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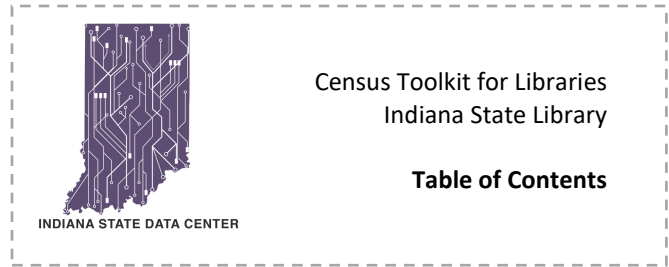
United States® Census 2020

Census Toolkit for Libraries

Indiana State Library

November 2019

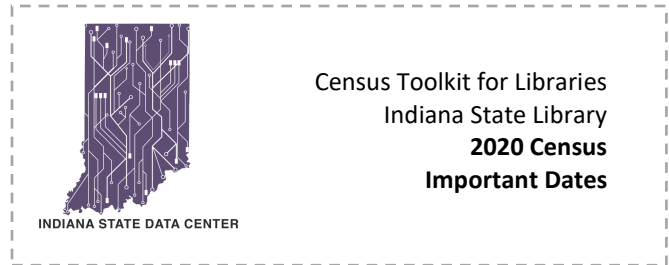**INDIANA STATE DATA CENTER**

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United States®
Census
2020

Census Toolkit for Libraries
Indiana State Library

Table of Contents

INDIANA STATE DATA CENTER

Shape your future START HERE > | United States® Census 2020

Important Dates for the 2020 Census

- **January–September 2019:** The U.S. Census Bureau opens 248 area census offices across the country. These offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** Census takers begin visiting areas that have experienced a lot of change and growth to ensure that the Census Bureau's address list is up to date. This is called address canvassing, and it helps to ensure that everyone receives an invitation to participate in the 2020 Census.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.
- **April 1, 2020:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- **May 2020:** The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.
- **December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.

From the Census Bureau's website: https://2020census.gov/en/important-dates.html
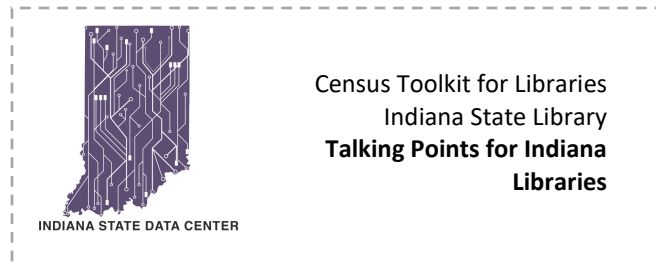
Key Points: Why should I complete my Census form?

- The Census happens only once every 10 years and it's important that every Hoosier household complete the Census form on April 1, 2020.

- Everyone counts. Federal funding for programs benefiting Hoosiers and their communities is based on Census results.

- All Census responses are private and are not shared with anyone – including other government agencies.

How does the Census benefit me and my neighbors?

- Census data is used to apportion congressional seats.

- Census data is used to draw districts for the Indiana General Assembly.

- Census data drives funding for and delivery of many federal programs, up to $1,200 per person.

◇ Medicaid, WIC food grants, social services   ◇ Programs for seniors

◇ Schools   ◇ Emergency supplies

◇ Transportation funding

What is the Census process?

- The U.S. Constitution requires a count of all people living in the United States every 10 years. The United States Census Bureau is charged with counting the population.

- The Census count does not differentiate between citizens and non-citizens; ALL people living in the U.S. are counted.

- The Census Bureau uses address lists (updated this year) to send a Census form to each residence in the country.

- Residences include homes, apartments, residential facilities, dorms, shelters, and non-traditional housing structures.

   April 1, 2020 is Census Day.

⇒   Forms will arrive in the U.S. mail in mid- to late-March 2020.

⇒   Census forms are available in multiple languages.

⇒   Census responses should reflect all people living in a residence as of April 1, 2020.

⇒   Responses should also reflect those people who live in the residence most of the year.

Are Census responses confidential?

- Data you provide to the U.S. Census Bureau through the 2020 Census Form is private.

- Data is not shared with federal, state, or local government agencies.

- Data is not shared with law enforcement.

- Names and addresses collected as a part of the Census are used to verify that each resident is counted only once.

