tabling, caravans, and food distribution centers. Our partners also shared that the organization's toolkits were a helpful outreach tool

as they provided sample strategies and messages that partners could adapt to reach their constituents. Another strategy that was successful was the implementation of a "Day of Action" or "Week of Action," with each day having a specific theme. During these particular days, staff would conduct media interviews to promote the Census and we would engage the community digitally via social media. This strategy was successful because it led to a concentration of Census activities. In addition, NALEO Educational Fund successfully leveraged traditional media, including Spanish-language radio and television stations. Our Spanish-language media partners promoted Census participation as well as NALEO Educational Fund's Census hotline. We were able to reach a large number of California's Latino population with our Census outreach efforts through these partnerships.

What hindered the outreach?

COVID-19 and the operations changes from the U.S. Census Bureau hindered outreach. During the uncertain times brought by the COVID-19 pandemic and the primary election process, many partners had to compete for their constituent's attention. In addition, NALEO Educational Fund noted that not all organizations involved in outreach were experts on the Census. This led to some instances of inaccurate messaging/information dissemination. We identified these instances and reached out to our partners to correct any accidental sharing of misinformation. Another issue that we faced was the overall number of organizations that were trying to have a leadership role, which resulted in unnecessary bottlenecks and coordination challenges. Lastly, a lot of planning time was spent on the Census Action Kiosk. Unfortunately, the extensive amount of planning was undone by the outbreak of COVID-19 as partners could not move forward with the implementation plan.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

Externally, one challenge was the number of partners that joined the Census campaign at a late stage. It would have been beneficial for collaboration to have begun at a much earlier time. In addition, coalitions were developing and promoting their own Census campaigns, which caused a lot of overlap and duplication of efforts. Lastly, the outbreak of COVID-19 made it difficult for some of our partners to continue their Census efforts due to the need to prioritize relief efforts. Furthermore, the 2020 Election also made it difficult for organizations to prioritize the Census as they faced limited staff capacity and resources.

Internally, NALEO Educational Fund had a brief staffing gap during which the organization did not have a Regional Census Campaign Manager in Orange County. As a result, the organization's California-based civic engagement staff provided support in this region. In addition, it took the organization longer than anticipated to hire for its California Census Program Coordinator. Once onboard,

this position was able to expand the organization's Census outreach to include the Bay Area, Central Coast, and Ventura County.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.**

N/A

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.**

Many organizations that we worked with were new to Census outreach. NALEO Educational Fund conducted a thorough training for its partners, which helped them have a deep understanding of the Census, including operations and messaging tactics. NALEO Educational Fund also provided its partners with a wide-range of resources, including toolkits, outreach collateral, and promotional materials. Following the outbreak of COVID-19, NALEO Educational Fund developed a virtual training for its partners around how to use digital tools to conduct Census outreach. NALEO Educational Fund continued to provide technical assistance to its partners, as required. Regional Campaign Managers also conducted briefing calls with partners and sent weekly memos with Census operational and response rate updates.

- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.**

Below is a list of our partners across California. Following this list, we have grouped our partners into sectors and provided a description of how they made a difference to our outreach efforts.

211 Los Angeles County
AARP
Abrazar Inc
Academia Avance
Access California Services
Active San Gabriel Valley
Advancement Project
Afterschool Alliance
Alameda County Complete Count Committee
Alhambra Unified School District
Alianza Coachella Valley
All Peoples Community Center

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Alliance for a Better Community
AltaMed
Alum Rock Union School District
American Friends Service Committee
Amigos Unidos Transformado Vidas en Southeast Los Angeles
Anaheim Public Libraries
Anahuak Youth Sports Association
Antelope Valley Partners for Health
Anti-Defamation League
API Forward Movement
Asian Americans Advancing Justice
Asian Pacific Self-Development and Residential Association
Azusa Unified School District
Barrio Logan College Institute
Best Start Metro LA
Border X Brewing
Borrego Community Health Foundation
Boulevard Sentinel
Boy and Girls Club of Garden Grove
Boys and Girls Club of Anaheim
Boys and Girls Club of Greater Oxnard and Port Hueneme
Bresee Foundation
Brightstar Schools
Building Skills Partnership
Bumper Car-LA
Burbank Elementary
Cal Poly Pomona
California 39th District Action Council
California Association for the Education of Young Children
California Black Women's Health Project
California Calls
California Charter Schools Association
California Common Cause
California Community Foundation
California Hispanic Chamber of Commerce
California Labor Federation
California Native Vote Project
California Pan-Ethnic Health Network
California Policy Center
California Primary Care Association
California Rural Legal Assistance, Inc.
California School Boards Association
California State Complete Count Committee

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California State University, East Bay
California State University, Los Angeles
California State University, San Diego Lambda Theta Alpha Sorority
California State University, San Diego, Lambda Theta Phi Fraternity
Camino Nuevo Charter Academy
Campaign for Grade Level Reading
CARECEN
Catholic Charities of Orange County
Cecil Murray Center at the University of Southern California
Center for Community Action and Environmental Justice
Center for Community Advocacy
Center for Non-Profit Management
Center for Powerful Public Schools
Centinela Valley Union High School District
Central Valley Immigration Integration Collaborative
Central Valley Partnership
Centro CHA Inc.
Centro Cultural de la Raza
Centro de Vida Victoriosa
Centro La Familia
Centro Binacional para el Desarrollo Indígena Oaxaqueño
Cerritos College
CHAISR
Chicano Latino Youth Leadership Project
Child Abuse Prevention Council
Child Development Resources
Child360
Children Now
Children's Bureau
Children's Hospital Los Angeles
Children's Institute
Chula Vista Community Collaborative
City Library System
City News Service
City of Alhambra
City of Anaheim
City of Artesia
City of Avalon
City of Bell Gardens
City of Bell
City of Carson
City of Chula Vista
City of Cudahy

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City of El Monte
City of Fullerton
City of Garden Grove
City of Greenfield
City of Hawaiian Gardens
City of Hawthorne
City of Huntington Park
City of Inglewood
City of Irvine
City of Lakewood
City of Lancaster
City of Long Beach
City of Los Angeles
City of Lynwood
City of Maywood
City of Monrovia
City of Montebello
City of National City
City of Norwalk
City of Oakland
City of Palmdale
City of Pasadena
City of Pico Rivera
City of Riverside
City of Rosemead
City of Salinas
City of San Fernando
City of Santa Ana
City of Signal Hill
City of Simi Valley
City of Soledad
City of South El Monte
City of South Gate
City of Thousand Oaks
City of Westminster
City of Whittier
City Year
Clergy and Laity United for Economic Justice
Clinica Medica Mi Familia
Clinica Romero
Clinica Tepati
Clínicas de Salud del Pueblo
Coalition for Humane Immigrant Rights of Los Angeles

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Coalition for Responsible Community Development
Coalition of OC Community Health Centers
Colton Joint Unified School District Adult Education Center
Comite Organizador Latino de City Heights
Common Sense
Community Action Partnership of Kern
Community Action Partnership of Orange County
Community Clinic Association of Los Angeles County
Community Coalition
Community Connect Labs
Community Health Association Inland Southern Region
Community Health Foundation
Community Health Initiative of Orange County
Community Housing Work
Community Lawyers, Inc.
Community Network Group
Compton Community College District
Compton Unified School District
Confederacion Centro Americana (COFECA)
Congressional Hispanic Caucus
Conill
Connect The Valley, Inc
Consejo de Federaciones Mexicanas en Norteamérica (COFEM)
Consortium for Early Learning Services
Consulado de Mexico
Consulado General de Mexico, San Francisco
Consulate General of Mexico, Los Angeles
Contra Costa Census 2020
CountMe 2020 Coalition
County Library System
County of Los Angeles
County of Orange
County of Santa Clara
Crystal Stairs
DAR Public Health Consulting
Delta Sigma Theta Sorority, Inc.- Century City Alumnae Chapter
Designated Exceptional Services for Independence
Downtown Womens Center
Drug Policy Alliance
Early Edge California
Early Start Family Resource Network
East Los Angeles College
East Los Angeles Service Center

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East Salinas Building Healthy Communities
Ednovate
Education and Leadership Foundation
El Concilio Family Services
El Sembrador Catholic Radio
El Sol Neighborhood Educational Fund
Emanate Health
Employee Rights Center
Empower LA
Empowering Pacific Islander Communities
Engage San Diego
Equal Voice Network
Equality California
Exterra Schools
Family Health Care Centers of Greater Los Angeles
Family Service Association
Fathers & Families of San Joaquin
Fenton Communications
Fiesta Juliana USA
First 5 Association
First 5 California
First 5 Los Angeles
First 5 Orange County
First 5 Riverside
First 5 San Bernardino
First 5 San Diego
Florence Firestone Merchants Association
For The Child
Fresno Barrios Unidos
Gallo Advantage Consulting
Gardner Health Services
Gear Up
Give for a Smile
Great Public Schools Now
Hacienda La Puente School District
Health Leads USA
Hermandad Mexicana
Hispanas Organized for Political Equality
Homies Unidos, Inc.
Housing Authority of City of Los Angeles
Human Services Association
I Did Something Good Today Foundation
Immigration Resource Center San Gabriel Valley

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ImpreMedia
Independent Living Center of Kern County
Inglewood Unified School District
Inland Coalition for Immigrant Justice
Inland Congregations United for Change
Inner City Struggle
Instituto de Avance Latino (IDEAL)
Interfaith Food Center
International Rescue Committee
Jakara Movement
JEA & Associates
John Swett Unified School District
Karsh Family Social Service Center
Kid Healthy
Kings Community Action Organization
KIPP Schools
Korean American Center
Korean American Coalition
Korean Community Services
Koreatown Youth Community Center
La Familia Counseling Center, Inc
LA Voice
Lao Community
LA's Best
Latino Community Foundation
Latino Equality Alliance
Latino Health Access
Latino Literacy Now
Latinos in Action
Law Offices of Bashir Ghazialam
Lazer Broadcasting
League of Women Voters - Claremont / Mt. Baldy Area League
League of Women Voters - Los Angeles County
League of Women Voters - Pasadena
League of Women Voters - San Gabriel
League of Women Votes of Orange Coast
LGBTQ Center of Orange County
Lideres Campesinas
LIFT-Los Angeles
Literacy for All
Lo Nuestro /Television Centroamericana
Long Beach Forward
Los Angeles Alliance for a New Economy

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Los Angeles Biz Fed
Los Angeles Chamber of Commerce
Los Angeles Community College District
Los Angeles County Federation of Labor
Los Angeles County Office for the Advancement of Early Care and Education
Los Angeles County Office of Education
Los Angeles Harbor College
Los Angeles LGBT Center
Los Angeles Partnership for Early Childhood Investment
Los Angeles Trade Tech
Los Angeles Unified School District
Los Angeles Urban League
Los Cien Sonoma County
Loud Community
LOUD For Tomorrow
Loyola Marymount University - Center for Equity for English Learners (CEEL)
LULAC California
Lynwood Unified School District
Mabuhay
Madison Park
Magnolia Community Initiative
Magnolia Park
Magnolia Public Schools
Maternal and Child Health Access
MECCA
Media Arts Center San Diego
Mexican American Opportunity Fund
Mi Familia Vota
Mid City CAN
Miguel Contreras Foundation
Mixteco/Indígena Community Organizing Project
MLK Community Medical Group
Montebello Unified School District
Monterey Bay Central Labor Council
Monterey County Board of Supervisors District 1
Monterey County Complete Count Committee
Mountain View School District
National Association of Latina Business Women
National City Chamber of Commerce
National City Library
National Health Foundation
National Latino Research Center
Nativity Prep Academy

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North Westwood Neighborhood Council
Northeast Business Association
Northeast Valley Health Corporation
Office of California State Assemblymember Anthony Rendon (District 63)
Office of California State Assemblymember Blanca Rubio (District 48)
Office of California State Assemblymember Cristina Garcia (District 58)
Office of California State Assemblymember Luz Rivas (District 39)
Office of California State Assemblymember Miguel Santiago (District 53)
Office of California State Assemblymember Reggie Jones Sawyer (District 59)
Office of California State Assemblymember Richard Bloom (District 50)
Office of California State Assemblymember Sharon Quirk-Silva (District 65)
Office of California State Assemblymember Tom Lackey (District 36)
Office of California State Assemblymember Wendy Carrillo (District 51)
Office of California State Assemblymember Cottie Petrie-Norris (District 74)
Office of California State Assemblymember Sabrina Cervantes (District 60)
Office of California State Governor Gavin Newsom
Office of California State Senator Bob Archuleta (District 32)
Office of California State Senator Connie M. Leyva (District 20)
Office of California State Senator Holly J. Mitchell (District 30)
Office of California State Senator Lena A. Gonzalez (District 33)
Office of California State Senator Ling Ling Chang (District 29)
Office of California State Senator Maria Elena Durazo (District 24)
Office of California State Senator Richard D. Roth (District 31)
Office of California State Senator Thomas J. Umberg (District 34)
Office of Los Angeles City Councilmember Curren D. Price, Jr. (District 9)
Office of Los Angeles City Councilmember Monica Rodriguez (District 7)
Office of Los Angeles County Supervisor Hilda L. Solis (District 1)
Office of Los Angeles County Supervisor Kathryn Barger (District 5)
Office of Los Angeles Unified School District Board Member Kelly Gonez (District 6)
Office of Los Angeles Unified School District Board Member Monica Garcia (District 2)
Office of Los Angeles Unified School District Board Member Nick Melvoin (District 4)
Office of Supervisor Andrew Do (Orange County)
Office of Supervisor Doug Chaffee (Orange County)
Office of U.S. Representative Gil Cisneros, Jr. (CA-39)
Office of U.S. Representative Grace Napolitano (CA-32)
Office of U.S. Representative Jimmy Gomez (CA-34)
Office of U.S. Representative Judy Chu (CA-27)
Office of U.S. Representative Linda Sanchez (CA-38)
Office of U.S. Representative Lou Correa (CA-46)
Office of U.S. Representative Lucille Roybal-Allard (CA-40)
Office of U.S. Representative Nanette Barragan (CA-44)
Office of U.S. Representative Norma Torres (CA-35)
Office of U.S. Senator Kamala Harris

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Office of California State Assemblymember Eloise Reyes (District 47)
Office of California State Assemblymember James C. Ramos (District 40)
Office of U.S. Representative Katie Porter (CA-45)
One Justice
One Step a La Vez
Orange County Asian and Pacific Islander Community Alliance
Orange County Communities Organized for Responsible Development
Orange County Congregation Community Organization
Orange County Head Start
Orange County Human Relations
Orange County Labor Federation
Orange County Rapid Response Network
Orange County Taskforce
Orange County United Way
Orange Unified Parent Union
PACE
Pacific Clinics
Pacoima Beautiful
Palos Verdes Democratic Club
PAO Strategies
Para Los Niños
Paramount Unified School District
Parent Education League
Parent Engagement Academy
Parent Institute for Quality Education
Pasadena/Altadena Coalition of Transformative Leaders
Pat Brown Institute for Public Affairs
Pathways LA
Pepperdine University, The Center for Latinx Communities
Pico California
Pio Pico Elementary School
Planned Parenthood Federation of America
Planned Parenthood Los Angeles
Planned Parenthood Pasadena & San Gabriel Valley
Pretend City
Primestor Development, LLC
Program for Torture Victims
Proteus
Proyecto Pastoral
Public Health Awakened - Los Angeles Chapter
PUC Schools
Pukuu Cultural Community Services
Puro Radio Amigo

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Queens Health Care Centers
Reading and Beyond
ReadyNation California
Resilience OC
RHA Inc.
Riverside County Executive Office
Riverside County Office of Education
Rock Rose Gallery
Roots Community Health Center
SALVA
Salvadoran American Leadership and Educational Fund
San Bernardino City Unified School District
San Bernardino College Community District
San Diego County Child Care and Development Planning Council
San Diego Grantmakers
San Fernando Valley NAACP
San Ysidro Health Center
Santa Ana Building Health Communities
Santa Ana City Council
Santa Ana College
Santa Ana Unified School Board
Santa Ana Unified School District
SBCC Thrive LA
SCOPE
SEIU Local 721
SEIU Local 99
SEIU USWW
SEIU
SEIU-CIRS
SEIU-UHW
Self Help Graphics & Arts
Services, Immigrant Rights and Education Network
Sherman Elementary (San Diego)
Sierra Health Foundation
Simi Valley Public Library
South Asian Network
South Central Family Health Center
South Central LAMP
South Gate Chamber of Commerce
South Kern Sol
South Orange County Family Resource Center
Southeast Community Development Corporation
Southeast Los Angeles Collaborative

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Southern California Association of Governments
Southern California Association of Non Profit Housing
Southern California Grantmakers
Southwest Regional Council of Carpenters
Speak UP
St. Joseph Health Mission Hospital
Street Level Health Project
Strong Women Healing Their Community
Sustainable City
Symple Equazion
Tabernaculo Biblico Bautista Amigos De Israel
Teamsters Local 630
Teamsters Local 952
Telemundo
Templo Calvario Community Development Corporation
The California Women's Law Center
The Cambodian Family
The Children's Partnership
The Congressional Hispanic Caucus
The Human Element Passage
The Lake LA News
The Lion Club
The Palmdale Aerospace Academy
The Unity Council
The Walls Las Memorias
U.S. Census Bureau
United Khmer Cultural Preservation
United Parent Leaders Action Network
United Parents & Students
United Way Bay Area
United Way of Kern County
United Way of Monterey County
United Way of the Desert
United Way San Diego
United Ways of California
United Cambodian Community
University of California, Irvine Mesa Unida
University of California, Los Angeles Center for Health Policy Research
University of California, Los Angeles Latino Policy & Politics Initiative
University of California, Los Angeles Veteran Affairs Relations
University of California, Santa Barbara
University of Southern California Annenberg Innovation Lab
University of Southern California School for Early Childhood Education

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Univision
Valley Community Healthcare
Value Schools
Vaughn Next Century Learning Center
Ventura County Community Foundation
Vision y Compromiso
Voto Latino
Warehouse Workers
We Vote Redwood City
Weingart East Los Angeles YMCA
West Hollywood Community Housing Corporation - Vermont Manzanita
West Modesto Community Collaborative
Western Municipal Water District
Whittier Area Chamber of Commerce
Whittier College
Whittier Union High School District
Whittier Uptown Association
Women for American Values and Ethics
YMCA of Metropolitan Los Angeles
Youth 2 Leaders
Youth Empowered Through Scholastic Sports Service

Sector	Contributions of how they made a difference in our outreach efforts.
Elected officials and their staff	Collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, passing of resolutions, press conferences, and recorded videos.
Community based organizations (CBOs)	Integrated Census messaging into their day-to-day activities, collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, and helped disseminate our Census collateral to their stakeholders.
Foundations	Helped promote and raise awareness of the Census within their geographic focus areas and among their grantees. Assisted with our Train-the-Trainer workshops by providing meeting space

	and promoting attendance among their grantees and community partners.
Municipalities	Used our posters and collateral on various city properties and during official city outreach efforts.
Offices of Education	Helped disseminate our resources to school districts such as our “Back to School” toolkit and posters that were displayed at schools.
School Districts	Helped disseminate our resources to their schools, such as our “Back to School” toolkit and posters that were displayed at schools. Also collaborated on parent presentations that took place at certain schools.
Charter School Association / Charter Schools	Helped disseminate our resources to their schools, such as our “Back to School” toolkit and posters that were displayed at schools. Also collaborated on parent presentations that took place at certain schools.
Higher Education Institutions	We were able to present to students in their classroom settings and/or to student leadership clubs on the 2020 Census. Some campuses also posted our posters.
First 5 Association & Locals	Integrated Census messaging into their day-to-day activities, collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, and helped disseminate our Census collateral to their stakeholders.
Children's Organizations/Agencies	Integrated Census messaging into their day-to-day activities, collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, and helped disseminate our Census collateral to their stakeholders.
Parent Organizations	Disseminate information to parent groups, organized presentations to parents, and helped circulate Census messaging within schools.
Faith Based Organizations	Created and disseminated Census messaging and content for faith leaders and their congregations. Also

	collaborated on a Census Faith Weekend of Action.
Labor Unions	Key leadership staff received Census training from us and frequent operational updates, which resulted in the dissemination of Census messaging to union members.
Community Clinics Association & Individual Clinics	Integrated Census messaging into their day-to-day activities, collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, and helped disseminate our Census collateral to their stakeholders.
Membership organizations/associations	Integrated Census messaging into their day-to-day activities, collaborated on a wide variety of in-person and digital town halls, community presentations, Facebook Lives, and helped disseminate our Census collateral to their stakeholders.
Media Partners	Promotion of Census campaign and hotline number as well as collaboration on articles to inform their audience.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Most of NALEO Educational Fund's Census collateral was available in English and Spanish, including the organization's social media posts. In addition, staff offered Spanish-language Census trainings. The organization also strived to ensure its in-person trainings were held at locations that were accessible to people with disabilities. NALEO Educational Fund continued its strong partnership with Spanish-language media companies, which led to extensive Census promotion. This promotion also led to significant call volume to our Census informational hotline where the majority of calls were from Spanish-speaking individuals.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Through its Train-the-Trainer workshops, NALEO Educational Fund provided capacity building to 2,543 individuals across California with the goal of motivating the Latino community to participate in the 2020 Census. NALEO Educational Fund provided

partners in-person- and webinar-based training that was offered in a three-part module series, which included:

- Module 1: Census 101
 - Census history, basics, new approaches, challenges to a full count, policy and funding
- Module 2: Census Operations
 - Mailings, self-response, nonresponse follow-up, group quarters, homeless count, update/leave, and update/enumerate
- Module 3: Census Champion
 - Messaging, outreach tactics, field resources and tools, questionnaire review, and race and Hispanic origin questions.

