2020 Census: Ensuring Complete Communities are Counted

Complete Community University – Third Ward Houston

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Agenda

• Welcome and Introductions
• 2020 Census Overview
• Operational Timeline
• Community Partnership and Engagement Program
• Recruitment Efforts
• Critical Next Steps and Q&A
Census Overview

Why we do a census:

Article 1, Section 2 of the US Constitution

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*
APPORTIONMENT

OFFICIAL RESULTS 2010

GAINED  LOST

Arizona +1  Illinois -1
Florida +2  Iowa -1
Georgia +1  Louisiana -1
Nevada +1  Massachusetts -1
South Carolina +1  Michigan -1
Texas +4  Missouri -1
Utah +1  New Jersey -1
Washington +1  New York -2
Ohio -2
Pennsylvania -1
Counting For Dollars

Texas receives over $43 billion dollars per year based on Decennial Census data.

The per capita allocation is $1,578.

Counting for Dollars link:
https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President
Census Mobilization Process

- **Education Phase**  Engage & Educate Local Leaders, Partners & Communities  January 2018-September 2019

- **Promotion Phase**  Promote Participation  April 2019-January 2020

- **Motivation / Action Phase**  Call to Action for Residents to Respond  February 2020-June 2020
Community Partnership and Engagement Program
Community Partnership and Engagement Program

• **Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

• **Educate** people about the 2020 Census

• **Encourage** community partners to motivate people to self-respond

• **Engage** grass roots organizations to reach out to hard to count groups and those who are not motivated to respond to the national campaign
Establishing a Complete Count Committee

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Structure of a Complete Count Committee

The Organization Head appoints the members of a Community CCC based on their ability to:

• Communicate to Hard To Count
• Bring Resources to the table
• Approve initiatives
• Influence
• Allocate sufficient time
• Represent all races/ethnicities in a non-partisan manner
• Create coalitions
Response Outreach Area Mapper (ROAM)
census.gov/roam
CCC TOOLS

https://www.census.gov/partners/toolkit.pdf

https://www.census.gov/programs-surveys/sis.html
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
Type of Positions:

Partnership Specialists (full-time/1.5yrs) [census.gov/fieldjobs]

Area Census Office Positions (most full-time, 1yr to 1.5yrs), [census.gov/fieldjobs]

- Office Manager
- Admin Manager
- IT Manager
- Recruiting Manager
- Lead Field Operations Manager
- Field Operations Manager
- Supervisory Clerks
- Clerks (IT, Recruiting, Admin)

Work from Home (intermittent, part-time, 6 weeks to several months), [2020census.gov/jobs]

- Census Field Supervisor
- Enumerator/Lister
- Recruiting Assistant
CENSUS JOBS NOW LIVE!

Hiring Requirements:

• Must be at least 18 years old
• Must be a US Citizen with a valid Social Security number
• Must be registered for Selective Service (eligible males)
• Must have a valid email address
• Must complete a Skills Assessment (online)
• Must complete and pass a background check
• Must have access to a car (field positions)
• Must be available to work days/evening and/or weekends (depending on position)
• May not hold political positions or engage in partisan political activities while on duty (Hatch Act)
You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.