   Names and addresses are not provided to law enforcement.
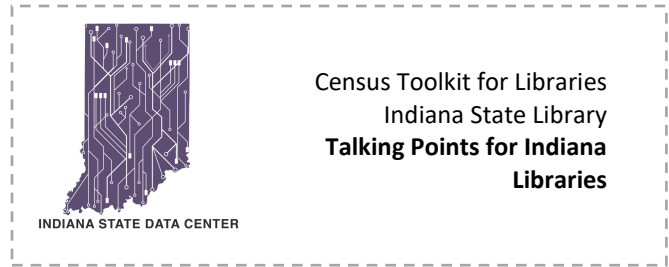
How does the Census impact libraries?

- The 10-year Census count is the underpinning of many critical factors that are important to local government and libraries, from per capita income to setting community goals.

- Census data provides insights on population, race, and housing changes.

- Federal funding is distributed to the Indiana State Library on a population basis and is used for statewide services (e.g. INSPIRE and Talking Books) and subgrants to libraries.

- Libraries use Census data for:

◊   Understanding the demographics of their service area.

◊   Obtaining their population count, which determines their per capita expenditures and class for public library standards and director certification requirements.

How can libraries help spread the word?

Begin planning and organizing now so that your staff and board are ready to help promote the Census in February and March 2020 through signage, programming, and technology assistance.

Employee Communication

Use the speaking points on the front of this flyer to create:

⇒   Posters or flyers highlighting the Census to hang on employee and public bulletin boards.

⇒   Trainings for employees how to answer Census-related reference questions. Make sure staff are aware how to access the survey and where to direct patrons who require materials in another format or languages.

Patron Outreach

Add a link from your website to www.census.indiana.edu.

- Include Census information in library mailings and staff email signatures.

- Partner with other local government and non-profit organizations or join your local Complete Count Committee.

- Help dispel rumors and misinformation related to confidentiality.

- Provide public computer access for patrons requesting to complete the Census form at your library.

o   Consider setting aside a computer as an express-use station for completing the Census.

o   Encourage job seekers in your library to apply for Census jobs.

o   Work with hard-to-count populations (e.g. college students or persons experiencing homelessness) to ensure they are counted at their residence or primary location as of 4/1/2020.

o   In March 2020: Use exterior signage and host public programming to encourage everyone to complete the Census form.

o   Incorporate the Census in children's storytimes, adult programs, and genealogy programs.

o   On April 1, 2020: Use exterior signage to announce National Census Day or host a Census Day program.
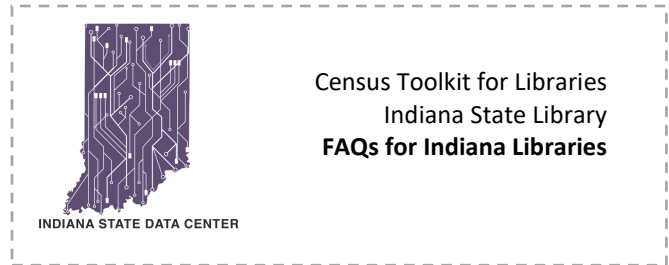
1) Where will Census Bureau employees be stationed if we have questions for them?

The Census Bureau has established Local Area Census Offices in four areas of the state: Indianapolis, Evansville, Fort Wayne, and in Lake County. You can call these local offices when you have questions that require a Census Bureau employee. https://2020census.gov/en/jobs/pay-and-locations/national-map.html. Indiana and seven other states are served by the Chicago Region of the Census Bureau.

> **You can contact them here:**
> Chicago Regional Office
> 1111 W. 22nd Street, Suite 400
> Oak Brook, IL 60523-1918
> (630) 288-9200 or 1-800-865-6384
> FAX: (630) 288-9288
> TDD: (708) 562-1791
> E-mail: Chicago.Regional.Office@census.gov

2) Is the 2020 Census available in Spanish?

YES, the online form will be available in 13 languages: English, Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, & Japanese.

3) Can you call the Census Bureau for direct help with the questionnaire?

YES, the Census Bureau will provide guidance via phone in the 13 languages above. There will also be guides for completing the census in 59 non-English languages in print, and American Sign Language in video.
https://tinyurl.com/y2h8sbns

4) Are undocumented immigrants allowed to fill out the census?

YES, the purpose of the census is to count everyone who is residing in the United States in one place, at one time. This includes undocumented immigrants.