Additionally, NALEO Educational Fund offered a webinar series, entitled “Putting Tools into Practice: Virtual Organizing for the 2020 Census,” which featured 12 weekly trainings from May through August to support organizations as they transitioned to digital outreach. The webinars were conducted in English and Spanish with the English trainings having 251 attendees and the Spanish trainings having 217 individuals participate for a total of 468 individuals. The webinar series featured the following topics:

- Messaging under COVID-19
- Creating Images for Social Media
- Phone Banking
- Working with Traditional Media
- Leveraging Email, SMS Platforms and Creating an SMS Campaign

As a result of these trainings and resources provided by NALEO Educational Fund, most partners shared that their capacity grew. In addition, NALEO Educational Fund is excited to share that many of its partners implemented innovative strategies to promote the 2020 Census, especially in the midst of the COVID-19 pandemic. Some of these highlights include.

- Information and collateral distribution through health centers and food banks
- Phone Banks and text messaging
- Caravans
- Digital outreach strategies, including advertising buys, Zoom meetings, Instagram, and Facebook

The following is an example of what partners shared with us.

“As part of this project, the Center for Community Advocacy (CCA) was able to increase its internal capacity to perform outreach. Census 2020 outreach opened the door for the organization to hire a full-time staff member that would engage exclusively in Census 2020 work during the duration of the Census period. Furthermore, the formation of the Tri County Census Action Coalition has allowed CCA to expand its relationships and partnerships with other community-based organizations. We look forward to working together in different projects moving

forward. This certainly will be a strategy that will continue after the Census 2020 project ends.”

Center for Community Advocacy, Salinas, CA

“NALEO Educational Fund's support was fundamental in helping us make the transition from focusing on Census-related trainings and support to organizations to providing immigrant families with Census information and assistance. The support permitted us to maintain multiple staff members engaged in Census activities, thus improving our organizational productivity and impact. This enhanced capacity will continue to serve our organization in the coming months as we continue to develop other projects.”

Central Valley Immigrant Integration Collaborative, Clovis, CA

“The support we received from NALEO Educational Fund further strengthened our ties to our Latinx communities by giving us the opportunity to create a physical presence in these spaces. With consistent outreach and education, we hope to become a trusted messenger and a trusted presence to these particular Latinx communities. Furthermore, this support allowed us to invest in a dedicated, Spanish-language phone line. This phone line has already proven immeasurably helpful beyond our Census project. We plan on making the phone line a permanent resource for our agency.”

The Cambodian Family, Santa Ana, CA

“We were able to form a Census phone banking/texting team of 11 community leaders. We were also able to incorporate our youth department and its youth leadership core into our Census outreach efforts. We also were successful at forming a San Fernando Valley coalition of over 300 community leaders and offices of elected officials. Through our coalition building we have been successful in establishing a strong partnership with leaders from all over the San Fernando Valley.”

Pacoima Beautiful, Pacoima, CA

Below are some pictures of our partners in the field.



Centro La Familia, Drive-Thru Food Distribution in Mendota, CA



Services, Immigrant Rights and Education Network, Census Get Out The Count

NALEO Educational Fund



Census Caravan in Calipatria, CA

In addition, below are some pictures from NALEO Educational Fund's Train-the-Trainer workshops.



Train-the-Trainer Workshop, South Gate, CA



Train-the-Trainer Workshop, Los Angeles, CA

9) Please add any suggestions for the 2030 Census efforts, including timelines.

NALEO Educational Fund appreciates the opportunity to provide suggestions in preparation for the 2030 Census. We would recommend that partners begin to be trained in early 2029. It would also be helpful to have the contracting process begin earlier. Regarding the contract process, we believe that this process disenfranchised some organizations and that a grant process would have allowed more qualified organizations to apply. In addition, it would have been helpful to provide clarification on the objectives as well as the mapping and reporting procedures. The delay in the development of the SwORD system, combined with limited access, diminished its effectiveness in the field.

Attachments

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
- a) SwORD uploads of completed activities – Yes, this has been submitted.
 - b) Updated list of subcontractors – A list of partners that we provided re-grants is included. Please note that funding from California Complete Count was not used to provide these re-grants.
 - c) Evaluations or analytical reports, if any – Not Applicable
 - d) Sample products* - We have attached some sample products as well as links to our numerous informational resources.

Subcontractors

NALEO Educational Fund provided re-grants to the following partners in California. Please note that funds from the California Complete Count were not used to re-grant to partners.

Name	Region
The Unity Council	3
Center for Community Advocacy	5
El Concilio Family Services	5
Monterey Bay Central Labor Council	5
One Step a la Vez	5
Central Valley Immigrant Integration Collaborative (CVIIC)	6
Centro la Familia	6
Community Action Partnership of Kern	6
Fresno Barrios Unidos	6
Kings Community Action Organization	6
Mi Familia Vota	6
Proteus	6
SIREN	6
South Kern Sol	6
Youth 2 Leaders	6
Center for Community Action and Environmental Justice	7
Inland Coalition for Immigrant Justice	7
The Warehouse Workers Resource Center	7
Alliance for a Better Community	8
Pacoima Beautiful	8
The Walls Las Memorias	8
Catholic Charities of Orange County	9
Resilience Orange County	9
The Cambodian Family Community Center	9
Campeños Unidos	10
Chula Vista Community Collaborative	10
Comite Civico del Valle	10
CSUSM Corporation	10
Employee Rights Center	10
Justice Overcoming Boundaries	10
National City Chamber of Commerce	10

Sample Products

NALEO Educational Fund's Census one-pagers, toolkits, guidance docs, and graphics can be accessed [here](#).

Recorded versions of the three Train-the-Trainer workshop modules are available at the following links.

Module 1: Census 101:

https://naleo.zoom.us/rec/share/6PJfHujb5mROaaPCyGzVdoAaMJiaaa8gCgb_pzfku pC3-XFf2Uxv-SMi7dBs

Module 2: Census Operations 2.0:

https://naleo.zoom.us/rec/share/wvN_dOnVqfTlYqfB7VCAUPAcFcf8X6a82iEZ8_MNxElra WQA_p_qaS0W2fF5P_PI

Module 3: Census Ambassador: https://naleo.zoom.us/rec/share/wOV_ClrPqFNOFYGR-ljPQolqLNnleaa8gSFNrqdbzhkVvF_euNWnuBsiukXM_Alu

In addition, NALEO Educational Fund produced a Spanish Train-the-Trainer Webinar, which is available to view at the following link:

<https://www.dropbox.com/s/9hdvz8b4fn0vi2r/Spanish%20Webinar%204.17.20%20%282%29.mp4?dl=0>.

NALEO Educational Fund's *Back to School: Counting K-12 Children in the 2020 Census* webinar may be viewed at this link:

https://naleo.zoom.us/rec/play/TRZ8SFPxMtUmwRp0ORxLb0raUfkmrQilvoLOoOqDMFNJ plxqMFusy3sEyXlNcjU7fokg3CuOXkSLLxUT.s5hbPV7qAzZSNP2W?continueMode=true&_xzm_rtaid=rwCGGnYxQzeNPozVlf2XTw.1600716565520.295d2d855896328fe033586913c413ff&_xzm_rhtaid=295.

The following resources are from NALEO Educational Fund's webinar series, entitled "Putting Tools into Practice: Virtual Organizing for the 2020 Census."

2020 Census & COVID-19 Messaging by NALEO Educational Fund – [Recording](#) | [PowerPoint 1](#) and [PowerPoint 2](#)

Mensajes claves sobre el Censo 2020 y COVID-19 by NALEO Educational Fund – [Recording](#) | [PowerPoint 1](#) and [PowerPoint 2](#)

Designing Effective Graphics by Youth 2 Leaders – [Recording](#) | [PowerPoint](#)

El diseño de gráficos by Youth 2 Leaders – [Recording](#) | [PowerPoint](#)

Phone Banking 101 by United Way Bay Area – [Recording](#) | [PowerPoint](#)

Llamadas telefónicas by AltaMed – [Recording](#) | [PowerPoint](#)

NALEO Educational Fund

Engaging Traditional Media by South Kern Sol – [Recording](#) | [PowerPoint](#)

Los medios de comunicación tradicionales by South Kern Sol – [Recording](#) | [PowerPoint](#)

Leveraging Email Communication by CVIIC – [Recording](#) | [PowerPoint](#)

El correo electrónico by CVIIC – [Recording](#) | [PowerPoint](#)

SMS 101 by NALEO Educational Fund - [Recording](#) | [PowerPoint](#)

NALEO Educational Fund produced several videos. Below are the links to these videos.

- [What is the Census and Why It's Important](#)
- ["Leo's story" / "La historia de Leo"](#) – a bilingual 1 minute animated video going over the importance of the Census to our communities.
- [All Kids Need to be Counted](#) | [!Contemos a todos los niños!](#)
- "The Present is Latina" campaign: [Our Presence is Power](#) and [She's Counting on You to Participate](#)

Below are images of NALEO Educational Fund's Census products.



Pin



Sticker

NALEO Educational Fund



HAGASE CONTAR Shirt



HAZME CONTAR Shirt



The Present is Latina Shirt

NALEO Educational Fund



Baby Onesie



Smartphone Wallet



Tote Bag

Thanks for joining NALEO Educational Fund's Census 2020 updates! TXT your email and zipcode to get the latest news & updates in your community. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply Great, thx! Let us know how you will help get-out-the-count in 2020 (select A-D)

- A. Elected Official
- B. Non-profit or CBO
- C. Educator or Ed. Institution
- D. Other

Have you heard? Update Leave is here!

Earlier in May, the Census Bureau initiated restarts of "Update Leave" operations. Learn more about what is Update Leave, when it starts, where it takes place, and how these tracts will be counted amid COVID-19
<http://lil.ms/4yel/6y5gt9>

In case you missed it: NALEO Educational Fund stands in solidarity with the Black community during this critical moment in our nation's history.

<http://lil.ms/515v/6y5gt9>

#BlackLivesMatter

#LasVidasNegrasImportan

Pride is about being seen. It is about saying, 'I am here, and I am proud of who I am.' And while there is more work and progress to be made for LGBTQ+ people in America, making sure we are seen and heard today by being counted in the 2020 Census will help secure the future for families and communities.

Hon. Ricardo Lara
NALEO PRESIDENT



HAPPENING TODAY

Join NALEO Educational Fund + Telemundo for a Day of Action to increase Latino self-response rates in the 2020 Census!

Instagram Live Spanish Language Q&A at 1:00 p.m. ET / 10:00 a.m. PT on @NoticiasTelemundo.

Facebook Live Virtual Townhall at 2:30 p.m. ET / 11:30 a.m. PT. Tune in to get a snapshot of Latino self-response rates! <http://lil.ms/59u5/6y5gt9>

This Father's Day, we continue to work towards a full and accurate 2020 Census for the love of our children and community.

Learn how families can elevate their voices and make their presence known by participating and being counted <http://lil.ms/5cvs/6y5gt9>

**We deserve to be
seen and heard.
WE COUNT!**

#HagaseContar

#QueerTheCensus



CHARLA VIRTUAL

**¿TIENES PREGUNTAS
SOBRE EL
CENSO 2020?**

**¡ACOMPÁÑANOS PARA
UNA CHARLA CON
EXPERTOS DE EL FONDO
EDUCATIVO NALEO Y
LA OFICINA DEL CENSO!**

JUEVES, 2 DE JULIO / 2PM PT



DUNIA ELVIR

CONÉCTATE @TELEMUNDO52



United States®
**Census
2020**



**HAZTE
CONTAR**

HAPPENING TODAY

A Special Conversation: The LGBTQ+ and Immigrant Community Counts

Tune in at 11:00 a.m. PT as we join NALEO President and California's first LGBTQ Constitutional Officer, Commissioner Lara, CHIRLA, and the LA County Office of Education to discuss how to ensure the LGBTQ+ community gets counted in the 2020 Census. <http://lil.ms/5e29/6y5gt9>

Don't forget to retweet Commissioner's Lara statement on Twitter/FB/IG - @NALEO.



PUTTING TOOLS
INTO PRACTICE:
**VIRTUAL ORGANIZING FOR
THE 2020 CENSUS**

TUESDAYS, 10:00 - 11:00 A.M. PT

Register: bit.ly/DigitalOrgEng

5/26 - 2020 Census & COVID-19 Messaging

6/9 - Designing Effective Graphics

6/23 - Phone Banking 101

7/7 - Engaging Traditional Media

7/21 - Leveraging Email

8/4 - SMS Texting 101



Questions? MYamamoto@NALEO.org

Protecting Democracy: Latino Voting Amid COVID-19



 **LIVE** VIRTUAL TOWN HALL

National Latino leaders will release new principles for holding **safe, and accessible elections in 2020**, and discuss strategies for preserving access to the **ballot box for Latino voters**.



DETAILS

Thursday, July 16, 2020
2 p.m. ET / 11 a.m. PT
[FB.COM/NALEO.ORG](https://www.facebook.com/NALEO.ORG)

MODERATOR

Juliana Cbrales NALEO Educational Fund

SPEAKERS

Laura Esquivel Hispanic Federation

Jose Perez LatinoJustice PRLDEF

Thomas A. Saenz MALDEF

Hector Sanchez Barba Mi Familia Vota Education Fund

Arturo Vargas NALEO Educational Fund

Clarissa Martínez-de-Castro UnidosUS

Happy Pride Month & LGBTQ+ Census Week of Action!

Check out the premier of our #QueerTheCensus video, featuring prominent Latinx drag queens reminding you to fill out the census and answering all of your census related questions and doubts!

<http://lil.ms/5fr8/6y5gt9>

Check out our NALEO Educational Fund June 30th Census Updates Newsletter covering:

- Operational adjustments

- Resumption of field operations

- GAO issues report

- Latino self response rate updates

Y más... <http://lil.ms/5l3j/6y5gt9>



**7 points
behind
U.S rate.**

Response rates in Hispanic and Latino neighborhoods fall behind on average.

Take Action

HOW TO IDENTIFY A CENSUS TAKER



TIME OF DAY

Census takers will visit between 9AM - 9PM LOCAL TIME



ID BADGE

Ask for official Census Bureau identification



VEHICLE IDENTIFICATION

An "Official Business" notice will be placed on the vehicle

SMART DEVICE

Census takers will carry an iPhone to record information



WEAR A MASK

Census takers are required to wear a mask and maintain 6ft social distancing



Fill out your form online or by phone!

www.my2020census.gov | 844-330-2020



HAPPENING TODAY

Join NALEO Educational Fund + Telemundo 52 for a live chat in Spanish to get your census questions answered!

Latino participation in the 2020 Census remains low. It is vital that everyone gets counted. Resources for education, health, transportation and much more depend on it!

Tune in TODAY at 2pm PT <http://lil.ms/5lap/6y5gt9>



BACK TO SCHOOL!

Counting K-12 Children in the 2020 Census

Thursday, August 27 | 3:00 p.m. - 4:00 p.m.

RSVP: <https://bit.ly/CensusBack2School>

Join Child360, NALEO Educational Fund, The Children's Partnership, and The First 5 Association in a discussion about effective strategies to engage students and families on the 2020 Census. In addition, we will be launching the new resource, "*iHazme Contar!* Back to School Toolkit for School Administrators and Educators."

Time is running out to ensure that families and children get counted in the census. We call on all partners and schools to join this call to action!

Questions? Email myamamoto@naleo.org



Count **children** in the census to help brighten their future.



my2020census.gov



844-330-2020



Reply by Mail

Join NALEO Educational Fund for our Virtual Digital Organizing Training every other Tuesday at 10am PT!

Learn about effective digital outreach strategies to get out the count for the 2020 Census. For registration and more, click here <http://lil.ms/5qju/6y5gt9>

You deserve to be counted!
Census 2020



TODAY
Join NALEO Educational Fund for our "Protecting Democracy: Latino Voting Amid COVID-19" Townhall at 2 p.m. ET/ 11 a.m PT via Facebook Live and hear from national Latino leaders on immediate action needed to help ensure Latino voters have equal access to the ballot box. <http://lil.ms/62gt/6y5gt9>

This week the Census Bureau sent out a postcard reminding non responding households that it is not too late to respond <http://lil.ms/672b/6y5gt9>

Remember that you can still respond to the Census online <http://lil.ms/4zby/6y5gt9>, by phone, or by mail.

Questions? Call 877-EL-CENSO

HAPPENING NOW

Census Counts #TrueForYou Virtual Rally! Join NALEO Educational Fund and partners from across the coalition as we host a virtual rally to talk about the importance of filling out the census to make the census #TrueForYou <http://lil.ms/67jy/6y5gt9>

LO QUE TIENES
QUE SABER SOBRE
LOS LATINOS Y EL
CENSO 2020

INSTAGRAM LIVE CON
ARTURO VARGAS
CEO DE FONDO
EDUCATIVO NALEO

MIÉRCOLES 17 DE JUNIO
1 PM ET / 12C / 10PT



¡MAÑANA!



LIVE



@NoticiasTelemundo

¡CONÉCTATE!



HAZTE
CONTAR



EL
PODER
EN TI

TAKE ACTION: The Administration is trying to cut the census short by 1 month and deprive millions of their right to participate in it. Tell Congress it **MUST** act to extend the reporting deadlines âž; <http://lil.ms/6be0/6y5gt9>

Starting today Census takers will be visiting households that have not yet responded to the 2020 Census.

Haven't responded yet? There is still time! You can respond online at www.my2020census.gov, by phone 1-844-330-2020 or by mail by Sept. 30.

TODAY

Join NALEO Educational Fund, the National LGBTQ Task Force, and partners for a Facebook Live at 8:30 p.m. ET / 5:30 p.m. PT as we discuss the current state of the 2020 Census, President Trump's policy memorandum, and what you can do to get out the count

(<https://www.facebook.com/events/2665508070434856/>).

CALIFORNIA: Time is running out to ensure that all children and families are counted in the 2020 Census!

Join NALEO Educational Fund and partners for a "Back to School" Webinar on Thursday, August 27 at 3:00 p.m. as we discuss what school and community leaders can do to get out the count in this final push.

Register now <http://lil.ms/6j5u/6y5gt9>

JUST IN! NALEO Educational released a NEW Back to School Census Toolkit with bilingual resources for school administrators and educators

Join us at our upcoming webinars as we discuss what partners can do to get out the count in this final push.

Click to view and register now <http://lil.ms/6jfy/6y5gt9>

Time is running out to ensure that all children and families are counted in the 2020 Census!

Join NALEO Educational Fund and partners for a "Back to School" Webinar TODAY, Monday, August 31 at 2:00 p.m. ET / 11:00 a.m. PT as we discuss what school and community leaders can do to get out the count in this final push. Register now <http://lil.ms/6mgq/6y5gt9>

We've officially entered the Non-Response Follow-Up (NRFU) process of the 2020 Census! While our communities can continue to self-respond, here is why NRFU is important and how it works <http://lil.ms/6n1a/6y5gt9>

WATCH: Our fabulous friends and famous faces in Broadway as they take inspiration from the #DontRushChallenge and give us the rundown on how to fill out the 2020 Census

<http://lil.ms/6ruw/6y5gt9>

Happy Hispanic Heritage Month! Join NALEO Educational Fund for a Month of Latino Power to encourage Latinos to be SEEN , HEARD , and COUNTED <https://mailchi.mp/83a4918f58a6/join-naleo-educational-fund-as-we-celebrate-a-month-of-latino-power-523262?e=27c52be527>

JUST IN! NALEO Educational Fund releases NEW Census Policy Update Newsletter to ensure our partners have up-to-date information about Census 2020 as we near the potential end of the data collection period. Click to view now <http://lil.ms/bast00e5/6y5gt9>

FRIENDLY REMINDER: There is still time to fill out the 2020 Census!

Know someone that has not yet been counted? Encourage them to complete their questionnaire today at www.my2020census.gov!

Update: The last day to fill out the 2020 Census online is this Friday, October 16, 6 a.m. ET.

Know someone that has not yet been counted? Encourage them to complete their questionnaire today at www.my2020census.gov! More info here <http://lil.ms/78zp/6y5gt9>

TODAY IS THE LAST DAY TO GET COUNTED! Make sure everyone in your community and household have made themselves count. Here are some other actions you can take to get everyone counted

<http://lil.ms/79cs/6y5gt9>

Censo 2020

Hágase contar en 2020



¿Qué es el censo?

El censo es un autorretrato de la nación. La Constitución de los EE. UU. requiere que el gobierno federal cuente a todas las personas que se encuentran viviendo en el país cada 10 años. El conteo debe incluir a personas de todas las razas y grupos étnicos; a todos los ciudadanos y no ciudadanos; a los adultos y a los niños, sin importar la edad. Cada hogar debe auto responder y llenar un formulario del censo (ya sea en línea, por correo o por teléfono) a más tardar el 31 de octubre de 2020. Participar en el censo es nuestro derecho y nuestra responsabilidad.

¿Por qué es importante el censo?

La información del censo da forma al futuro de nuestra comunidad y a las futuras generaciones. La información del censo determina nuestro poder político, la representación en el Congreso y el financiamiento para la educación, el transporte, el cuidado de salud y mucho más.

- El Censo 2020 determinará como serán distribuidos más de \$1,5 trillion en recursos del gobierno federal cada año durante la siguiente década a los estados y a las localidades.
- La información del Censo es utilizada para determinar en donde se deben construir escuelas, calles, hospitales, centros para el cuidado de niños y otros servicios.
- Programas federales clave dependen de la información y las asignaciones derivadas del censo, incluyendo:
 - Medicaid, Programa Suplementario de Asistencia Nutricional (SNAP), Medicare Parte B, Planificación y Construcción de Carreteras, Sección 8, Título I Subvenciones, Becas de Educación Especial (IDEA), Programa de Seguro de Salud para Niños (CHIP) y Head Start.
- La información del Censo también es utilizada para el reparto de escaños del Congreso y la redistribución de distritos en todos los niveles del gobierno. La información del Censo determina quien lo representa.
- La información del censo es indispensable para monitorear la discriminación y la aplicación amplia de leyes de derechos civiles.

Fechas Clave

ABRIL DE 2019

- Lanzamiento de la campaña de conciencia pública para el Censo 2020, ¡Hágase Contar!, del Fondo Educativo NALEO
- Lanzamiento de la sub campaña ¡Hazme Contar!, para asegurar que todos los niños sean contados

JUNIO DE 2019 – AGOSTO DE 2019

- Decisión final de no incluir una pregunta de ciudadanía en el Censo

AGOSTO DE 2019 – CONTINUA

- Sondeo de direcciones; reclutamiento y contratación por parte de la Oficina del Censo de EE. UU. de personal temporal de campo

ENERO DE 2020

- Comienza el primer contero en áreas remotas de Alaska

MARZO – MAYO DE 2020

- Fase de auto respuesta del Censo 2020 (en línea, correo y teléfono; cuatro oleadas de correo escalonado)
- **29 de marzo – 4 de abril de 2020:** Semana de Acción Nacional
- **1 de abril de 2020 – ¡Día Nacional del Censo!**

MAYO – OCTUBRE DE 2020

- Debido a la pandemia de COVID 19, todos tendrán la oportunidad de responder por teléfono, en línea o por correo hasta el 31 de octubre de 2020
- A partir de las últimas actualizaciones, el seguimiento de la no respuesta en persona comenzará en agosto de 2020

Esté preparado para estos cambios clave al Censo 2020:

- **Respuesta por Internet:** Aunque los formularios de papel seguirán disponibles, por primera vez el Internet será la opción de respuesta primaria. Las personas podrán responder al Censo 2020 en línea (www.my2020census.gov), por teléfono (844-330-2020) o por correo.
- **Visitas a los hogares:** Para el Censo 2020, la Oficina del Censo 2020 **por lo general solo** visitará los hogares que no respondan al censo. Los escritores del censo, también conocidos como empadronadores, visitarán hogares que no respondieron, una vez que la Oficina del Censo de EE. UU. Estados Unidos decide que es seguro hacerlo y tomar las medidas de seguridad apropiadas.
- **Pregunta sobre la raza y etnicidad en dos partes:** Debido al brote de COVID-19, la Oficina del Censo de los Estados Unidos. Estados Unidos ha ajustado las operaciones del Censo 2020 para proteger la salud y la seguridad del público estadounidense y los empleados de la Oficina del Censo. La Oficina del Censo continúa monitoreando las condiciones cambiantes a nivel estatal y local y actualizará sus fechas de inicio planificadas para operaciones seleccionadas y en estados seleccionados, en consulta con los funcionarios apropiados. Continúe visitando 2020census.gov para obtener actualizaciones operativas continuas.
- **Menos recursos para la Oficina del Censo:** El Congreso le ha ordenado a la Oficina del Censo que realice el Censo 2020 a un costo menor por hogar que en el 2010, lo que significa que habrá menos esfuerzos de divulgación que en el 2010 para informarle al público acerca del censo. Esto significa también menos oficinas del censo locales, menos personal y una menor "presencia" en general en el campo en 2020.

¿Mi información se mantendrá confidencial?

- Sí. En conformidad con la ley, la información del Censo solamente puede ser utilizada para propósitos estadísticos. El Título 13 del Código de los EE. UU. exige que la información del encuestado se mantenga confidencial y garantiza que la información personal no sea usada en contra de los encuestados en un tribunal o por parte de una agencia de gobierno.
- La información personal del censo no puede ser divulgada durante 72 años (incluyendo nombres, direcciones y números de teléfono).
- El personal de la Oficina del Censo que tiene acceso a la información personal son juramentados de por vida para proteger la confidencialidad y están sujetos a una multa de \$250,000 fine y/o hasta cinco años en una cárcel federal por divulgación indebida de la información.

¿Cuándo y cómo lleno mi formulario del Censo 2020?

- Es muy fácil. En marzo de 2020, todos los hogares recibirán un correo de la Oficina del Censo de EE. UU. con instrucciones sobre como auto responder en línea. Tras iniciar una sesión en la página de la Oficina del Censo, cada hogar llenará un sencillo formulario de 10 preguntas.
- Todas las personas, incluyendo a los niños, que vivan en el hogar deben ser incluidas en el formulario para que sean contados.
- La información que debe ser proporcionada incluye: el nombre, la relación con la cabeza del hogar, género, edad, fecha nacimiento, origen hispano y raza, y si es dueño de la casa o inquilino. No habrá pregunta de ciudadanía en el formulario.
- El formulario se puede llenar en unos 10 minutos. Si un hogar no responde, la Oficina del Censo enviará por correo recordatorios adicionales y un formulario del censo en papel en el cuarto correo. También existen otras opciones para llenar el formulario, como por correo o por teléfono. Las personas pueden llamar al 877-EL-CENSO (877-352-3676) para más información.
- Si un hogar no presenta un formulario completo del censo, la Oficina del Censo enviará un inspector a esa dirección para recopilar la información en persona. Completar el formulario del censo en línea (www.my2020census.gov), por teléfono (844-330-2020) o por correo es la mejor manera de evitar que un entrevistador visite su hogar.



Envíe un mensaje de texto con la palabra "CENSO" al 97779 para participar.

Para más información, llame a la línea de ayuda bilingüe nacional del Fondo Educativo NALEO al **877-EL-CENSO (877-352-3676)** o visite hagasecontar.org.



2020 Census Questionnaire Guidance for Latino Respondents

Here are instructions on how to fill out the online form: [What to expect with the ISR portal](#)

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

Remember to:

- Count EVERYONE living in the household, this includes babies, young children, long-term visitors, all family members as well as unrelated persons.
- NOT count anyone living on a college campus, deployed in the armed forces, or in a nursing home as they will be counted during group quarters operations.

Question 2: Is a reminder to count:

- 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 and people staying in your home temporarily.
- **YOU SHOULD include persons in your household regardless of immigration or citizenship status. EVERYBODY COUNTS!**

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark 'x' 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
[] [] [] - [] [] [] - [] [] []

Question 3: Type of residence

- This question is intended to gather information on housing trends in the United States.
- **Information on number of people or type of residence will NOT be shared with landlord or any regulating entity.**

Question 4: Telephone Number

- The Census Bureau will only use your phone number to contact you if needed for official Census Bureau business.

Who is "Person 1"?

- 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 rent does not live here, start by listing any adult living here as Person 1.



- Person 1 answers general questions about the housing unit, including the number of persons living there and whether the dwelling is rented or owned.

Please provide information for each person living here. Including:

Question 5: First Name Last Name(s) Middle Initial

Names, along with other information in the questionnaire, helps census workers “de-duplicate” the data—which means to remove extra records if a person appears more than once in the count.

Question 6: Sex (*Respondent can only mark ONE – Male or Female*)

You can respond to this question in whatever way best aligns with your identity – your response is not checked against any other document, and the Bureau supports self-identification.

If people leave this question blank, the Bureau will “impute” your gender. People should understand the consequences of a blank response.

Why is this information important? These data are used to allocate federal funding for education under the Higher Education Act of 1965 and to enforce rules against gender-based discrimination.

Question 7: Age & Date of Birth

Each person’s age should be reported accurately, this helps ensure that each person is counted only once.

- For example, a parent might incorrectly write age 1 for an 11-month old child whose birthday is on April 15, 2020. The correct age on Census Day (April 1, 2020) is actually 0 (less than 1 year old).

Birth date information helps Census Bureau staff correct common rounding mistakes in how people’s ages are reported on the census form.

Why is this information important? Age data are used in planning government programs that provide funding or services for specific age groups. School facilities planning and Head Start funding both rely on Census age data. Age data are also used in programs that provide services and assistance to seniors, such as the Low Income Home Energy Assistance Program. Age data are also used to enforce laws against age discrimination.



Question 8 & 9: Hispanic Origin & Race:

How to Answer the (Confusing) Hispanic origin and Race Questions

Why this information is important: The collection of Hispanic origin and race data is important for the well-being of Latinos in the United States. The information on the Hispanic origin of each person is aggregated in statistics that are used to show how many Latinos are in the country and where they live. These numbers are used to protect the civil rights of Latinos; for example, statistics on Latinos are used in drawing voting districts for Congress, state legislatures and other levels of government so that Latinos can elect candidates of their choice. Knowing the correct number of Latinos, African American, Asians, American Indians, and others, in the country helps us promote policies and programs that serve our communities.

Isn't Latino/Hispanic my race? The short answer is **NO**. According to the Census Bureau, *Hispanic origin* and *race* are two different concepts, and everyone should answer both questions even though many Latinos consider their Hispanic background to be their "race."

The Census Bureau says being Latino is an ethnicity, not a race.

Question 8: The Hispanic Origin Question

→ 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. _____

The Census Bureau asks every person if he or she is Hispanic or Latino. *If the person is not Latino, the NO box should be marked and then proceed to the race question.*

If the person is Latino, there are four check boxes to mark:

- Mexican/Mexican-American/Chicano;
- Puerto Rican;
- Cuban; or
- OTHER Hispanic.

What if my origin is not listed? If the person is Hispanic other than the three named origins, *write-in* the origin for that person (for example, Salvadoran, Guatemalan, Dominican, Argentinian, etc.). If the OTHER box is checked and nothing is written, the person will just be included in the statistics as "OTHER Hispanic."

Can I mark more than one Hispanic Origin? Yes. It is possible to mark more than one *Hispanic origin* box and write in more than one Hispanic background. However, keep in mind that the Bureau will only pick one Hispanic background per person when reporting the statistics.

Question 9: The Race Question

The federal government recognizes four official race categories and the Census Bureau understands that the way it asks for the *race* of each person is confusing.



If I responded to Hispanic Origin, do I have to respond to the question on race? YES. Remember that the Census Bureau says being Hispanic is an ethnicity, so once a person indicates he or she is Latino, the Census Bureau still wants to know what *race* that person belongs to; the official race categories are:

- White,
- Black,
- American Indian or Alaska Native,
- Asian or Pacific Islander.

Can I check more than one race? Yes. A person can choose one or more race categories. A person who checks more than one race box *will be reported as More Than One Race* in the statistics that are published.

Can I be Latino and consider myself a particular race?

Absolutely. Each of the race categories has the option to write-in more detail, for example, a person could mark Mexican as his Hispanic Origin, and White as his race. Or someone could mark Dominican as her Hispanic Origin, and Black as her race.

Can I identify with many races? Yes. Some Latinos consider themselves of many races, or *mestizo*; they can check as many race categories with which they identify.

Can I simply be "some other race"? Yes. Some Latinos do not consider themselves as part of any of the official race categories. They can mark *Some Other Race* and write in more detail if they want. *It is important to know that the federal government does not consider Some Other Race to be an official category.*

9. What is Person 1's race?
Mark X 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, Blackfoot Tribe, Mayan, Aztec, Native Village of Ekwonkwa 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, Marshallian, etc. ✓

Some other race -- Print race or origin. ✓



Should I leave these questions blank? No. All Latinos should complete the Hispanic origin question so as to be included in the statistics about Latinos. All Latinos should answer the race question according to how they feel comfortable; it is a personal choice.

Will these confusing questions change in the future? NALEO Educational Fund is working with the Census Bureau to improve how Hispanic origin and race are asked about in the Census.

“Person 2, 3, 4, 5, 6,....”

Complete the questions for each additional person. Each additional person will be asked the two additional questions below:

Does this person usually live or stay somewhere else?

This question is to ensure that the person is not already counted through other operations like Group Quarter counts.

Relationship to “Person 1”

The census seeks to identify husbands and wives, children and step-children, and siblings, along with other family and non-family relationships.

In 2020, people will be able to identify for the first time as a “same-sex husband/wife/spouse” or as a “same-sex unmarried partner.”

Why is this information important? By identifying relationships between people in a household, census data enable us to find important trends in our society, such as:

- The number of people living with nonrelatives.
- Whether young adults are living with their parents or moving in with roommates.
- The number of households that include extended family members, such as in-laws or adult siblings.
- The number of sex-same households.

This information is also used to determine funding for federal nutrition and education programs, housing programs, and other social services that provide benefits to many U.S. communities.



How many people can I list on my Census form?

- Paper forms have space for up to SIX people to provide all of their demographic information.
- Paper forms have room to list up to 10 people on the "roster."
- The online form (www.my2020census.gov) or the Census Questionnaire Assistance Line can accept as many as 99 people in a household.
- Households with more than six people that use the paper form should include their phone number so that the Census Bureau can do the follow-up to collect full demographic information for the remaining people on the roster by phone.

Still have questions? Contact the NALEO Educational Fund at 877-EL-CENSO or visit hagasecontar.org

**To respond to the Census Questionnaire by phone
Call: 1-844-330-2020 (English) / 1-844-468-2020 (Spanish)**

Use this section to complete information for the rest of the people you counted in Question 1 on the front page. Use only what you know about each person.

Person 7
First Name: _____ MI: _____ Last Name(s): _____
Sex: Male Female Age on April 1, 2020: _____ years Date of Birth: _____ Year of birth: _____ Related to Person 17: Yes No

Person 8
First Name: _____ MI: _____ Last Name(s): _____
Sex: Male Female Age on April 1, 2020: _____ years Date of Birth: _____ Year of birth: _____ Related to Person 17: Yes No

Person 9
First Name: _____ MI: _____ Last Name(s): _____
Sex: Male Female Age on April 1, 2020: _____ years Date of Birth: _____ Year of birth: _____ Related to Person 17: Yes No

Person 10
First Name: _____ MI: _____ Last Name(s): _____
Sex: Male Female Age on April 1, 2020: _____ years Date of Birth: _____ Year of birth: _____ Related to Person 17: Yes No

Thank you for completing your 2020 Census questionnaire. JCI1 JCI2

If your enclosed postage-paid envelope is missing, please mail your completed questionnaire to: U.S. Census Bureau, National Processing Center, (address removed)

If you need help completing this questionnaire, call (toll-free number removed), Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

TDD — Telephone display device for the hearing impaired. Call (toll-free number removed), Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

The U.S. Census Bureau estimates that completing this questionnaire will take 10 minutes on average. Send comments regarding this number anytime in any letter, report, or other communication to the U.S. Census Bureau, National Processing Center, (address removed), Washington, DC 20535. You may email comments to: (address removed). Use "Postmaster: Response Form 001-1000" as the subject.

This collection of information has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number 0607-1006 confirms this approval. If this number were not displayed, we could not conduct this survey.

8



Frequently Asked Questions (FAQs) about the 2020 Census

I did not respond to the 2020 Census on April 1, 2020. Is it too late to participate?

Census Day - April 1, 2020 - is not the start or end of the 2020 Census, it is simply a marker of who you should include on your Census form. The census started with the enumeration of remote areas in Alaska in early January and in most of the country on March 12, when households started to receive invitations to participate. **In other words, it is not too late to participate**, you have until September 30, 2020.

Will Census mailings come addressed to me or someone in my household?

These mailings will not be addressed to you or anyone in your household. Instead, it will be addressed to "RESIDENT AT" and will include a Census Bureau seal. Please do not throw any of these mailings away! Open the mailing(s) and follow the instructions.

Is the 2020 Census cancelled because of COVID-19? The 2020 Census is **not** cancelled because of COVID-19. The 2020 Census is well underway. In fact, the Census Bureau has adjusted its operational timeline and households can respond until September 30, 2020. We encourage households to respond as soon as they are able to. Households that self-respond after the start of the Non-Response Follow-Up (NRFU) period, will be removed "real-time" from the caseload. As we face this public health crisis, participating in the Census now helps inform funding for our communities. Emergencies like the COVID-19 pandemic are precisely why the government needs accurate Census data.

How can I respond to the 2020 Census?

You can complete your questionnaire online at www.2020census.gov or by calling (844) 330-2020 or (844) 468-2020 if you prefer to complete your questionnaire in Spanish. Phone

lines are open every day from 7:00 a.m. to 2:00 a.m. Some households also received a paper questionnaire and can complete their questionnaire and send it by mail. Certain communities with low response rates may be receiving one additional mailer reminder with a paper questionnaire in late August or early September. You can learn how to fill out the form by downloading our form guidelines in [English](#) and [Spanish](#).

I want to respond to the 2020 Census but don't have my 12-digit Census ID. What can I do?

Households can respond online or by phone with or without a unique identification number. If you lost or never received a Census ID, you can respond using your address. However, we recommend that households respond online or by telephone with their unique identification number if they have one.