5) How can a CCC (Complete Count Committee) be created in my county/city?

Check with city/county officials in your area. If there is not a CCC in your area, you can form your own! Several guides are available: https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

6) Is there any danger of someone being double-counted?

(If we help people fill it out at the library, will they fill it out again later)?

The Census Bureau's current technology will ensure that people are only counted once.

7) Do people need to have a physical address to fill out census info, for example, for people experiencing homelessness?
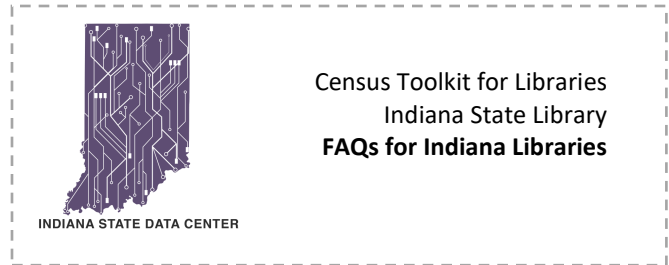
This is a video from April 1, 2019. It features many leaders in the 2020 Census: Dr. Steve Dillingham, Census Bureau Director and Al Fontenot, Associate Director; Lisa Hamilton, President of Annie E Casey Foundation (Kids Count); the Governor of the Chickasaw Nation, Bill Anoatubby; and Loida Garcia-Febo, ALA President.

https://www.census.gov/newsroom/press-kits/2019/2019-census-day.html

Just after the 20 minute mark in this video, Al Fontenot addresses this issue, saying that there will be special efforts to count people in group quarters and the homeless population.

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United States® Census 2020

Census Toolkit for Libraries
Indiana State Library
FAQs for Indiana Libraries

INDIANA STATE DATA CENTER

8) Can people mail in their census information, or is it online only?

YES. You can mail in your census. Below is a timeline of 2020 Census mailings from the Census Bureau, taken from the 2020 Census Stakeholder Webinar from July 17, 2019

https://www.census.gov/library/video/2019/webinar-series-2020-census-stakeholder.html

MAR 12-20: 1st Invitation

80% households will receive invite to respond online without paper form

20% households will receive invitation to respond online with paper form

MAR 16-24: Reminder Letter

Households receive this if they haven't responded yet.

MAR 26-APR 3: Reminder Postcard

Households receive this if they haven't responded yet.

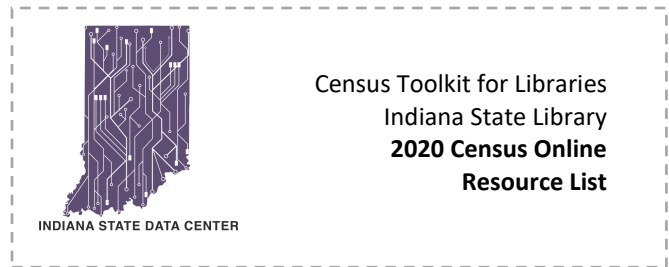**APR 8-16: Reminder Letter and paper questionnaire**

Households receive this if they haven't responded yet.

APR 20-27: Last reminder postcard before in-person follow up

The longer you wait to respond, the more likely a census taker will visit.

U.S. Census Bureau: https://www.census.gov
    2020 Census (English) https://2020census.gov/en
    2020 Census (Spanish)   https://2020census.gov/es

ALA Libraries Guide to the 2020 Census:
http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/LibrariesGuide2020Census.pdf

2020 Census Research, Operational Plans, and Oversight (national-level information)
https://www.census.gov/programs-surveys/decennial-census/2020-census.html

    Complete Count Committees:
    https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

    Census Bureau Unveils 2020 Census Communications Campaign Platform:
    https://www.census.gov/newsroom/press-releases/2019/2020-campaign-logo.html

    2020 Census timeline and CCC brochure
    https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc.pdf

    Outreach Resources
    The Census Bureau's Partnership Program has toolkits that help us reach people who don't know about the census.

    Misconceptions about the census: https://tinyurl.com/yyeau77g

    Census Bureau's Partnership Program: https://www.census.gov/partners.html
        Audience Outreach Toolkit: https://www.census.gov/partners/toolkits.html
        Census Solutions Workshop: https://www.census.gov/partners/workshops.html
        Training assistance directly from the Census Bureau:
        https://www.census.gov/data/training-workshops.html
    Promotional Materials and Guidelines: https://tinyurl.com/y3fgtbxf
    For additional assistance & access to logos, contact the Indiana State Data Center.