I want to respond by mail but did not receive a paper questionnaire in the mail.

Can I call the Census Bureau and request one? No, paper questionnaires **will not** be available on demand. However, certain communities with low response rates may be receiving one additional mailer reminder with a paper questionnaire in late August or early September.

I want to respond to the 2020 Census in Spanish but did not receive a bilingual (English/Spanish) questionnaire. What can I do?

About 13 million households nationwide are receiving bilingual (English/Spanish) mailing(s) and bilingual (English/Spanish) questionnaires. If you did not receive one, you cannot call the Census Bureau and request one. However, you can complete your questionnaire in Spanish online at www.2020census.gov or by phone by calling (844) 468-2020.



Frequently Asked Questions (FAQs) about the 2020 Census

Will the questionnaire ask me about my citizenship or immigration status? No, the 2020 Census questionnaire does not ask about citizenship or immigration status, your social security number, or your use of public benefits. The questionnaire only asks about name, sex, age, date of birth, Hispanic origin and race, and relationships of persons in the household.

How do I answer the questions about Hispanic origin and race? If the person is Latino, there are four boxes available to check: Mexican/Mexican-American, Puerto Rican, Cuban or Other Hispanic. If a person's origin is not listed, he or she can write-in the origin for that person (Salvadoran, Guatemalan, Argentinian, etc.) The person can mark more than one Hispanic origin box and write-in more than one national origin. However, the Census Bureau will only pick one Hispanic background per person when reporting the statistics.

Once the person responds to the question on Hispanic origin, the Census Bureau still wants to know what race that person belongs to: White, Black, American Indian or Alaska Native, Asian or Pacific Islander. Some Latinos consider themselves of many races and they can check as many race categories with which they identify. Some Latinos do not consider themselves as part of any of the official race categories and can mark Some Other Race and write in what they want. It is important to know that the federal government does not consider Some Other Race to be an official category.

I am a student but my school has closed as a result of COVID-19. Where do I get counted? College students who were living on campus will be counted through the college administration as they usually would during group quarters enumeration. The Bureau is currently in contact with college administrators

to figure out what is the best way to count students. All students who attended schools now closed will still be counted, even if students are home April 1, 2020. Students who were living off-campus should complete the forms they received in the mail; if they have moved back home, they should use the address where they would have lived on April 1, 2020.

Due to COVID-19 restrictions and measures I am not living in my usual residence. Where do I get counted? If you are living elsewhere due to COVID-19, you should be counted at the residence where you usually live and sleep, most of the time. However, if you have moved permanently, you need to get counted at your new permanent residence. If you are afraid you may not have been counted, please call the Census Bureau or complete a census form online. The Census Bureau has procedures to eliminate duplicates, in case you have already been counted.

I know someone who is currently in a prison or correctional facility. Where are they counted? People who are living in any of the following on April 1, 2020, should be counted at the facility: correctional residential facilities, federal detention centers, federal and state prisons, and local jails and other municipal confinement facilities. However, if a prisoner or detainee was released before April 1, 2020, they should be counted at the resident where they live and sleep most of the time, as of April 1, 2020. If they do not have a place to live or sleep, they should be counted where they are staying at on April 1, 2020.

Do I need to respond to the 2020 Census to get a stimulus check? No, you do not need to respond to the 2020 Census to get a stimulus check. Rumors linking the federal stimulus package and census response are completely false. In fact, there is no tie between the 2020



Frequently Asked Questions (FAQs) about the 2020 Census

Census and the stimulus check. Because federal law requires the Census Bureau to keep information confidential, the Census Bureau can't share your information with other government agencies, so your responses won't affect what public benefits you receive. However, it is still important to respond to the 2020 Census to ensure that our communities can get their fair share of resources and political power.

Will my information ever be shared with immigration enforcement, state or local authorities? No, federal law requires the U.S. Census Bureau to keep information safe and confidential. In other words, your information will not be shared with any local, state, or federal agency. All Census staff take an oath to protect the public and uphold Title 13 of the U.S. Code and can face up to 5 years in prison or have to pay a fine up to \$250,000.

I thought I responded to the 2020 Census but received a reminder from the Census Bureau. What should I do? The Census Bureau may have sent the reminder before your questionnaire was received. If you want to confirm that your household has completed the questionnaire, please call the Census Bureau. Furthermore, if you completed your questionnaire online, you should have received a confirmation code. If you have any doubts about whether you were counted, complete a census form online or by phone. The Census Bureau has procedures to eliminate duplicates.

I just received a call, e-mail and/or text from the Census Bureau. Is this correspondence legitimate?

It is possible to receive a call, e-mail, or text from the Census Bureau reminding you to complete your questionnaire. Additionally, the

Census Bureau might call you if they do not find you at home or if they need to follow-up with you after you have completed your questionnaire. The latter is a part of the Census Bureau's procedures to eliminate duplicates and ensure a complete and accurate count.

Is it true that President Trump's policy memorandum means that undocumented immigrants will not be counted? The policy memorandum does not change the Census Bureau's operation of counting every person in every household regardless of citizenship or immigration status. The Fourteenth Amendment of the Constitution makes it unequivocally clear that all "persons" are to be counted in the Census for purposes of apportionment, with no exceptions for race, gender, age, citizenship or immigration status. **In other words, everyone counts!**



Back to School Toolkit for School Administrators and Educators

Counting Young Children
in the 2020 Census

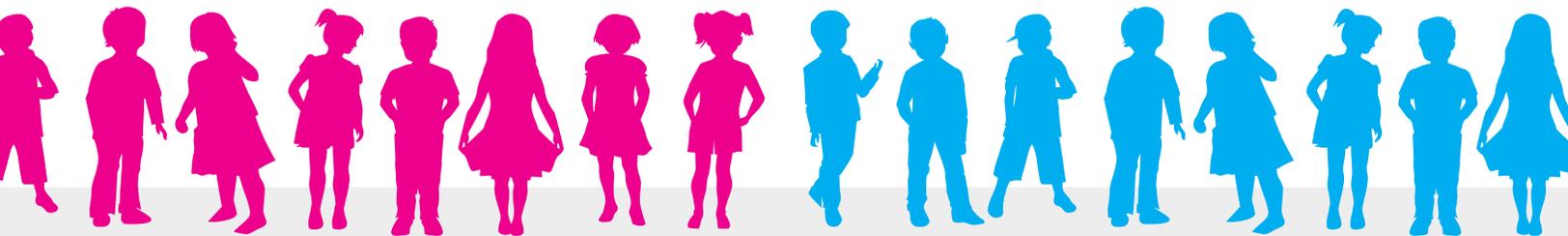


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I. INTRODUCTION

This toolkit aims to provide school administrators, educators, and teachers the tools and resources necessary to inform parents and students on the importance of participating in the 2020 Census.

This toolkit contains up-to-date Census Bureau operations, messaging to reach parents, email templates, scripts, social media graphics, and much more. You will also find additional census resources from partners and NALEO Educational Fund.

We hope that as trusted messengers in your communities, this toolkit will serve as a resource to encourage parents to count their families, create leaders in your students, and motivate educators to use their voices to persuade others to make themselves count.



II. LETTER TO EDUCATION LEADERS

Dear School Administrator/Education Leader,

We thank you for your commitment to and investment in your students and staff! Schools play a critical role in providing students with a space to ask questions, absorb information, and grow as individuals. Additionally, schools are a trusted source of information and hub of resources for their communities. In the midst of a global pandemic, your work is more vital than ever in ensuring students receive the education, care, and resources they need to succeed. Participating in the 2020 Census is an important way to secure funding and resources for your students and schools, and that is why we have created this Back to School Toolkit to aid you in your work ahead.

Our country's future is shaped largely by the accuracy of the population data collected by the U.S. Census Bureau. The data collected help ensure fair and representative reapportionment and redistricting while also playing an indispensable role in monitoring and implementing civil rights policies. In addition, census data help determine the allocation of over \$1.5 trillion in federal funding for programs like Head Start, Special Education Grants (IDEA), Children's Health Insurance Program (CHIP), Section 8, hospitals, and more.

Latinos and young Latino children are at risk of being severely undercounted in the 2020 Census. In the last decennial census, there was a net undercount of over a million children under five years old, 400,000 of which were Latino. This means that for 10 years, in addition to the critical programmatic funding these children will miss out on, their schools will also not receive their fair amount of funding. We all know that when schools have to make do with less funding than what they need, education quality may not reach its full potential. This is why it is imperative to remind parents and guardians of the importance of counting every child in a household, both related and unrelated, regardless of citizenship status. Remember, as school administrators, teachers, and staff, you are trusted messengers in our communities - so your voice is powerful in motivating families to respond to the 2020 Census!

With the latest change in census operations and extended response deadline of September 30th, we have a unique opportunity to encourage participation in the 2020 Census at the start of this school year. Our Back to School Toolkit offers simple guidance and tools on how to engage parents to help encourage participation. NALEO Educational Fund is committed to ensuring the full count of Latino children and all children in the census, and we look forward to continuing our partnership in these efforts.

Sincerely,

Arturo Vargas
CEO, NALEO Educational Fund

III. SAMPLE LETTER / EMAIL TEMPLATE ADDRESSED TO PARENTS / FAMILIES

ENGLISH

Dear parent or guardian,

This year marks our once-in-a-decade opportunity to take less than ten minutes and fill out the 2020 Census! By making sure we are all seen, heard, and counted, we can contribute to the success of our kids, their schools, and our communities. Data collected from the census will guide the allocation of over \$1.5 trillion in federal funding over the next 10 years. That money will be distributed throughout our communities, going towards our children's schools, in addition to other vital programs that support healthy families.

Did you know that the census consistently undercounts young children at a much higher rate than any other age group? While young children are recipients of important federal assistance programs, including Head Start, WIC, special education grants, free school meals, among many others, in 2010, over a million children under five were not counted in the census. This meant that all of those children missed out on their fair share of resources that exist to help them to thrive. That is why if we do not count our kids, they miss out.

The good news is that there is still time to participate! Most recently, the Census Bureau has decided to extend the deadline to September 30th to complete the census. In addition to completing the census, it is critical that we take this opportunity to encourage our friends and family to do so as well.

The 2020 Census can be completed in one of three ways:

1. Online at **my2020census.gov**
1. By phone in **English by dialing 844-330-2020** or in **Spanish at 844-468-2020**
2. By mail (you should have received a paper questionnaire in the mail) through completing the paper questionnaire and sending it back (in September, an additional questionnaire will be mailed to households that have not responded).

Remember that the sooner you complete it, the less likely it is to have an enumerator visit your home in August and September.

Our children and schools deserve the opportunities that will allow them to have a brighter future. Together, we can create a meaningful impact in our communities by participating in the 2020 Census and counting all children living in our households, related or unrelated, regardless of citizenship status.

Still have questions? NALEO Educational Fund is happy to answer them – call their national bilingual hotline at 877-EL-CENSO.

Sincerely,
(School Administrator Name / Signature)

SPANISH

Estimado (s) padre (s) / familia (s):

Este año tenemos una oportunidad muy única, la cual se da una vez cada década y toma menos de diez minutos: ¡completar el Censo del 2020! Cuando participamos, estamos asegurando que seremos vistos, escuchados y contados. De ese modo podemos contribuir al éxito de nuestros hijos, sus escuelas y nuestras comunidades. Los datos recopilados del censo guiarán la asignación de más de \$ 1.5 trillones de dólares de fondos federales para los próximos 10 años. Ese dinero se distribuirá a nuestras comunidades incluyendo a las escuelas de nuestros niños y a programas comunitarios de suma importancia que ayudan a que nuestras familias estén saludables.

¿Sabía que muchos adultos constantemente no cuentan a los niños de edades 0-5 años en el censo comparado a otras edades? Mientras que los niños de 0-5 años de edad son beneficiados por programas importantes de asistencia federal incluyendo: Head Start, WIC, programas para la educación “especial”, almuerzos escolares gratis; entre otros; en el 2010 más de un millón de niños menores de 5 años no fueron contados en el censo. Esto significa que todos esos niños perdieron recursos que les correspondían, los cuales son esenciales para prosperar. Si no contamos a nuestros hijos, les estamos negando la oportunidad de prosperar sin estos beneficios.

A pesar de estas consternaciones, hay buenas noticias. ¡Aún puede participar! La Oficina del Censo ha decidido extender el plazo para responder al censo hasta el 30 de septiembre. Además de completar su censo, también es importante que aprovechemos esta oportunidad para motivar a nuestros familiares y amistades a completar el censo.

El Censo 2020 se puede completar de tres maneras diferentes:

1. Por internet en: **my2020census.gov**
1. Por teléfono, llamando al: **844-330-2020 para inglés** o al: **844-468-2020 para español**.
2. Por correo (debió haber recibido un formulario del censo en papel, por correo) completando ese formulario y reenviándolo (un formulario nuevo se enviará por correo a hogares que aún no hayan respondido).

Recuerde que si lo completa en cuanto antes, es menos probable que un enumerador del censo visite su hogar en agosto y/o en septiembre.

Nuestros niños y escuelas merecen oportunidades que les permitan tener un mejor futuro. Juntos podemos crear un impacto significativo en nuestras comunidades al participar en El Censo del 2020 y al contar a todos los niños que viven en nuestros hogares, sean o no de nuestra familia, e independientemente de su estado migratorio.

¿Aún tiene preguntas? El Fondo Educativo NALEO se complace en ayudarle. Llame a la línea nacional bilingüe al: 877-EL-CENSO.

Sinceramente,
(Nombre del administrador escolar / Firma)

IV. SAMPLE MESSAGES AND TALKING POINTS

PHONE SCRIPTS

ENGLISH

Good evening, parents / guardians of _____ School.

This is _____ with an important message about the 2020 Census.

Did you know that getting counted in the 2020 Census means more funding for schools, child care centers, hospitals, and other programs that strengthen families?

The census only happens every 10 years, so now is our opportunity to make sure we are all seen, heard, and counted! Your household has until September 30, 2020, to complete the census. Under the law, census data can only be used for statistical purposes. Your answers are confidential and cannot be shared with any local or federal government agency.

You can respond to the 2020 Census online at my2020census.gov, by phone, or by mail. Be sure to count everyone in your household: adult or child, related or non-related, citizen or non-citizen. EVERYONE COUNTS!

SPANISH

Buenas noches, padres / familias de _____ escuela.

Le llama _____ con un mensaje muy importante sobre el censo 2020.

¿Sabía que hacerse contar en el censo 2020 ayuda a obtener más fondos para escuelas, guarderías, hospitales, y muchos otros programas que ayudan a familias?

¡El censo se lleva acabo cada 10 años, y esta es nuestra oportunidad para asegurarnos que somos vistos, escuchados, y contados! Tiene hasta el 30 de septiembre de 2020 para llenar la forma del censo. Bajo la ley, los datos del censo se utilizan solo para efectos estadísticos, sus respuestas son confidenciales y no se comparten con ninguna agencia local o del gobierno.

Puede completar el censo por medio del internet en my2020census.gov, por teléfono, o por correo. Asegúrese de contar a todas las personas que viven en su hogar: adultos, niños, familiares y personas no relacionados, ciudadanos y los que no son ciudadanos también. ¡TODOS CUENTAN!

SAMPLES MESSAGES FOR PARENTS AND FAMILIES ON SCHOOL COMMUNICATIONS PLATFORMS

ENGLISH

Message 1: Do you know what the census is? The census is a self-portrait of the nation. The U.S. Constitution requires that everyone living in the country be counted every 10 years. The count includes people of all races and ethnic groups, citizens and non-citizens, and all adults and all children.

Message 2: Did you know the census is here? Every household has until September 30, 2020, to self-respond online, by phone, or by mail.

Message 3: Do you know how to participate in Census 2020? Most households should have received a 2020 Census invitation in the mail that gives you the option to complete the census form online, by phone, or by mail. Households that do not respond will be visited at home by a Census Enumerator starting mid-August.

Message 4: Households can respond to the 2020 Census online at my2020census.gov, by phone at 844-330-2020 in English or Spanish at 844-468-2020, or by mail. Census takers, also known as enumerators, will start visiting households for in-person interviews beginning mid-August.

Message 5: Do you know why the census is important? Census data shape the future of our community for the next 10 years.

Message 6: Do you know why the census matters? Census data determine our political representation in Congress as well as funding for education, transportation, healthcare, and much more.

Message 7: Did You Know? Census data are used to determine the distribution of over \$1.5 trillion in federal funding for programs like Medicaid, Children's Health Insurance Program, Title I Funding for schools in low-income communities, and funding for special education programs for children with disabilities.

Message 8: Did You Know? Over a million young children were not counted in the 2010 Census. An undercount of children leads to us missing out on critical resources that strengthen families.

Message 9: Did You Know? Under the law, census data can only be used for statistical purposes. Title 13 of the U.S. Code requires respondents' information to be kept confidential and guarantees personal information will not be shared with any government agency.

SAMPLES MESSAGES FOR PARENTS AND FAMILIES ON SCHOOL COMMUNICATIONS PLATFORMS (CONTINUED)

SPANISH

Mensaje 1: ¿Sabe lo que es el censo? El censo es un autorretrato de todos los habitantes del país. La Constitución de los EEUU requiere que todas las personas que vivan en el país sean contados cada 10 años. El conteo incluye a personas de cualquier raza y origen étnico, ciudadanos o no ciudadanos, adultos y niños.

Mensaje 2: ¿Sabía usted que ya llegó el censo? Cada hogar tiene hasta el 30 de septiembre del 2020 para responder por internet, por teléfono o por correo.

Mensaje 3: ¿Sabe cómo participar en el Censo del 2020? La mayoría de los hogares ya recibieron una invitación en el correo con opciones de completarlo por internet, por teléfono o por correo. Los hogares que no respondan por sí mismos serán visitados por un enumerador del censo empezando en mediados de agosto.

Mensaje 4: Los hogares pueden participar en el Censo 2020 por internet al my2020census.gov, por teléfono al 844-330-2020 para inglés o al 844-468-2020 para español o por correo. Los trabajadores del censo, también conocidos como enumeradores, empezarán a visitar hogares a mediados de agosto para entrevistar a los hogares.

Mensaje 5: ¿Sabe por qué el censo es tan importante? La información del censo moldea el futuro de nuestras comunidades por los siguientes 10 años.

Mensaje 6: ¿Sabe por qué el censo importa tanto? La información del censo determina nuestra representación política al igual que fondos para la educación, transporte, cuidado de salud y mucho más.

Mensaje 7: ¿Ya se enteró? La información del censo determina la distribución de más de \$1.5 trillones en fondos federales para programas como Medicaid, CHIP, fondos del Título I para escuelas con niños de bajos recursos, y fondos para programas de educación especial para niños con discapacidades.

Mensaje 8: ¿Ya se enteró? Más de un millón de niños pequeños no fueron contados en el Censo del 2010. Un conteo incompleto de los niños nos lleva a perder recursos económicos vitales que son de suma importancia para nuestras familias.

Mensaje 9: ¿Ya se enteró? Bajo la ley, la información del censo solo puede ser usada para efectos estadísticos. El título 13 de la Constitución de los Estados Unidos requiere que la información de los participantes sea confidencial y nos garantiza que nuestra información personal no sea compartida con ninguna otra agencia gubernamental.

V. SOCIAL MEDIA

A great way to reach your school community about the importance of the 2020 Census is through social media. We have included sample graphics and language that you can adapt for your social media outreach efforts.

In addition to posting regularly, we recommend placing the link to the my2020census.gov website across your school district or school's social media platforms to make it easier for your community to respond to the census. Use the hashtags #HagaseContar and #HazmeContar.

Follow NALEO Educational Fund for more 2020 Census content!



@NALEO



www.facebook.com/naleo.org



@naleoedfund

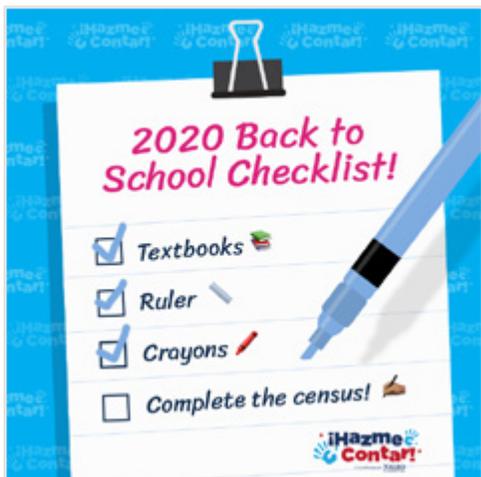


HASHTAGS: #HagaseContar #HazmeContar



“CENSUS” or “CENSO” to 97779 to receive more up-to-date information about the census

SOCIAL MEDIA (CONTINUED)



Help your kids get ready for #backtoschool 📖 by completing the 2020 Census!

Respond to the census online at <https://my2020census.gov/> or over the phone by calling 844-330-2020.

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)



Show your love for the children in your life by ensuring all kids in your household are counted in #Census2020!

 <https://my2020census.gov/>
 1-844-330-2020

#HazmeContar

 [DOWNLOAD IMAGE](#)



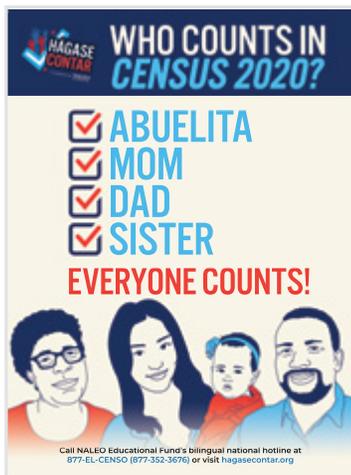
Muestre su amor por los niños en su vida asegurándose de que todos los niños en su hogar sean contados en el #Censo2020!

 <https://my2020census.gov/>
 1-844-468-2020

#HazmeContar

 [DOWNLOAD IMAGE](#)

SOCIAL MEDIA (CONTINUED)



The 2020 Census is an opportunity to capture a full portrait of the Latino community and nation. Do YOUR part to get counted. It is quick, easy, and can be done online ■

<https://my2020census.gov/>, by phone 📞 1-844-330-2020, or by mail.

#HagaseContar



El Censo 2020 es una oportunidad para capturar un retrato completo de la comunidad Latina y la nación. Haz TU parte para ser contado. Es rápido, fácil y se puede hacer en línea ■

<https://my2020census.gov/>, por teléfono 📞 1-844-468-2020, o por correo.

#HagaseContar



It's back to school season! And the #2020Census is here!

Every 10 years, all people in the U.S. must be counted. Filling out the census from home is easy!

Do it online ■ at <https://my2020census.gov/>, by phone 📞 at 1-844-330-2020, or by mail. #HagaseContar



SOCIAL MEDIA (CONTINUED)



You can complete the #2020Census in 13 different languages.

Visit my2020census.gov to access the translated form or call one of the toll-free phone numbers to talk with a representative who speaks your language.

Take action today!

#HagaseContar

 [DOWNLOAD IMAGE](#)



#2020Census data will be used to distribute over \$1.5 trillion in federal programs annually.

Respond to the census online at <https://my2020census.gov/> or over the phone by calling 844-330-2020.

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)



Los datos del #Censo2020 se utilizarán para distribuir más de \$1.5 trillones en programas federales anualmente.

Responda al censo en línea en <https://my2020census.gov/> o por teléfono llamando al 844-468-2020

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)

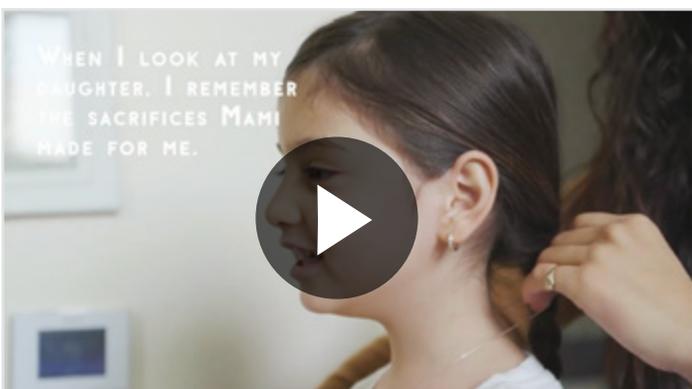
VIDEOS



Leo's Story

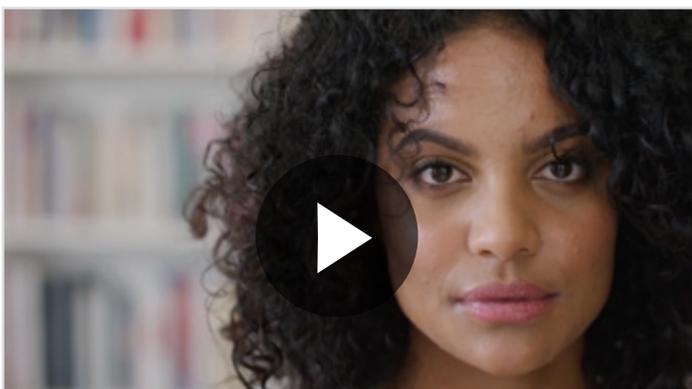
▶ ENGLISH

▶ SPANISH



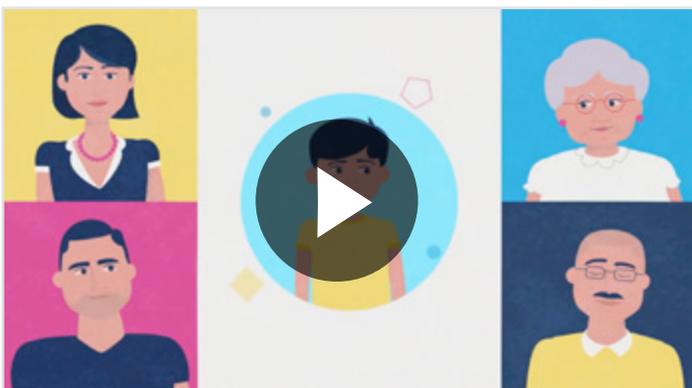
She's Counting on You to Participate

▶ ENGLISH



Our Presence is Power

▶ ENGLISH



All Kids Need to be Counted

▶ ENGLISH

▶ SPANISH

VI. SUGGESTED DATES FOR ACTIONS

Month of September

National Preparedness Month and National School Success Month

September 13

National Grandparents Day

September 15

Start of National Hispanic Heritage Month

September 17

Constitution Day and Citizenship Day

September 17 - September 23

Constitution Week

VII. ADDITIONAL RESOURCES

NALEO Educational Fund Resources:

- ¡Hágase Contar! Census Campaign Website: [English](#) and [Spanish](#)
- Census 101 Postcard: [English and Spanish](#) (Double-Sided)
- NEF FAQs Document: [English](#) and [Spanish](#)
- NEF Census Form Instructions: [English](#) and [Spanish](#)
- National Hotlines: [English](#) and [Spanish](#)
- Undercount of Latino Children Factsheet: [English](#) and [Spanish](#)
- Co-branded KidsCount Fact Sheet with First 5 Association: [English](#) and [Spanish](#)
- Guidance on Non-Response Follow-up (NRFU): [English](#) and [Spanish](#)

Partner Resources:

- U.S. Census Bureau: [Operational Adjustments](#)
- U.S. Census Bureau: Statistics in Schools - <https://www.census.gov/schools/>
- U.S. Census Bureau: Parent/Caregiver Toolkits:
[Pre-K Toolkit](#)
[Elementary School Toolkit](#)
[Middle School Toolkit](#)
[High School Toolkit](#)
- U.S. Census Bureau: [Language Guides](#)
- U.S. Census Bureau: Children’s “Everyone Counts” Song: [English](#) and [Spanish](#)
- U.S. Census Bureau: Everybody Counts Children’s [Storybook](#)
- U.S. Census Bureau: Video Guide for Online Responses: [English](#) and [Spanish](#)
- First 5 Association: [2020 Census Social Press Kit](#)
- Count the Nation: [Social Media Educator Toolkit](#)
- Los Angeles County Office of Education (LACOE) & Sacramento Office of Education: [Count Me In Curriculum](#)
- We Count: [Toolkit](#) and [eBook](#)
- Count All Kids: [Toolkit](#) and [Resources Page](#)
- California Primary Care Association (CPCA) COVID-19 Toolkit: [English](#) and [Spanish](#)
- Los Angeles Unified School District (LAUSD): [We Are One 2020 Census Communications Toolkit](#)
- Children Now: [Social Media Graphic Organizer Page](#)
- Child360: [Census - GOTV Postcard](#)



DIGITAL COMMUNICATIONS AND OUTREACH TOOLKIT

Ensuring an Accurate Count of Latinos in Census 2020 Amid COVID-19 Situation

A bilingual toolkit for *¡Hágase Contar!* partners to engage community members about the importance of self-responding to Census 2020 during the COVID-19 situation

PREPARED BY:

NALEO Educational Fund



Last updated:
July 27, 2020



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INTRODUCTION

NALEO Educational Fund believes a strong democracy is necessary for a nation to meet serious challenges, and the Census is the foundation of our democracy. NALEO Educational Fund remains firmly committed to doing our part to ensure a full and accurate count of Latinos and all populations in the country. As we work on behalf of the well-being of our community, like so many of you, we are also adapting to the current coronavirus (COVID-19) situation so that we can adhere to public health guidelines while fulfilling our mission.

During these extraordinary times, our work is as critical as ever. Maintaining our presence and efforts throughout our communities is a vital part of the unity that is needed to endure through this crisis. Census data are critical to ensuring our communities receive the resources needed to support healthcare, education, and nutrition programs. Given the current COVID-19 climate, we can all appreciate how important these services are to our community.

As we monitor the COVID-19 situation, we are ready to adapt and adjust as needed. To move forward, we strongly recommend we transition to digital and earned media engagement strategies that will allow our organization and partners to continue to train and provide critical information to our community members, stakeholders, and elected and appointed officials.

Our organization and our national and local Census partners remain strong, capable and determined to seize the moment of the 2020 Census. The unfolding public health crisis has challenged us, however, we know that our communities are resilient and so is our commitment to democracy.

Together, with your help, we will press forward and persevere toward a full and accurate count of Latinos and all population groups.

MESSAGING AND TALKING POINTS

ENGLISH

- Self-responding to the Census is the easiest way to make sure you are counted amid the COVID-19 situation.
- Self-response is quick, easy, and can be done online, by phone, or by mail.
- Making sure you are counted now is the easiest way to ensure an enumerator does not knock on your door in the future.
- As we face this public health crisis, participating in the Census now helps secure future funding for our communities.
- As the U.S. Census Bureau grapples with rapidly evolving changes, we encourage you to self-respond online, if possible.
- Emergencies like the COVID-19 pandemic are precisely why the government needs accurate Census data.
- Census participation will help ensure our communities get their fair share of funding for schools, hospitals, and other education and health programs we need for strong families.
- Residents can self-respond to the Census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
- Households do not need an ID code to respond to the Census online or by phone.
- If you have any questions about participating in the Census, please call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m.–8:30 p.m. ET to get additional information.

MESSAGING AND TALKING POINTS

ENGLISH (CONTINUED)

- As the situation is rapidly evolving and changing, this will require the Census Bureau to make unexpected and ongoing operational shifts. Read the agency's recent statement on current modifications [here](#).
- To stay up to date on additional changes please subscribe to our SMS rapid response efforts by texting CENSUS to 97779.
- The census is the foundation of our democracy, fortifying the strength our society requires to meet such extraordinary moments as the one we face today. Accurately understanding our population helps us rise to the occasion in moments like these.
- Public health experts, government officials, and first responders all rely on population data to make critical decisions in crises like the one we are currently experiencing.
- In light of the COVID-19 situation, the Census Bureau has extended the self-response period through October 31.
- Responding to the census is a way for residents to do their part in maintaining the functionality of our government and society, as population data will be pertinent during our recovery from this public health crisis.



MESSAGING AND TALKING POINTS (CONTINUED)

SPANISH

- Auto-responder al censo es la manera más fácil de asegurar que será contado dada la situación con el virus COVID-19.
- Auto-responder al censo es rápido, fácil, y lo puede hacer por web, teléfono, o por correo.
- La mejor manera de asegurarse que un trabajador del censo NO toque su puerta es responder lo mas pronto posible por web, teléfono, o por correo.
- Su participación en el censo ayuda en asegurar que nuestras comunidades reciban los recursos necesarios para enfrentar necesidades como las que estamos pasando actualmente.
- Mientras que La Oficina del Censo de los EE. UU. lucha con una situación que esta cambiando rápidamente, su respuesta por web es recomendable, si le es posible.
- La pandemia de COVID-19 demuestra precisamente porque el gobierno necesita los datos del censo.
- Participar en el censo contribuye a que nuestras comunidades reciban los recursos necesarios para las escuelas, hospitales, y otros programas de educación y salud. Estos servicios son críticos para asegurar que nuestras familias sigan saludables y fuertes.
- Las personas pueden auto-responder al censo por web al visitar el sitio <https://my2020census.gov/> o por teléfono en inglés llamando al 844-330-2020 o en español al 844-468-2020.
- Los hogares no necesitan un código de identificación (ID code) para responder al censo por web o por teléfono.
- Si tiene alguna pregunta sobre como participar en el censo, llame al Fondo Educativo NALEO al 877-EL-CENSO (877-352-3676) – lunes a viernes de 8:30 a.m.–8:30 p.m. tiempo este para obtener mas información.

MESSAGING AND TALKING POINTS

SPANISH (CONTINUED)

- Ya que la situación con el COVID-19 esta cambiando constantemente, la Oficina del Censo tendra que seguir ajustando sus planes. Lea la declaracion mas reciente de la Oficina del Censo sobre los cambios que han hecho hasta este momento [aquí](#).
- Mantengase al tanto con todos los cambio al censo al suscribirse por texto a nuestra campaña. Envíe un texto con la palabra CENSO al 97779.
- El censo es la base de nuestra democracia, fortaleciendo la fuerza que nuestra sociedad requiere para afrontar momentos extraordinarios como los que enfrentamos hoy. Entender con precisión nuestra población nos ayuda a estar en la altura de momentos como estos.
- Los expertos de salud pública, funcionarios gubernamentales, y primeros socorristas dependen de los datos de población para tomar decisiones críticas en crisis como la que estamos experimentando actualmente.
- Ante la situación de COVID-19, the Oficina del Censo a extendio el período de auto-responder hasta el 31 de octubre.
- Responder al censo es una forma en que los residentes pueden hacer su parte para mantener la funcionalidad de nuestro gobierno y la sociedad ya que los datos de la población serán pertinentes durante nuestra recuperación de esta crisis de salud publica.



COMMUNICATIONS ACCOUNTS

We encourage all partners to use the NALEO Educational Fund Census campaign hashtag – **#HagaseContar** and **#2020Census** – across their social media accounts.

NALEO Educational Fund will track tweets and Instagram posts using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive as we work to educate the Latino community about the importance of self-response during this critical time.

A selection of sample social media posts and graphics that partners can utilize to engage community members during the COVID-19 situation is available in the resources section of this toolkit.

WEBSITE

www.hagasecontar.org

At www.hagasecontar.org, partners and organizations can access an array of tools and resources in English and Spanish, including fact sheets, timely updates, and communications and promotional materials.

FACEBOOK

@NALEO.ORG

www.facebook.com/naleo.org

NALEO Educational Fund's Facebook page engages users by making them aware of timely Census news, including developments around COVID-19. Make sure to promote this page, ask your supporters to join, and share your Facebook Live events.

TWITTER

@NALEO

www.twitter.com/naleo

NALEO Educational Fund's Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, and more. During the COVID-19 situation, the platform will promote the importance of self-response in Census 2020.

INSTAGRAM

@NALEOEDFUND

www.instagram.com/naleoedfund

NALEO Educational Fund will share graphics and photos of people, organizations, and elected and appointed officials who participate in our Census outreach digital campaign using the #HagaseContar hashtag in their Instagram posts.

TEXT MESSAGING AND HOTLINE

Text "CENSUS" to 97779 to stay updated on all campaign happenings and call our toll-free bilingual hotline at 877-EL-CENSO to get all of your Census-related questions answered.

TAKE ACTION

Social Media

With much of our outreach work shifting to the online and digital space, our presence on social media platforms is critical. We need your help in spreading the word about the importance of self-responding to Census 2020.

You can take action by posting or tweeting about how community members can participate in Census 2020 online, by phone, or via mail using the #HagaseContar hashtag and one of our COVID-19-focused graphics.

We have included sample social media post language and graphics for your use in the partner resources section of this document.

Community Outreach

During this time of uncertainty, it is vital to reassure the community-at-large that our organizations stand ready to continue our work to ensure every Latino is counted in Census 2020.

By sending an e-blast (sample language included in partner resources) to partners and stakeholders about Census 2020 amid the COVID-19 situation, you can do your part to educate community members about the various options they have to self-respond. Participating in Census 2020 by going online or directly calling the Bureau is the best way for individuals to ensure an enumerator does not knock on their doors.

Online and Telephonic Events

Like most organizations across the country, we have shifted our work in the field from in-person convenings to digital and telephonic engagement strategies. Now, more than ever, we know how important it is to continue to provide timely information to our networks and trainings to our partners, stakeholders, and elected and appointed officials.

You can help keep your community safe and mobilized by shifting your previously scheduled town halls, roundtables, press conferences, and trainings to an online or telephonic format. There are various tools that can be utilized for this change, including Zoom, Skype, Facebook Live, Instagram, and more. Additional guidance on digital convenings can be found [here](#).

TAKE ACTION (CONTINUED)

Engage Local Media

If you or a partner organization has a good relationship with local press in your community, especially Spanish-language radio and television, you can reach out to let them know that you are available to serve as a resource for timely and accurate information regarding Census 2020 amid the COVID-19 situation.

During this time, our primary goal is to encourage the Latino community to self-respond to Census 2020. By providing information regarding how households can self-respond now, you can help ensure that press in your area are reporting factual information and educating the community about the importance of Census 2020. Additionally, you can also ask that television and radio stations record in-kind public service announcements (PSAs) that encourage the community to make themselves count online, by phone, or by mail.

Sample PSA scripts in both English and Spanish are available in the partner resources section of this toolkit.

TOOLS FOR PARTNERS

Sample Social Media Post #1

ENGLISH



 **DOWNLOAD**

Do your part to prevent the spread of #COVID19! Wash your hands for at least 20 seconds. 🧼

Also, don't forget to respond to the census from home! ✅

Online 🖥️
<https://my2020census.gov/>

By phone 📞
1-844-330-2020

Or by mail, if you received the paper form. ✉️
#HagaseContar

SPANISH



 **DOWNLOAD**

Haga su parte para evitar la propagación de #COVID19! Lávese las manos durante 20 segundos. 🧼

Además, no se olvide de responder al censo. ✅ Conteste

Por internet 🖥️
https://my2020census.gov

Por teléfono 📞
1-844-468-2020

O por correo si recibió el formulario. ✉️
#HagaseContar

Sample Social Media Post #2

ENGLISH



Now that you're staying home practicing social distancing, why not fill out the census? ✓

You can complete the census from home via

Online 🖥️

<https://my2020census.gov/>

By phone 📞

1-844-330-2020

Or by mail, if you received the paper form. ✉️

#HagaseContar #COVID19

SPANISH



Ahora que estás en casa practicando el distanciamiento social, ¿por qué no llenar el censo? ✓

Puede completar el censo desde casa

Por internet 🖥️

https://my2020census.gov

Por teléfono 📞

1-844-468-2020

O por correo si recibió el formulario. ✉️

#HagaseContar #COVID19

Sample Social Media Post #3

ENGLISH



Choose your binge 📺 and fill out #Census2020! ✅

Filling out the census from home is easy! Complete it during a @netflix break via

Online 🖥️
<https://my2020census.gov/>

By phone 📞
1-844-330-2020

Or by mail, if you received the paper form. ✉️
#HagaseContar #COVID19

SPANISH



¡Elija su serie 📺 y llene el #Censo2020! ✅

Llenar el censo desde casa es fácil! Completelo durante una pausa de @netflix

Por internet 🖥️
https://my2020census.gov

Por teléfono 📞
1-844-468-2020

O por correo si recibió el formulario. ✉️
#HagaseContar #COVID19



ENGLISH

Sample Email to Supporters and Stakeholders

Dear Partners:

As we face this unprecedented public health crisis together, we remain steadfast in our resolve to ensure every Latino in the country is counted during the 2020 Census. Emergencies like the coronavirus (COVID-19) pandemic shine a spotlight on the importance of accurate census data, which determine funding for schools, hospitals, housing, nutrition and health programs in our communities.