Indiana and the 2020 Census (state-level information)

    Indiana's 2020 Census website
    http://www.census.indiana.edu/

    Indiana's Hard-To-Count Areas: http://www.census.indiana.edu/htc.html

    Indiana State Data Center Network: https://www.in.gov/library/isdc.htm
    Facebook: https://www.facebook.com/insdc/
    Twitter: https://twitter.com/INsdc

What Partners CAN AND CANNOT Do to Support Self-Response in the 2020 Census **https://tinyurl.com/y2eeg34x**

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Census
2020

Census Toolkit for Libraries
Indiana State Library

Display Idea

INDIANA STATE DATA CENTER
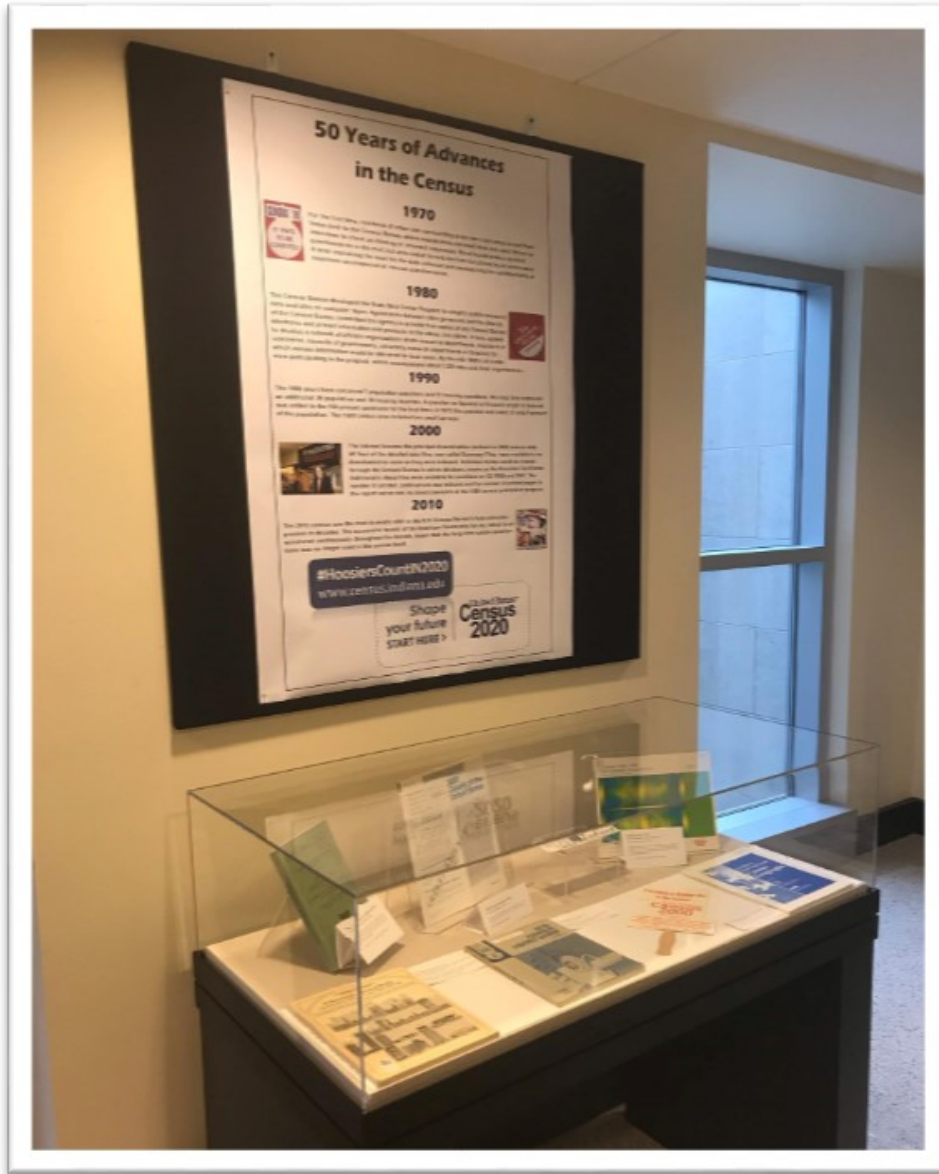
50 Years of Advances
in the Census, 1970–2010

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Indiana State Library

Event Idea (1)

INDIANA STATE DATA CENTER

Census Day

April 1, 2010

Free Donuts

& Coffee Event

For 2020, patrons and library staff can fill out the census on the computers and via smartphones!