Self-responding to the Census is the easiest way to make sure you are safely counted amid this crisis, as it can be done online, over the phone, or by mail. Making sure you are counted now ensures you do not receive an in-person visit from an enumerator down the line.

Residents can easily and safely self-respond to the census online at <https://my2020census.gov> or over the phone in English by dialing 844-330-2020 or Spanish at 844-468-2020. Households do not need an ID code to respond to the Census online or by phone.

If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m. – 8:30 p.m. ET to get additional information.

We remain ready to serve as a trusted resource for our partners and community during this extraordinary public health crisis. For the sake of the present and future of our communities, COVID-19 will not deter our efforts to make sure that all Latinos are fully counted.

In Solidarity,
(INSERT ORGANIZATION NAME)



SPANISH

Sample Email to Supporters and Stakeholders

Estimados compañeros:

Al enfrentar este momento de crisis de salud pública, juntos mantenemos nuestra resolución de asegurar que todos los latinos en nuestro país sean contados en el Censo 2020. Emergencias como esta que enfrentamos con la pandemia del coronavirus (COVID-19) muestran la importancia de tener datos precisos del censo que determinan fondos para las escuelas, los hospitales, viviendas, y programas de nutrición y salud en nuestra comunidad.

El auto-responder al censo es la manera mas fácil de asegurar que será contado frente a esta crisis. Puede participar en el censo por internet, por teléfono, o por correo. Al hacerse contar ahora asegura que no recibirá una visita en persona de un trabajador del censo más tarde.

Todas las personas pueden responder al censo por si mismas de manera fácil y segura. Para hacerlo por internet visite el sitio <https://my2020census.gov>, o llame por telefono en ingles al 844-330-2020 o en español al 844-468-2020. Los hogares no necesitan un código de identificación (ID code) para responder al censo por internet o por teléfono.

Si tiene alguna pregunta sobre como participar en el censo, llame al Fondo Educativo NALEO al 877-EL-CENSO (877-352-3676) – lunes a viernes de 8:30 a.m.–8:30 p.m. tiempo este para obtener más información.

Estamos listos para servir como una fuente de recursos confiables para nuestros compañeros y comunidad durante estos momentos extraordinarios de crisis de salud pública. COVID-19 no nos puede desalentar a asegurar que todos los latinos cuenten en este censo. El presente y futuro de nuestra comunidad esta en nuestras manos.

En solidaridad,
(INSERT ORGANIZATION NAME)

Sample Public Service Announcement (PSA) Scripts

Our presence is more important than ever as we continue to ensure that all Latinos are counted in Census 2020.

The following public service announcement (PSA) scripts are designed to help spread awareness of the importance of Census data and draw attention to the convenience and ease of self-responding from home during this time. You can deliver scripts to TV and radio stations, and ask that they record and incorporate the messages during public service air-time.

To offer more flexibility, we have provided 15, 30, and 60-second scripts in English and Spanish which include our direct asks for individuals to self-respond.

ENGLISH

:15 SECONDS

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

FILLING OUT THE QUESTIONNAIRE IS EASY AND SAFE. YOU CAN RESPOND ONLINE, BY PHONE, OR BY MAIL. IT INCLUDES BASIC QUESTIONS, AND WON'T ASK ABOUT CITIZENSHIP.

FOR MORE INFORMATION, CALL 8-7-7-EL-CENSO.

:30 SECONDS

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

CENSUS DATA HELPS OUR LEADERS TAKE ACTION IN MOMENTS LIKE THESE.

THE QUESTIONNAIRE IS EASY AND SAFE. YOU CAN RESPOND ONLINE, BY PHONE, OR BY MAIL. IT INCLUDES BASIC QUESTIONS AND WON'T ASK ABOUT CITIZENSHIP. RESPOND NOW TO AVOID A HOME VISIT.

STAND UP AND GET COUNTED IN CENSUS 2020! COMPLETE THE CENSUS NOW BY CALLING 8-4-4-3-3-0-20-20.

:60 SECONDS

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

CENSUS DATA HELPS OUR LEADERS TAKE ACTION IN MOMENTS LIKE THESE.

THE QUESTIONNAIRE INCLUDES BASIC QUESTIONS ABOUT EACH PERSON IN THE HOME AND DOES NOT ASK ABOUT LEGAL STATUS OR CITIZENSHIP. RESPOND ONLINE, BY TELEPHONE, OR BY MAIL. YOUR INFORMATION WILL BE KEPT SAFE.

STAND UP AND GET COUNTED IN CENSUS 2020! RESPOND NOW AND AVOID THE NEED FOR A HOME VISIT. TO COMPLETE THE CENSUS BY PHONE, CALL 8-4-4-3-3-0-20-20.



Guiones para anuncio de servicio público (PSA, por sus siglas en inglés)

SPANISH

:15 SEGUNDOS

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LLENAR EL CUESTONARIO ES FACIL Y SEGURO. CONTESTE POR INTERNET, POR TELEFONO, O POR CORREO. INCLUYE PREGUNTAS BASICAS Y NO PREGUNTA SOBRE CIUDADANIA.

PARA MAS INFORMACION, LLAME AL 8-7-7-EL-CENSO.

:30 SEGUNDOS

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LOS DATOS DEL CENSO AYUDAN A NUESTROS LIDERES A RESPONDER EN MOMENTOS DE IMPORTANCIA COMO HOY.

EL CUESTONARIO ES FACIL Y SEGURO. CONTESTE POR WEB, POR TELEFONO, O POR CORREO. INCLUYE PREGUNTAS BASICAS SOBRE CADA PERSONA Y NO PREGUNTA SOBRE CIUDADANIA. CONTESTE AHORA PARA EVITAR UNA VISITA A SU HOGAR.

¡HAGASE CONTAR PORQUE AQUÍ VIVIMOS Y AQUÍ DEBEMOS SER CONTADOS!

COMPLETE EL CENSO AHORA LLAMANDO AL 8-4-4-4-6-8-20-20.

:60 SEGUNDOS

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LOS DATOS DEL CENSO AYUDAN A NUESTROS LIDERES A RESPONDER EN MOMENTOS DE IMPORTANCIA COMO HOY.

EL FORMULARIO INCLUYE PREGUNTAS BASICAS SOBRE CADA PERSONA EN EL HOGAR Y NO PREGUNTA SOBRE ESTATUS MIGRATORIO O CIUDADANIA. CONTESTE POR WEB, POR TELEFONO, O POR CORREO. ADEMÁS SU INFORMACION ESTARÁ SEGURA.

CONTESTE AHORA Y EVITE LA NECESIDAD DE UNA VISITA A SU HOGAR. PARA COMPLETAR EL CENSO POR TELEFONO, LLAME A 8-4-4-4-6-8-20-20.

Research-Tested Posters

Below you will find links to posters in both English and Spanish that can be used for outreach purposes. Note that these posters were developed through message testing conducted as part of NALEO Educational Fund focus groups and research (this research was conducted before the current public health crisis).

OPTION 1 - RALLY SIGN

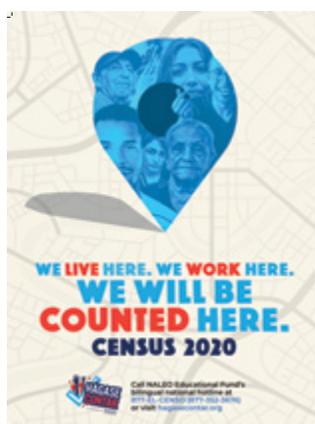


 [DOWNLOAD](#)



 [DOWNLOAD](#)

OPTION 2 - MAP PIN

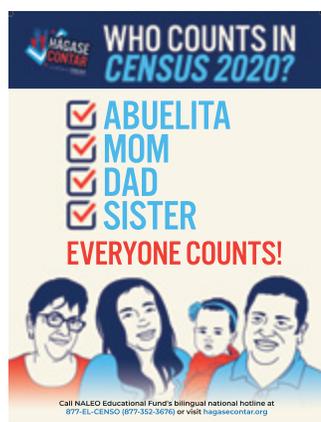


 [DOWNLOAD](#)



 [DOWNLOAD](#)

OPTION 3 - FAMILY

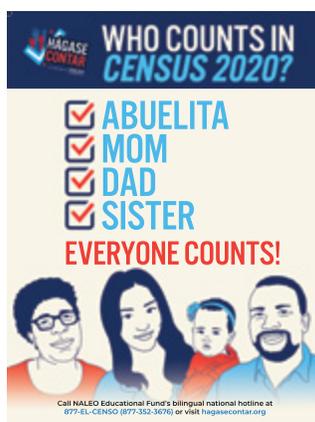


 [DOWNLOAD](#)



 [DOWNLOAD](#)

OPTION 4 - MULTIRACIAL FAMILY



 [DOWNLOAD](#)



 [DOWNLOAD](#)

ADDITIONAL RESOURCES

Considerations and Resources to Plan Remote and Digital Outreach

Prepared By: Census Counts (with additions from NALEO Educational Fund)



Three Module Census Ambassador Online Training

Prepared By: NALEO Educational Fund

Module 1:
Census 101



Module 2:
Census 2.0 (Operations)



Module 3:
Census Ambassador (Form Review)



2019 Messaging Research – National Latino Poll and Focus Groups

Prepared By: NALEO Educational Fund

English



Spanish



Race and Hispanic Origin Question Guidance

Prepared By: NALEO Educational Fund



U.S. Census Bureau Statement on COVID-19 and Census 2020

Prepared By: U.S. Census Bureau



ADDITIONAL RESOURCES (CONTINUED)

NALEO Educational Fund Statement on COVID-19 and Census 2020

Prepared By: NALEO Educational Fund



2020 Census Mailings Press Kit

Prepared By: U.S. Census Bureau



Self-Response Tracker Maps

Prepared by CUNY

Prepared by ROAM



Resources to Ensure to Full Count of All Kids

Prepared By: Count All Kids Committee



Digital Organizing Trends and Topics

Prepared By: Census Counts Campaign





The 2020 Census COMMUNICATIONS TOOLKIT

A toolkit for *iHágase Contar!* partners
to engage stakeholders and community members
in preparation for Census Day 2020

PREPARED BY:

NALEO Educational Fund



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INTRODUCTION

This document provides *iHágase Contar!* (Make Yourself Count!) partners with the tools and resources they need to promote and prepare for a full and accurate count of Latinos and other hard-to-count communities in Census 2020. The assets featured in this toolkit can be utilized to engage community members, stakeholders, media and digital audiences in the lead up to the decennial count of the nation. Partners are encouraged to tailor the suggested language for their target audiences.



BACKGROUND AND TALKING POINTS



Where do things currently stand with the citizenship question and Census 2020?

- As a result of the June 27 U.S. Supreme Court ruling, the Administration has abandoned its plans to add a question on U.S. citizenship to Census 2020.
- The federal district court judges in the New York and Maryland litigation cases have also issued orders which permanently block:
 - the addition of the citizenship question to Census 2020 or any effort to ask about citizenship as part of the decennial enumeration; and
 - any delay in the printing of Census questionnaires after June 30 for the foregoing purpose.
- The Administration issued an Executive Order instructing all federal executive departments and agencies to assist the Department of Commerce with determining the number of citizens and non-citizens in the country, which includes providing the Department access to relevant administrative records.
- Policymakers, advocates and litigators are carefully reviewing the Executive Order and the Administration's statements when issuing it, including assessing whether the President's directive deviates from existing practices in a way that would negatively impact the Latino community.
- We are also developing strategies to combat any potential threats to the U.S. Constitution's standard for apportionment, Latino voting rights, and fair redistricting, which might arise as the Administration moves forward with the Executive Order.

How did the U.S. Supreme Court rule on the citizenship question case?

- In a 5-4 decision, the U.S. Supreme Court temporarily halted the addition of a question on citizenship to the Census 2020 questionnaire.
- In its opinion, the Court found that the addition of the question failed to satisfy the Administrative Procedure Act (APA) requirements because Secretary Ross did not articulate a satisfactory explanation for the decision to add the question. The Court noted that the Administration's supposed VRA enforcement rationale was "more of a distraction," and seemed "contrived."
- The Court sent the case back to the Commerce Department for it to provide a better explanation for the decision to add the question. However, the Court also rejected the claim that the addition of the question violated the Constitution.
- The Administration informed the public and the lower courts that it was exploring several options to add the citizenship question. However, ultimately, in its Executive Order, the Administration indicated that the Court's ruling had made it impossible to add the citizenship question, because of the logistics and timing for carrying out the Census, combined with anticipated litigation delays.

BACKGROUND AND TALKING POINTS (CONT.)



Where did the citizenship question effort originate from?

- On March 26, 2018, Secretary of Commerce Wilbur Ross announced the addition of the citizenship question to the 2020 Census questionnaire, claiming his decision resulted from a request by the Department of Justice (DOJ) to obtain improved data for voting rights enforcement.
- The announcement came just a few days before the deadline for the submission of the questionnaire to Congress for approval as mandated by federal law, after years of planning and preparations by the Census Bureau for a decennial Census that did not include a citizenship question.
- Evidence shows that the origin of the effort to add a citizenship question to the census was a memo drafted by longtime Republican redistricting specialist Dr. Thomas Hofeller.
- In the memo, Dr. Hofeller outlined how the addition of the citizenship question would facilitate the use of Citizen Voting Age Population (CVAP) in redistricting that would benefit ‘Non-Hispanic Whites’ and significantly harm Latino voters.

What must be done by the Bureau to ensure that Census 2020 gets back on track?

- The Bureau must simultaneously complete several complex tasks for Census 2020 to stay on track, including:
 - Making final preparations for self-response (by paper, online or by phone);
 - Launching its partnership and communications plan;
 - Putting its information technology systems in place; and
 - Fully developing its field presence for questionnaire assistance and follow up with residents who do not initially respond to the questionnaire.
- There cannot be any further delays in these activities, and it is particularly critical that Congress ensures that robust FY 2020 funding for Census 2020 be immediately available to the Bureau at the start of that federal fiscal year (October 1, 2019).

When was the last time a question on citizenship was asked of all Americans?

- The Census has never asked about the citizenship of the entire U.S population.
- The last time the Census Bureau did anything similar was in 1950, prior to the enactment of the Voting Rights Act of 1965.
- In the 1950 form sent to every household in the nation, the Bureau asked for the citizenship status of foreign-born residents, a small subset of the population.

BACKGROUND AND TALKING POINTS (CONT.)



Is a question on citizenship needed in Census 2020 in order to enforce voting rights?

SOURCE: [Joint AAJC/NEF Fact Sheet](#)

- Data from the American Community Survey, and the census “long” form before that, have been sufficiently robust for voting rights enforcement purposes for decades.
- Misleading statements about the ACS providing less accurate data on citizenship voting age population data are simply false.
- Since the passage of the Voting Rights Act (VRA) in 1965, the Department of Justice (DOJ) has successfully and effectively enforced the VRA utilizing estimates of citizenship voting age population data provided by the Census Bureau.
- The DOJ has neither lost nor failed to prosecute a case because it only had estimated data on the number of citizens in a particular district or jurisdiction.
- Over the last 50 years, the DOJ has never asserted a need for data collected from every household for the purpose of enforcing the Voting Rights Act of 1965, until its request in December 2017.
- The DOJ did not indicate a need for this information before the Secretary of Commerce submitted to Congress, in late March 2017, the topics to be included in the 2020 Census.

Will the information Latinos provide in Census 2020 be confidential?

- Title 13 provides strong confidentiality protections and safeguards against disclosure and misuse of census data.
- Under Title 13 of the U.S. Code:
 - Census data can only be used for statistical purposes. Personal information cannot be used against respondents in court or by a government agency.
 - Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).
 - Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
 - Sworn staff are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.
- Policymakers and advocates are working to ensure full compliance by the Administration, the U.S. Department of Commerce, and the U.S. Census Bureau with these critical protections.
- The U.S. Census Bureau’s fact sheet on Census 2020 and Title 13 confidentiality can be downloaded [here](#).

BACKGROUND AND TALKING POINTS (CONT.)



How will NALEO Educational Fund combat concerns or misinformation efforts regarding ICE agents at their doors during the enumeration period?

- The U.S. Census Bureau will conduct Non-Response Follow Up to households that do not self-respond to the Census. This means an enumerator may call or visit households that do not complete their census questionnaire.
- The best way for community members to avoid the Census Bureau contacting them, in person or by telephone, is to self-respond.
- If one, or more, questions on the census questionnaire is left blank, the U.S. Census Bureau says this increases the likelihood it will attempt to collect the missing information through some direct contact.
- More information is needed from the Bureau about Non-Response-Follow-Up operations before definitive guidance can be provided to the community on this. Once we have these details, we will work to educate the community about this process.
- In the lead up the 2010 census, our national bilingual hotline 1-877-EL-CENSO served a trusted resource for the community.
- Hotline operators were able to describe the Census Bureau enumerator badge and enumeration procedures to callers.
- In addition, we worked with media partners to educate the public about what an enumerator would be wearing and a list of questions that would and would not be asked.
- A rapid response plan was also put in place to address reports of any potential impersonators.
- We hope to replicate these efforts in 2020 once we have additional information and clarity from the Bureau. For now, we are advising community members that the best way for them to avoid the Bureau knocking on their doors is to self-respond.

What made the citizenship question case so important for Latinos?

- No other issue before the courts would have had more direct consequences for the nation's Latinos than the one regarding the 2020 Census.
- The citizenship question raised concerns in all households – native- and foreign-born- about the confidentiality of information provided to the government and how it will be used.
- Census officials estimate that 6.5 million residents would not have responded to the questionnaire with a citizenship question, and lower response rates would have driven up the cost of the Census by increasing expenses for non-response follow up operations.
- In a survey conducted by NALEO Educational Fund, 78 percent of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.

BACKGROUND AND TALKING POINTS (CONT.)



What made the citizenship question case so important for Latinos? (cont.)

- The 2020 Census will be the second in the nation's history in which Latinos make up the nation's second largest population group. If the Census Bureau was to undercount 18 percent of the U.S. population, the Census will have failed.
- Ultimately, adding the question would have sabotaged the Constitutional mandate that the Census obtain a complete count of all of our nation's residents and would have increased the cost of the Census.

What is the Census and why is it important?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place primarily from March through July of 2020 (with the first enumeration beginning in remote areas of Alaska in January).
- Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.
- Top 10 Census Guided Federal Programs:
 - Medicaid
 - Federal Direct Student Loans
 - Supplemental Nutritional Assistance Program
 - Medicare Supplemental Medical Insurance (Part B)
 - Highway Planning and Construction
 - Federal Pell Grant Program
 - Section 8 Housing Choice Vouchers
 - Temporary Assistance for Needy Families
 - Very Low to Moderate Income Housing Loans
 - Title 1 Grants to Local Education Agencies
- We only get one chance every 10 years at achieving an accurate count – these data will inform important policy decisions and determine federal funding allocations for a decade.

BACKGROUND AND TALKING POINTS (CONT.)



What other kinds of challenges may thwart a full count of Latinos in Census 2020?

- Beyond the problems created by the Administration's efforts, there remain several other ongoing challenges facing Census 2020 and the Latino community:
 - Lack of full Latino access to the online response option, and lack of information about the full range of options for Census response;
 - Cyber-security and misinformation threats;
 - Obstacles facing the swift hiring of staff with the linguistic skills and cultural competency for Census outreach, including the Bureau's failure to clarify that work-authorized non-citizens are eligible for these positions; and
 - Barriers to obtaining a full count of very young Latino children (ages 0-4), one of the most undercounted groups in the decennial Census.
- The Census Bureau can address many of these challenges by actively engaging community organizations and other "trusted messengers" to rebuild confidence and mobilize residents in hard-to-count communities to participate in Census 2020.
- *iHágase Contar!* partners will play a critical role in educating the Latino community about these challenges and helping to rebuild the trust that has been eroded between the American public and the Census Bureau.