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Census
2020

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Indiana State Library

Event Idea (2)

INDIANA STATE DATA CENTER

GET ON THE MAP!

Explore Indiana's History, the Names of Rivers and Lakes Near Your
Home and More on a Giant Floor Map of Indiana

Tuesday, December 11
10:00 a.m. - 11:00 a.m.
Youth Services Program Room
Ages 5-14

VCPL Library
VIGO COUNTY PUBLIC
GENERATING CHANGE. TRANSFORMING LIVES.
www.vigo.lib.in.us/events

*The Geography Educators Network (GENI) loans out the
giant floor map to libraries and schools, along with a trunk
full of learning tools. Contact GENI @ (317) 274-8879.*

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Census Toolkit for Libraries
Indiana State Library
**Program Ideas from the
Young Readers Center (1)**

INDIANA STATE DATA CENTER
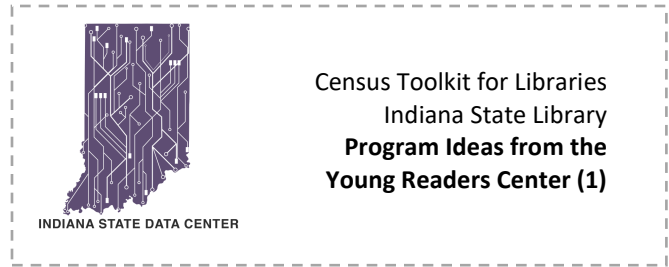
COUNTING

Book Suggestions:

Mouse Count by Ellen Stou Walsh: *Story that introduces and reinforces counting down and up to 10. (Follow up book to Mouse Paint) Link to story using props to retell and count along.*

https://funlearningforkids.com/mouse-count-math-activity-and-story-retelling/

How Do Dinosaurs Count to Ten by Jan Yolen: *Part of Yolen/Teague's series about dinosaurs. Humorous and colorful, this book could be its own storytime.*

Craft /Activity Ideas:

Stamping Art with fingers- Fingerprints as leaves on trees, fingerprints as petals on flowers, fingerprints as scoops on ice cream cones, etc.

Tactile Counting Sticks- Each child would need 10 large craft sticks. Adult would prewrite numbers 1-10 on sticks. Child (with adult help) would put a dot of glue for the number – 1 dot on ONE, 4 dots on FOUR, 6 dots on SIX, etc. Once dried can be used for practice.

Pipe Cleaner and Beads- Each child gets a pipe cleaner per number. Sticker labels with numbers prewritten (so the labels wraps to stick to each other) Children string beads to corresponding number.

Storytime with *Fish Eyes* by Lois Ehlert
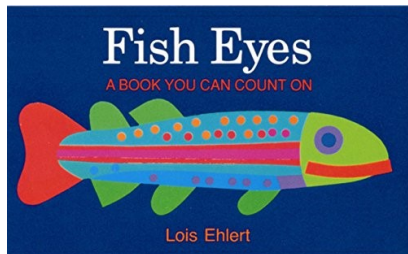
Fish Craft: This craft can lead to an adorable fish banner or a colorful fish to take home. It improves fine motor skills using hole punches. It can also use up scrap paper from previous projects. Consider using sticker eyes instead of traditional "googly eyes" to be more environmentally conscious. https://spelloutloud.com/fish-eyes-lois-ehlert.html
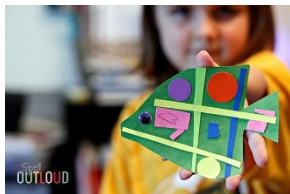
***Fish Eyes Game*:** Using a bowl or sand bucket as a "pond" fish for numbered fish with a magnetic pole. For younger children use numbers 0-5. After children catch a fish they can use one-to-one correspondence skills adding a small item like buttons, beans, or pom poms to the fish they caught. https://www.mrsjonescreationstation.com/fish-eyes-addition-math-game/

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United States® Census 2020

Census Toolkit for Libraries
Indiana State Library
**Program Ideas from the
Young Readers Center (2)**