What is the *iHágase Contar!* campaign?

- The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.
- The *iHazme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- The *iHazme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household - including young children.
- The *iHazme Contar!* campaign will feature a number of resources, including :
 - Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
 - Template resolutions for school boards; and
 - Earned media opportunities and digital media efforts.
 - To learn more visit hagasecontar.org/hazmecontar
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.

BACKGROUND AND TALKING POINTS (CONT.)



What is the *iHágase Contar!* campaign (cont.)?

- Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners and stakeholders with a number of resources, including:
 - “Train-the-trainer” workshop opportunities;
 - State of the Census 2020 briefings;
 - Campaign material and promotional information;
 - Public awareness events and informational panels;
 - National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676), which is operated Monday-Friday from 8:30 a.m. 8:30 p.m. ET; and
 - Website: www.hagasecontar.org.

KEY CENSUS 2020 DATES



2019

January – September 2019:

U.S. Census Bureau will open 248 area Census offices.

June 2019:

U.S. Supreme Court rules to temporarily halt the citizenship question; sends case down to lower courts

June – August 2019:

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates *(preliminary results expected in October)*.

September 2019 and On:

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020:

The first enumeration begins in remote areas of Alaska, before the spring thaw.

March – April 2020:

Self Response phase of Census 2020 *(internet, mail, and phone; four waves of staggered mail)*.

April 1, 2020:

National Census Day

May – July 2020:

Primary non-response follow-up operation *(to households that did not self-respond)*.

WEBSITE AND SOCIAL MEDIA ACCOUNTS



All partners are encouraged to use the official Census campaign hashtag **-#HagaseContar-** across their social media accounts.

NALEO Educational Fund will track tweets and Instagram photos using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive.

A selection of sample social media posts partners can utilize is available in the resources section of this toolkit.

WEBSITE

www.hagasecontar.org

At www.hagasecontar.org, partners and organizations will be able to access an array of tools and resources in English and Spanish, including fact sheets, communications and promotional materials, and a calendar of events taking place around the country.

An online pledge form where individuals can commit to participating in Census 2020 is also available at www.naleo.org/censuspledge.

FACEBOOK

@NALEO.org

www.facebook.com/naleo.org

The NALEO Educational Fund Facebook page engages users by making them aware of timely Census developments and news. Make sure to promote this page, ask your supporters to join, and share your posts and Facebook live events.

TWITTER

@NALEO

www.twitter.com/naleo

The NALEO Educational Fund Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, elevating partner events, and more. We also engage individual users about the importance of Census 2020.

INSTAGRAM

@NALEOEdFund

www.instagram.com/naleoedfund

NALEO Educational Fund will share photos of people, organizations and elected officials who participate in the campaign using the **#HagaseContar** hashtag in their Instagram posts.

TAKE ACTION!



Partners can:

- Post or Tweet about the importance of Census 2020 using the **#HágaseContar** hashtag and our graphic.
- Participate in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by posting a photo holding up our [sign](#).
- Send an E-blast to partners and community members about Census 2020.
- Sign our [online Census pledge form](#) and share with your networks.
- Host an event in your state or region to promote Census 2020:
 - Press Conference or Briefing;
 - Census Informational Event for Community Members;
 - Census Roundtable with Stakeholders and Elected Officials; and
- Partner with a *iHágase Contar!* Campaign [Regional Staff Lead](#).

Elected officials can also do their part by drawing attention to the critical role Census data play in our communities by taking the following actions:

- Set up a Complete Count Committee in your local community.
- Introduce a resolution in support of an accurate count in Census 2020.
- Champion a resolution in opposition to the citizenship question on the Census 2020 Questionnaire.



SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS

We encourage you to post or tweet about the importance of Census 2020.

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

TWITTER: @NALEO

FACEBOOK: www.facebook.com/naleo.org

INSTAGRAM: @naleoedfund

OFFICIAL CAMPAIGN HASHTAG: #HagaseContar

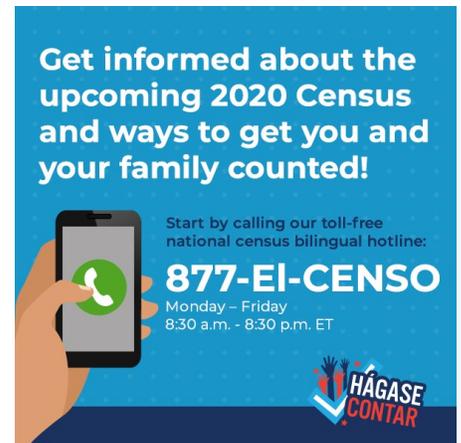
Social Media Campaign Graphics:



DOWNLOAD GRAPHIC 1



DOWNLOAD GRAPHIC 2



DOWNLOAD GRAPHIC 3



SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)

Sample Language:

Join @NALEO and our #HagaseContar partners as we prepare the Latino community for Census 2020.

We only have one shot at getting a full count of Latinos!

Take the pledge to get counted at <https://bit.ly/2UyIDIF> or text CENSUS to 97779.

[INSERT GRAPHIC]

Census data will be used to distribute \$800+ billion annually in federal programs incl. health, education and housing.

👉 Pledge to join the count! <https://bit.ly/2UyIDIF>

📱 Text CENSUS to 97779. #HagaseContar [INSERT GRAPHIC]

Census 2020 is less than one year away!

Census data will affect your voice in Congress and shape the future of your community for the next 10 years!

Take the pledge 👉 to get counted: <https://bit.ly/2UyIDIF> or text 📱 “CENSUS” to 97779.

#HagaseContar [INSERT GRAPHIC]

Census 2020 is an opportunity to capture a full portrait of the Latino community and nation.

An inaccurate count of Latinos would result in a failed Census.

Do YOUR part to get counted at <https://bit.ly/2UyIDIF> or text “CENSUS” to 97779.

#HagaseContar

DYK the Census is mandated by the U.S. Constitution? Every 10 years, every single person in the U.S. must be counted!

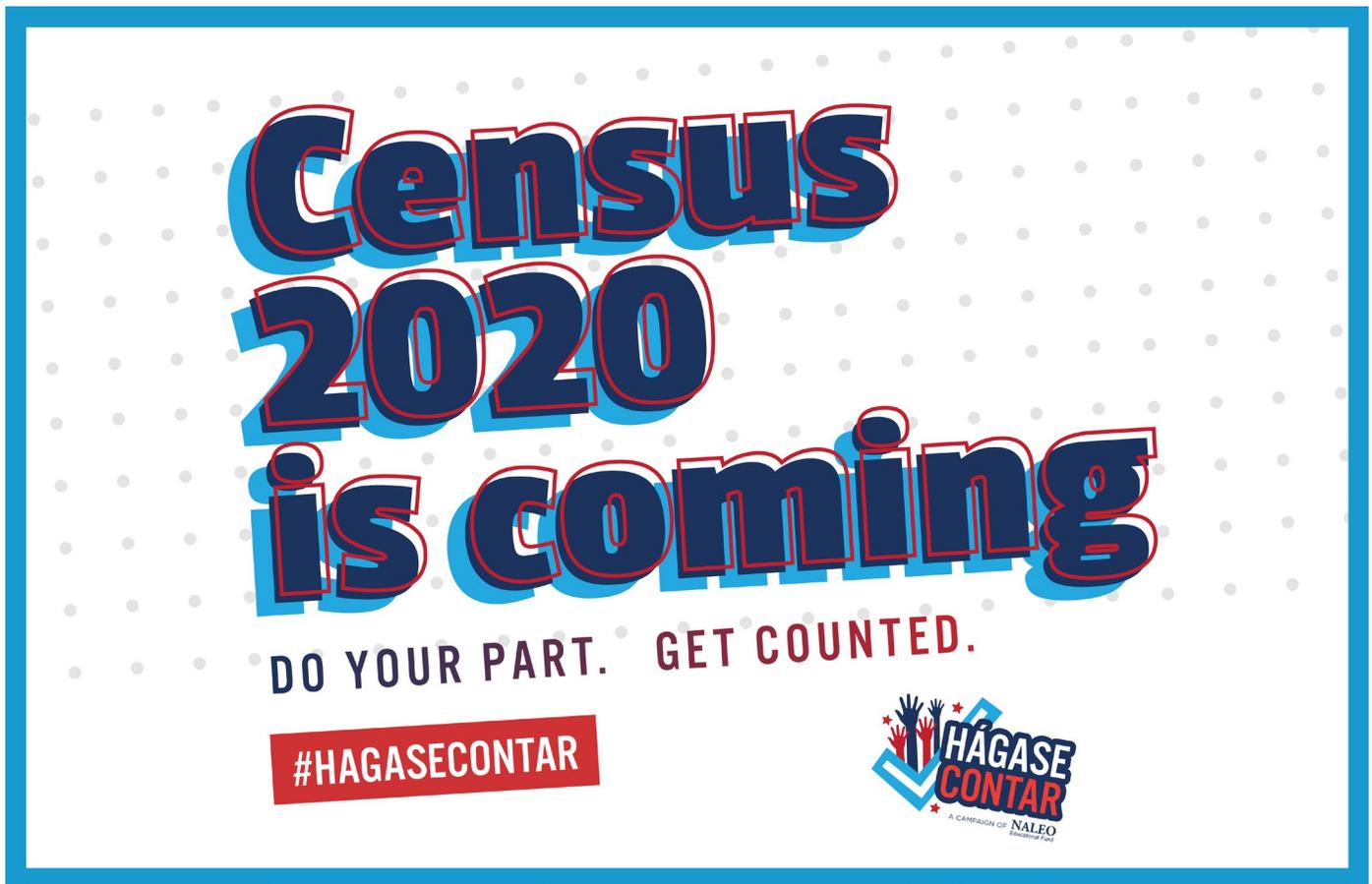
Census data is used to apportion Congressional seats and help draw district lines in all levels of gov’t.

Learn more at 📱 www.hagasecontar.org. #HagaseContar

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



General Campaign Poster:





SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)

You can also take action by participating in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by doing the following:

1

Print our National Census Day of Action “I pledge to get counted in Census 2020 because” sign.

2

Write in your personal response.

3

Upload a photo of you holding the sign using our hashtag **#HagaseContar**.



SAMPLE EMAIL TO SUPPORTERS AND COMMUNITY MEMBERS



Suggested Subject Lines:

- Make Census 2020 Count
- Pledge to Make Census 2020 a Success – Sign Our Pledge Today

Sample Content:

Dear [ORGANIZATION NAME] Supporter,

We are excited to join nationwide efforts to educate the Latino community about the importance of participating in Census 2020.

The U.S. Constitution requires that every person living in the United States is counted every 10 years.

The next census will take place from March to July of 2020.

Census data are the cornerstone to our democracy – these data determine:

- Apportionment of seats in the U.S. House of Representatives;
- How district lines are drawn at all levels of government; and
- The allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

You can help us make Census 2020 a success by getting involved:

- Sign our [online pledge](#) and commit to getting yourself counted;
- Share a photo of yourself with our campaign sign on social media;
- Tweet and post about the importance of Census 2020 using **#HagaseContar**; and
- Join us at our event on... [INSERT DETAILS].

We are excited to be able to join hundreds of groups across the country for this important day of action. Thanks so much for your support!

Sincerely,

[NAME, ORGANIZATION NAME]

SAMPLE PRESS RELEASE



Headline:

[ORGANIZATION NAME] Joins *iHágase Contar!* Campaign Partners Across Country and Commits to Encourage a Full and Accurate Census Count

Subheadline:

Organization will work to educate community members and stakeholders about the importance of participating in Census 2020

Body:

The [ORGANIZATION NAME] today announced that it will join *iHágase Contar!* (Make Yourself Count) Campaign partner organizations across the country on national effort to ensure every person is counted in 2020 Census.

The goal of this campaign is to educate the Latino community about the importance of participating in Census 2020. With Latinos now the nation's second largest population group and one out of every six Americans, full and accurate data about the Latino community are critical for our country's economic, social and civic well-being.

[INSERT QUOTE]

Census data are crucial for our representative democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government. These data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

Several challenges pose a threat to a full and accurate count of Latinos in Census 2020, including rebuilding the trust that has eroded over the Administration's request for the addition of an citizenship question, a climate of fear and distrust in the government, a lack of adequate funding for the Census Bureau, and a shift to the internet self-response option.

Supporters can sign the online pledge to participate in Census 2020 at www.naleo.org/censuspledge and follow our 2020 Census efforts through social media by searching **#HagaseContar**.

Led by NALEO Educational Fund, the *iHágase Contar!* Campaign is a nationwide effort to achieve a full and accurate count of Latinos in Census 2020. Additional information is available at www.hagasecontar.org.

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[INSERT ORGANIZATION BOILERPLATE LANGUAGE]

ADDITIONAL RESOURCES



Administration Abandons Plans to Add Citizenship Question to Census 2020, Following U.S. Supreme Court Decision

Prepared By: NALEO Educational Fund

<https://bit.ly/2K30nIn>

The Last Chance to Get It Right: Implications of the 2018 Test of the Census for Latinos and the General Public

Prepared By: Kevin A. Escudero, Marisol Becerra and Gabriela Domenzain

<https://bit.ly/2CmF9kN>

What is the Census? Census 101

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

¿Que es el Censo? Introducción al Censo

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

Census 2020 - State Fact Sheets

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhswdQ>

Key Census 2020 Milestones

Prepared By: Funders' Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I've (Almost) Made So You Don't Have To

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2TO5rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2Cw470R>

The Invisible Ones: How Latino Children Are Left Out of Our Nation's Census Count

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

***iHágase Contar!* Campaign Regional Staff Leads**

Prepared By: NALEO Educational Fund

<https://bit.ly/2Jn5DpT>



POLICY BRIEF

The Hispanic Origin and Race Questions in Census 2020

Making the Best of Missed Opportunities and a Flawed Approach

DECEMBER 2019

The Importance of Accurate Census Data for the Latino Community

The accuracy of the data collected by the Census Bureau on the nation's population, and on its racial, ethnic and national origin groups, helps ensure our nation's future prosperity and well-being. These data guide a wide range of decisions made in the public and private sectors that affect the lives of Latinos and all American families and their children. The data help ensure fair and representative reapportionment and redistricting for Latino communities. Census data play an indispensable role in revealing persistent disparities rooted in historic discrimination premised on race and ethnicity, and enabling efforts to eliminate those disparities. They are used to allocate more than \$1.5 trillion in federal, state and local funding.¹

Latinos are the nation's second largest population group, and one of its fastest growing communities. Latinos account for more than one of every six U.S. residents, and one of every four of the country's population under 18. For the Census Bureau to compile the most accurate data possible about the U.S. population, it must ensure a full and accurate count of the Latino community.

For Census data to present an accurate portrait of our Latino population, they must reflect the on-going evolution of Americans' racial and ethnic identity. This brief will first provide the history of the evolution of the Census question on Hispanic origin. It will then address the Office of Management and Budget's (OMB) standards for data collection on race and ethnicity, and the Census Bureau's research to improve the accuracy of these data and its proposal to change the format of the Hispanic origin and race questions for the 2020 Census and the American Community Survey. The brief will describe the Department of Commerce's ultimate decision regarding the format of the questions for Census 2020, and the issues that format raises, including the missed opportunity to significantly improve the quality of data collected in the next decennial enumeration. Finally, the brief will present policy recommendations for the federal government to obtain more complete data that more accurately reflect the evolving racial and Hispanic origin identity of our nation's residents.

¹ Andrew Reamer, *Counting for Dollars 2020: The Role of Decennial Census in the Geographic Distribution of Federal Funds*, George Washington Institute of Public Policy, George Washington University, November 2019 at <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Counting%20for%20Dollars%202020%20Brief%207A%20-%20Comprehensive%20Accounting.pdf>

The Evolution of the Census Question on Hispanic Origin

Since its inception in 1790, the Census form collected information about the race of American residents, starting by differentiating between free persons and slaves. The Census added more detailed categorizations of African Americans, and categories for Native Americans and different Asian population groups, but it was not until 1930 that the form used by enumerators who went door-to-door included a “Mexican” category.² The Bureau eliminated the separate “Mexican” category from subsequent decennial Censuses, until 1970, when the Bureau first added a question about Hispanic origin to one of the Census forms sent to a sample of the population. The question asked respondents to indicate whether their origin or descent was one of six different categories: “Mexican,” “Puerto Rican,” “Cuban,” “Central or South American,” “other Spanish,” or “No, none of these.” (Figure 1)

FIGURE 1
1970 Census Hispanic Origin Question

b. Is this person's origin or descent— *(Fill one circle)*

<input type="radio"/> Mexican	<input type="radio"/> Central or South American
<input type="radio"/> Puerto Rican	<input type="radio"/> Other Spanish
<input type="radio"/> Cuban	<input type="radio"/> No, none of these

Source: U.S. Census Bureau

In the 1980 Census, the Bureau asked the Hispanic origin question on the form sent to all of the residents of the nation, and the question added the term “Spanish/Hispanic” before the words “origin or descent.” The Bureau moved the “No” response to the first choice in the categories, and dropped the “Central or South American” choice (in the 1970 Census, some respondents living in the central or southern regions of the United States mistakenly marked this category). (Figure 2)

FIGURE 2
1980 Census Hispanic Origin Question

7. Is this person of Spanish/Hispanic origin or descent?	<input type="radio"/> No (not Spanish/Hispanic)
<i>Fill one circle.</i>	<input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano
	<input type="radio"/> Yes, Puerto Rican
	<input type="radio"/> Yes, Cuban
	<input type="radio"/> Yes, other Spanish/Hispanic

Source: U.S. Census Bureau

² D’Vera Cohn, *Census History, Counting Hispanics*, Pew Hispanic Center, March 3, 2010, at <https://www.pewsocialtrends.org/2010/03/03/census-history-counting-hispanics-2/>

The addition of the Census question on Hispanic origin to the 1970 and 1980 questionnaires resulted from several factors. In part, policymakers were responding to growing civil rights activism among the nation’s Mexican American and Puerto Rican communities. There was also a growing recognition that the experiences of what some policymakers called the “Spanish Speaking” communities of the nation were different from those of European immigrants, and that data on the demographic characteristics of these communities would help address economic, educational and other disadvantages. Policymakers and advocates also supported more fair and effective allocation of government resources to the Latino population. Businesses which targeted Latino customers, such as Spanish-language media, supported the compilation of data which would help them better understand their markets.³

In 1990, the Census form dropped the word “descent,” from the question, and for the “other Spanish/Hispanic” category choice, and instructed respondents to print one specific subgroup for that choice. The form offered examples of groups that could be printed, such as Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran or Spaniard. (Figure 3)

FIGURE 3
1990 Census Hispanic Origin Question

<p>7. Is this person of Spanish/Hispanic origin? Fill ONE circle for each person.</p> <p>If Yes, other Spanish/Hispanic, print one group. _____ →</p>	<ul style="list-style-type: none"> <input type="radio"/> No (not Spanish/Hispanic) <input type="radio"/> Yes, Mexican, Mexican-Am., Chicano <input type="radio"/> Yes, Puerto Rican <input checked="" type="checkbox"/> <input type="radio"/> Yes, Cuban <input type="radio"/> Yes, other Spanish/Hispanic (Print one group, for example: Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.) ↗ <div style="border: 1px dashed black; height: 20px; width: 100%; margin-top: 5px;"></div>
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Source: U.S. Census Bureau

³ An interesting discussion of the interactions between government officials, policymakers, advocates and the Spanish-language media which contributed to the development of the Census question on Hispanic origin appears in G. Cristina Mora, *Making Hispanics: How Activists, Bureaucrats & Media Constructed a New American*, The University of Chicago Press, 2014.

In 2000, the question dropped the word “origin,” and added the word “Latino,” so that the question became “Is this person Spanish/Hispanic/Latino?” The question instructions clarified that respondents should both answer both the question on Hispanic origin and the subsequent question on race. However, the question also removed the examples of subgroups that could be written in for the “other Spanish/Hispanic/Latino” choice – these examples had been included in 1990. (Figure 4)

FIGURE 4
2000 Census Hispanic Origin Question

→ **NOTE: Please answer BOTH Questions 7 and 8.**

7. Is Person 1 Spanish/Hispanic/Latino? Mark the “No” box if **not** Spanish/Hispanic/Latino.

<input type="checkbox"/> No, not Spanish/Hispanic/Latino	<input type="checkbox"/> Yes, Puerto Rican
<input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano	<input type="checkbox"/> Yes, Cuban
<input type="checkbox"/> Yes, other Spanish/Hispanic/Latino — <i>Print group.</i> ↗	

Source: U.S. Census Bureau

Analysts believe that the omission of the examples resulted in a miscount of Latino sub-groups such as Salvadorans, Guatemalans, Dominicans and Colombians. A NALEO Educational Fund analysis found that Census data indicated that the Central American population in the City of Los Angeles declined between 1990 and 2000, despite significant influxes of Salvadoran and Guatemalan migration during the decade. This analysis also revealed that the 2000 Census appeared to understate the number of Colombian and Dominican residents in New York City. In contrast, in both cities there was a dramatic growth in the generic “Other Hispanic” category between 1990 and 2000, suggesting that the lack of examples led respondents to not indicate or write in a Hispanic sub-group in the Other Hispanic response option.

In the 2010 Census, the question on Hispanic origin was also preceded by an explicit instruction to answer both of the questions on Hispanic origin and race, and included the statement “For this Census, Hispanic origins are not races.” The Bureau added back the examples of different Hispanic subgroups, with the instructions to print a specific subgroup for the other Hispanic, Latino or Spanish origin response category. (Figure 5)

FIGURE 5
2010 Census Hispanic Origin Question

→ **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 origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

Source: U.S. Census Bureau

The Office of Management and Budget Federal Data Standards

As the Bureau proceeded with its collection of data on race and ethnicity, it did so in accordance with standards for federal data established by the OMB. In 1977, an OMB Directive authorized the use of the term “Hispanic” for official use.⁴ It also adopted an approach of requiring race to be measured separately from ethnic background, with racial categories set forth separately from two ethnic backgrounds: “of Hispanic origin” and “not of Hispanic origin”. In its 1997 revision of its classification of its standards (hereinafter the “1997 Standards”), the OMB again endorsed this approach, with two ethnicity categories - Latino, or not Latino - and five separate minimum race categories – generally White, Black, American Indian/Alaska Native, Asian, or Native Hawaiian/Pacific Islander. Subsequently, the 2000 and 2010 decennial Censuses employed a “two separate question” approach to obtaining responses on Hispanic origin and race. Questionnaires first asked individuals to indicate whether or not they were of Hispanic origin, then, in a separate question, to indicate their race. Respondents were provided five general race categories: White; Black; American Indian or Alaska Native; a selection of nine specific large Asian and Native Hawaiian or Pacific Islander subgroups, with two additional write-in boxes for “Other Asian” and “Other Pacific Islander; and “Some other race.” Respondents could also select one or more race for the first time.

⁴ National Research Council (US) Panel on Hispanics in the United States; Marta Tienda and Faith Mitchell, editors. *Multiple Origins, Uncertain Destinies, Hispanics and the American Future*, National Academies Press, 2006 at <https://www.ncbi.nlm.nih.gov/books/NBK19811/>.

Rising Concerns about Race and Ethnicity Question Formats

In 2014, OMB initiated a new review process to consider changes to the 1997 Standards. The action was motivated by the Census Bureau's experiences fielding surveys using the "two separate question" format. Particularly as it processed the results of the 2010 decennial Census, the Bureau recognized a growing mismatch between the specific categories set forth in the race question and the ways in which many Latinos expressed their racial and ethnic background. The Bureau consistently found that Latinos accounted for majorities of people who did not report themselves as belonging to any of the specific race categories. For example, more than 43% of Latinos chose "Some other race" or did not answer the race question on the 2010 decennial Census. Of those who chose "Some other race" and wrote in the race with which they identified, an overwhelming majority answered "Mexican," "Hispanic," "Latin American," or "Puerto Rican," which suggests they did not identify with the specific racial groups set forth in the question and considered their Hispanic identity as their racial background.

The relatively high number of Latinos not identifying with the specific racial categories set forth in the Census question presented a major challenge for the consistency of Census data with race and ethnic categories established by the OMB. Because the OMB minimum race categories do not include "Some other race," the Bureau developed a procedure to assign an OMB race to those checking "Some other race" in response to the Census question. The Bureau found itself applying this imperfect procedure to impute the characteristics of growing numbers of residents. Between 2000 and 2010, the population classified as "Some other race" grew by one-quarter. By 2010, 6% of all decennial Census respondents – 19.1 million people – identified themselves as "Some other race," and 97% of those 19.1 million individuals were Latino. Latinos aged 18 to 44 were statistically more likely than their older counterparts to answer "Some other race" or to provide no answer to a separate Census question about race. These observations led the Census Bureau to project that by 2020, "Some other race" could become the second largest racial group reported, a racial category considered non-existent by OMB.

OMB's review also aimed to investigate methods of collecting more accurate detailed data about national origins and sub-groups. For example, the separate question format employed in the 2010 decennial Census did not accommodate the reporting of multiple national Hispanic origins by respondents of Latino ethnicity, resulting in the loss of detailed information about Latino identities. In response to a differently-formatted ethnicity question on the 2000 decennial Census, the Bureau observed that more than 260,000 respondents attempted to report multiple Latino national origins, and that such reporting was most common among respondents under the age of 35, portending future increases in the percentages of Latinos identifying as being of more than one Latino national origin.

The Census Bureau's Research on the Hispanic Origin and Race Questions

For more than a decade, the Bureau undertook extensive research to improve the reporting of Hispanic origin and race in the ACS and the decennial Census. The Bureau also intended the research to inform and guide OMB's reconsideration of its standards. For example, in the Bureau embedded an unprecedentedly large experiment in the 2010 decennial Census. The Bureau mailed out questionnaires with several different experimental variations in the design strategies for the Hispanic origin and race questions, and also conducted interviews and focus groups with respondents.

Among its key findings, the Bureau determined that a significant percentage of Latinos struggled to answer a separate question about race, and were not necessarily satisfied with the response options offered to them. Many of these individuals did not embrace or express any identity other than that stemming from their Latino and specific national origin heritage – in other words, Latino was equivalent to these individuals’ “race.” In addition, the Census Bureau’s research raised concerns that some non-Hispanics were not responding to the separate Hispanic origin question because they did not feel it applied to them or believed they had answered the question when responding to the question on race.

The Bureau also evaluated race and ethnicity question formats during its 2015 National Content Test (NCT). This testing secured lower nonresponse rates to a format which combined the Hispanic origin category with racial categories than to separate questions. “Some other race” responses also declined dramatically when a combined question was substituted for separate race and ethnicity questions. Instead, majorities of Latinos given the option on a combined question form self-identified solely in the Latino/Hispanic category and not with any of the other specific race groups.

At the same time, the rates at which Latinos marked one or more races in addition to Latino ethnicity did not change appreciably regardless of question format. Use of a combined question format in test surveys did not result in the loss of any necessary data that would have been collected with separate questions. For example, the Census Bureau did not find any statistically significant differences in the rates at which respondents indicated Afro-Latino identity whether they were responding to separate or combined questions. Similarly, the percentage of people who self-identified as both Latino and White in a combined question - about 15% of all Latinos - was consistent with the percentage of Latinos who affirmed their White identity in a post-survey interview associated with questionnaires that employed separate questions.

The Bureau also found that when checkboxes and optional write-in areas immediately followed broad race and ethnicity categories, the combined question was, in most cases, as effective as separate questions in prompting survey respondents to provide detailed information about their national origins and ethnicities. These results held whether respondents participated in the survey in paper form or online, as well as whether they responded in English or Spanish.⁵

In addition, the Bureau’s testing found that providing Latinos with an opportunity to indicate multiple sub-group origins produced more detailed and complete data on the Latino community. Because of the consistency and quality of the findings of the Census Bureau’s research on the combined question format, that format provided Latinos with an opportunity to indicate multiple origins.

⁵ While Census 2020 will be the first decennial enumeration where residents can respond online, the Bureau did use its content testing to explore how different question designs performed for respondents utilizing different response modes, including paper, the Internet, smartphones and telephone response.

NALEO Educational Fund provided stakeholders an opportunity to discuss the foregoing research with government officials in national convenings held in July 2014 and March 2017. In May 2017, NALEO Educational Fund endorsed the Census Bureau’s recommendation that future questionnaires use that revised format; the input the organization received from stakeholders from its national convenings helped inform the endorsement. (Figure 6)

FIGURE 6

Proposed 2020 Census Combined Race and Hispanic Origin Question

8. Which categories describe Person 1?
Mark all boxes that apply AND print details in the spaces below.
Note, you may report more than one group.

WHITE – Provide details below.

German Irish English
 Italian Polish French

Print, for example, Scottish, Norwegian, Dutch, etc. ☞

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

Print, for example, Guatemalan, Spaniard, Ecuadorian, etc. ☞

BLACK OR AFRICAN AM. – Provide details below.

African American Jamaican Haitian
 Nigerian Ethiopian Somali

Print, for example, Ghanaian, South African, Barbadian, etc. ☞

ASIAN – Provide details below.

Chinese Filipino Asian Indian
 Vietnamese Korean Japanese

Print, for example, Pakistani, Cambodian, Hmong, etc. ☞

AMERICAN INDIAN OR ALASKA NATIVE – Provide details below.

American Indian Alaska Native Central or South American Indian

Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat, Nome Eskimo Community, etc. ☞

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

Lebanese Iranian Egyptian
 Syrian Moroccan Algerian

Print, for example, Israeli, Iraqi, Tunisian, etc. ☞

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

Print, for example, Palauan, Tahitian, Chuukese, etc. ☞

SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below. ☞

Source: U.S. Census Bureau

Results of the OMB Review Process

While the Census Bureau conducted these tests and analyzed results, OMB convened an Interagency Working Group composed of representatives from ten cabinet departments and three other agencies engaged in the collection or use of Federal race and ethnicity data, to review relevant research and make recommendations to OMB around potential revisions to the Standards for Maintaining, Collecting, and Presenting federal Data on Race and Ethnicity. This Working Group identified four proposals that it felt deserved consideration: use of a single, combined question about race and ethnicity; inclusion of Middle Eastern/North African reporting option; revision of the description of the intended use of standard minimum reporting categories; and updates to terminology used in race and ethnicity questions, such as deletion of the term “Negro.”

The Interagency Working Group issued two Federal Register notices seeking comment in 2016 and 2017, and an Interim Report in 2017, concerning its inquiry and preliminary conclusions. In its second Federal Register notice, published on March 1, 2017 at 82 FR 12242, the Interagency Working Group stated its intention to announce final decisions about changes to the Standards by mid-2017. However, OMB did not release any additional publications or other final decisions during calendar year 2017, in spite of the fact that the Census Bureau sought final determinations before the end of 2017 so that any changes could be incorporated into materials to be used in its 2018 “End-to-End” test in Providence County, Rhode Island (the “End-to-End” test was a limited real-time “dry-run” simulation – or “Dress Rehearsal” – of major operational components of the decennial Census, intended to assess the Bureau’s readiness for Census 2020).

Ultimately, the Interagency Working Group did not release a final report or the determinations review process begun in 2014 appears to have become dormant or terminated without any formal statement or explanation. The first public indication that the OMB would not revise the 1997 Standards came when the Bureau announced that it would not be using the combined question approach for the 2018 End-to-End Test, and instead would use the separate question approach to maintain consistency with the 1997 Standards – this essentially signaled that the Bureau would not be able to use the approach it had initially planned for. Ultimately, on March 29, 2018, the Bureau submitted to Congress the questions to be used in Census 2020. The Hispanic origin and race questions had relatively modest changes from 2010, and which consistent with the two separate question approach mandated by the 1997 Standards, which remained in force. As a result, for Census 2020, the Bureau must use a format which its own extensive research indicates elicits incomplete and inaccurate data about the nation’s racial and ethnic identification.

Changes Made to 2020 Census Race and Hispanic Origin Questions from Census 2010

In Census 2020, the Census Bureau will continue to ask two separate questions, one about Hispanic origin and one about race. In theory, this format enables the Bureau to produce data that categorize every individual by both membership in one or more of five standard racial groups, and either Latino or non-Latino ethnicity. Principal choices for responding to both separate questions will remain unchanged, and no “Middle Eastern/North African” category will be offered. (Figure 7)

FIGURE 7

Final Version of Hispanic Origin and Race Questions for Census 2020

→ 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, Blackfoot 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.* ↴

Source: U.S. Census Bureau

The Census Bureau did adopt three modifications for the 2020 Census questionnaire that amend the race and ethnicity questions on the 2010 Census. The form will also list several national origin examples for “White” and “Black or African American” categories under the race question, and will incorporate write-in boxes that ask people whose race is White or Black to provide more detailed information about their heritage. Census questionnaires have previously asked Native American respondents to provide tribal affiliations and will continue to do so, but going forward, forms will list specific examples to guide respondents in completing the question. Finally, the term “Negro” will be removed in recognition of its declining use.

One of the confusing results of the OMB’s failure to revise its standards and the Bureau’s subsequent decision to continue to use the separate question approach is that the Bureau retained one component of the format for the Hispanic origin question that its initial testing proved effective in the 2018 End-to-End Test – the question in that test instructed respondents who self-identified as Latino to choose one or more national origins or subgroups associated with their Latino identity. (Figure 8)

FIGURE 8
Hispanic Origin Question Used in 2018 End-to-End Test

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
Mark one or more boxes **AND** print origins.

- 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.* ↴

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Source: U.S. Census Bureau

However, the final decennial questionnaire submitted to Congress omitted any such instructions regarding how many choices respondents could or should mark in response to the Latino origin question. The Bureau subsequently said it had determined that accepting more than one response to this question might produce responses not in compliance with the 1997 Standards; thus, it could not include instructions to mark more than one response. The Bureau does not expect to report data on individuals who self-identify in the 2020 Census as being of multiple Latino national origins or subgroups, consistent with its practice during past decennial cycles. Even if respondents indicate more than one Latino national origin or subgroup, the Bureau will choose one Hispanic origin to use in reporting the aggregated data.

Outstanding Questions for the Census Bureau and OMB

While the Bureau's determinations for the 2020 questionnaire are final, the lack of a formal or public conclusion to the Interagency Working Group review process leaves us with outstanding questions about the format the Bureau will employ in 2020 for collecting race and ethnicity data, as well as the future of the 1997 Standards. In addition, we are concerned about the Bureau's failure to clearly and timely inform the public of the change adopted to its ethnicity question between finalization of the proposed 2018 questionnaire and submission to Congress of the 2020 questionnaire. Shifts in the Bureau's and OMB's positions and decisions on race and ethnicity data collection have confused stakeholders, creating the risk that they will disseminate inaccurate information to survey respondents. In addition, the Bureau and other government officials spent years and extensive resources conducting testing and analysis to promulgate recommendations, followed by the pointless failure of the OMB to revise the 1997 Standards, which prevented the recommendations from moving forward.

Detailed National Origin Responses and the Race Categories:

Although the Bureau may collect more detailed information about individuals' race and ethnicity in 2020 than it has in past decennial Census cycles, we are also concerned that Latinos who self-identify as "White" or "Black or African American" may not provide detailed national origin responses under those categories. The option to do so has not previously been offered and may not be well understood, particularly in light of the fact that the planned format of these new response options differs from the format of responses to the Hispanic ethnicity question: "White" and "Black or African American" choices are followed by lists of examples and an empty write-in box, while the Hispanic origin question provides several specific choices next to checkboxes, followed by an empty write-in box. Moreover, neither "White" nor "Black or African American" illustrative examples include any national origins or subgroups commonly associated with Latino identity, such as Dominican or Cuban, which for some Latinos may correspond with Black or African American.

The Growth of the "Some Other Race" Population:

If, as the Bureau anticipates, respondents make "some other race" the second most frequently chosen race category on the 2020 Census, the agency will face an increasingly difficult challenge because of its obligation under the 1997 OMB Standards to report each person in one or more of the five principal race categories. Its practices and determinations around assignment of a most likely race or races to people who mark themselves as "some other race" will have weighty consequences for the next decade, and as it has gained experience conducting these imputations, the Bureau's methods should have advanced in quality and accuracy. We are unsure whether or how social science in this area has advanced, however, and are concerned that the Bureau may not have conducted as much experimentation and study around this important task as it has devoted to examination of alternative formats for questions about race and ethnicity.

Considering the expanded opportunities that 2020 question formats will offer for respondents to indicate membership in multiple national origin and tribal sub-groups under major racial categories, the Bureau is likely to collect information about individuals' backgrounds that may be very complex. Accurately representing racial and ethnic identity may be more difficult when many individuals provide more granular details about their heritage than they previously have given. The Census Bureau must decide how much detailed information it can feasibly make available in various products and publications, and we urge it to strive to provide as much precise data as possible, and to clearly communicate its plans to stakeholders.

Recommendations for Future Research and Policy

OMB's failure to revise the 1997 Standards and the Bureau's subsequent retention of the two separate question approach represent a missed opportunity to significantly improve the collection of data of Hispanic origin and race. This is particularly salient because the Bureau will also retain the two separate question approach for the 2020 American Community Survey, the "rolling survey" of our nation's population which provides updated data on a wide range of demographic and housing characteristics. It is extremely troubling that the two separate question approach will be retained after the Bureau's extensive research indicated that a combined Hispanic origin and race question that requests detailed information from respondents, including the opportunity for respondents to indicate multiple Hispanic national origin and sub-group identifications, elicits the most complete and accurate data possible about respondents' identification.

NALEO Educational Fund is acutely aware, and concerned about the consequences, of the growing and unaddressed disparities between the ways in which United States residents describe their identities, and the categories they are asked to use to describe themselves on Census questionnaires. We do not know what conclusions the Interagency Working Group reached about this issue, nor what recommendations it might have made around topics that may have merited additional research. Therefore, we do not consider the matters taken up for consideration by the Interagency Working Group to be successfully or finally resolved, and we are disappointed that the responsible agencies have failed to make appropriate use of the significant resources expended upon testing by squandering this opportunity to adopt much-needed innovations. Because we remain confident that the Census Bureau can obtain optimally detailed and accurate race and ethnicity information from Latinos using a single question about race and ethnicity, we believe it is imperative that OMB further update its Standards to improve the quality of crucial federal data about residents' race and ethnicity. The Commerce Department and the Census Bureau must communicate with the OMB the critical need for the adoption of this update. In addition, the OMB and the Bureau must communicate clearly with stakeholders about the potential for pursuing this update, and whether or not they plan to conduct any additional tests or studies on the Hispanic origin and race questions.

The Importance of Census 2020 Outreach

It is also critical that the Census Bureau conduct and help coordinate robust outreach during Census 2020 to ensure that Latinos and all residents understand the modest changes adopted to race and Hispanic origin questions, and continue to provide responses to those questions that are no less complete and detailed than in past decennial Censuses. This outreach should emphasize that respondents should answer questions in the manner they feel best reflects their self-identification. It should also highlight the fact that respondents can choose to mark more than one racial category, and multiple national origins or subgroups under the racial categories. The need for robust outreach is particularly important in light of the confusion and fear that still remains among many Latinos in the wake of the debate about the addition of the untested and unnecessary citizenship question to the questionnaire. Community education which combines information about the importance of participating in Census 2020 with clear and accessible information about the content of the questionnaire will help ensure that all of our nation's residents respond to Census 2020, and do so in a manner that produces accurate and complete data.

For more information about the NALEO Educational Fund's Census policy development efforts, please contact **Ms. Rosalind Gold**, rgold@naleo.org or (213) 747-7606; or **Ms. Angela Manso**, amanso@naleo.org or (202) 546-2536.