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Fish Fingerplay and Songs

Five Little Fish

https://www.funwithmama.com/book-fish-eyes-activities/

Five little fish swimming by the shore, *(Hold up five fingers)*
One swam away and then there were four (*Bend down thumb*)
Four little fish swimming in the sea
One swam away and then there were three. *(Bend down pointer finger)*
Three little fish swimming in the blue,
One swam away and then there were two. *(Bend down middle finger)*
Two little fish swimming in the sun,
One swam away and then there was one. (*Bend down ring finger*)
1 little fishy thought he was a hero,

 He swam away and now there are 0. (*Bend down little finger*)

Did You Ever See a Fishy? *(To the tune of **Did You Ever See a Lassie?**)*

Did you ever see a fishy,
A fishy, a fishy?
Did you ever see a fishy
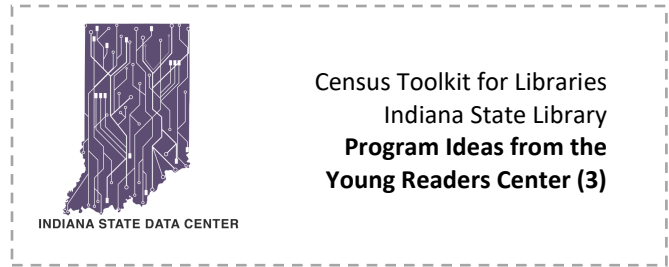Swim this way and that?
Swim this way and that way
And that way and this way?
Did you ever see a fishy
Swim this way and that?

(Replace the word swim with words from the book jump, smile, flip, dart..)

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United States® Census 2020

Census Toolkit for Libraries
Indiana State Library
**Program Ideas from the
Young Readers Center (3)**

INDIANA STATE DATA CENTER

MATH

Book Suggestions:

⇒ **Ten Black Dots** by Donald Crews: *Creative counting book showing what "black dots" can be turned into.* Ideas: Recreate book, 1-1 correspondence using number cards and black buttons or stones, Qtips and black paint to dab dots on numbers.

⇒ **How Many Jelly Beans** by Andrea Menotti: *Book for grasping concepts of large numbers (Why does it seem like the difference between 10 and 100 is bigger than the difference between 10,000 and 10,090?)* Ideas: Jelly bean graphs, number recognition, estimation

⇒ **A Place for Zero** by Angeline Sparagna LoPresti: *A fun way to introduce multiplication or teaching place value. (Personal note: In thinking about the census, this book light heartedly looks at a number's insecurities in thinking he's "NOTHING"… when in reality he learns that "Every number COUNTS.")*

Craft/Activities ideas:

⇒ **Link to Giant Place Value Manipulatives**
    https://thekindergartensmorgasboard.com/2017/04/place-value-giant-tens-ones.html

⇒ **Jelly Bean Rainbow** Just for fun or as a science extension.
    https://www.123homeschool4me.com/jelly-bean-stem-for-kids-engineering_69/
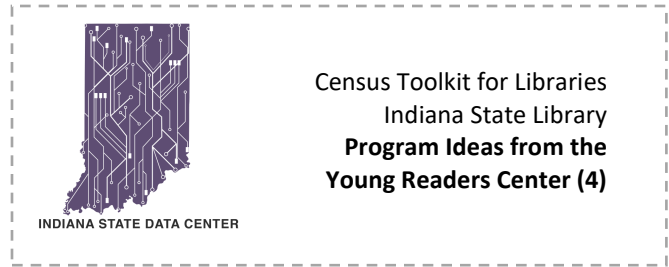
SOCIOLOGY

Book Suggestions:

⇒ **All Are Welcome** by Alexandra Penfold Multi: *An introduction in inclusiveness and diversity. (Personal Note: This is one of the most powerful books with only few words.)*
            See the illustrator's start to this book here:
            https://www.pragmaticmom.com/2018/07/suzanne-kaufman-guest-post/

⇒ **Real Friends** by Shannon Hale: *Graphic Memoir,* "Shannon and Adrienne have been best friends ever since they were little. But one day, Adrienne starts hanging out with Jen, the most popular girl in class and the leader of a circle of friends called The Group. Everyone in the Group wants to be Jen's #1, and some girls would do anything to stay on top… even if it means bullying others. Now every day is like a roller coaster for Shannon. Will she and Adrienne stay friends? Can she stand up for herself? And is she in The Group- or out?" *New York Times Book Review*
    Perfect for a book club discussing the importance of everyone.

⇒ **Same, Same, but Different** by Jenny Sue Kostecki-Shaw: "Elliot lives in America, and Kailash lives in India. They are pen pals. By exchanging letters and pictures, they learn that both love to climb trees have pets, and go to school. Their worlds might look different, but they were actually similar. Same, same- but different."

⇒ **What Can a Citizen Do?** by Dave Eggers: Rhyming book for ages 5-8 discussing what it means to be a citizen.

Craft/Activity Ideas:
    Pinterest (and other websites) have so many fantastic ideas. Here are highlights to search.

⇒ Poster of hands with quotes on diversity

⇒ Diversity quilts

⇒ Banners of individual children in a library

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United States® Census 2020

Census Toolkit for Libraries
Indiana State Library
**Program Ideas from the
Young Readers Center (4)**

INDIANA STATE DATA CENTER

GEOGRAPHY

Book Suggestions:

⇒ **The 50 States** by Gabrielle Balkan (Indiana Author): *This is a stunning illustration of our states. It is not a read aloud. This would be best for individuals or sharing on a screen.*

> **From *Amazon.com*:**
> On each wonderful map, find:
> A **welcome box** with a short introduction to the state
> **Key facts**, including the capital; state bird, flower, and tree; and statehood order
> **State icons** celebrating the state's people, places, and history
> **Six inspiring people** who have a connection to the state
> **Region spotlight bubbles** to allow you to discover more about one particular place
> A **moments to remember box** with a list of significant dates and their events in the state's history

⇒ **Me on the Map** by Joan Sweeney: *Picture book, ages 3-7 years, Describes maps to show children where they live and how they fit in the world. Ideas- making flap books or art project of each child's house, neighborhood, town, state, country, world. Use nesting boxes to teach this concept.*

⇒ **Mapping Penny's World** by Loreen Leedy: *Picture book, A girl needs to make a map for a class assignment. Her dog, Penny, helps to make the map. Teaches mapping skills with the fun of a pet! Create maps of library, neighborhood, etc.*
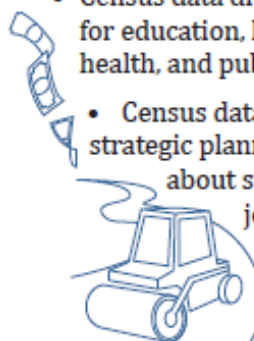
Craft/Activity Ideas:
Salt Dough maps, paper bag houses, old maps cut into ornaments

Why is it important for Hoosiers to fill out the census in 2020?

Census Data Shapes Indiana's Future

Hoosiers care because:

- Census data drives dollars for education, housing, health, and public safety.
- Census data impacts strategic planning decisions about statewide job training, location of new businesses, and public transportation projects.
- The U.S. Constitution mandates that census data apportion seats in the House of Representatives. Legislative and school districts are determined using census data.
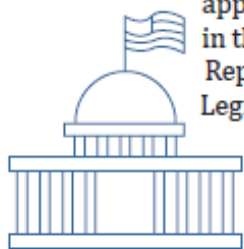
Hoosiers feel secure filling out the census because:

- The Census Bureau is bound by Title 13 of the United States Code to protect individuals and businesses.
- The Census Bureau collects information to produce statistics. Personal information cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality. It is a felony for census workers or other Census Bureau employees to publish or distribute individual responses or other information that would identify an individual, business, or organization.

It's easy for Hoosiers to take part because:

- We can respond by phone, internet, or mail.
- The Census Bureau ensures us data security in online response and language assistance for non-English speakers.
- We have opportunities to inform our communities to encourage an accurate count in 2020.
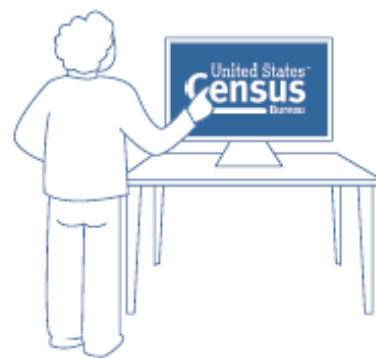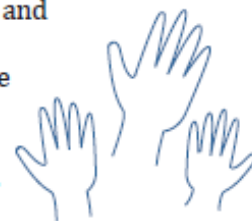
#HoosiersCountIN2020
www.census.indiana.edu

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