



# Statistics in Schools Partner Toolkit

Working together to shape the future of education.



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# Shape the future of schools. Start here.

The U.S. Census Bureau is excited that you have joined us as a partner to support Statistics in Schools (SIS) and the 2020 Census campaign. Thanks to your support, more students will benefit from SIS resources that expand their knowledge and their ability to understand and use statistics in a data-driven world. Your participation will help more children and the adults in their home understand the importance of completing the 2020 Census—and how doing so can influence funding for vital programs in their communities and schools.

## Many ways to make a difference

There are many ways you can support our campaign.

- Providing information about SIS through your newsletters, websites, social media channels, or other communications platforms.
- Adding your name to co-branded SIS materials, such as our pre-K activity book, for special distribution to your unique audiences.
- Linking directly to SIS resources on your webpages and in other communications.
- Participating in and promoting SIS and 2020 Census events over the next several months.



## Using this toolkit

We have created this toolkit as a guidepost to get you started. It includes direction on messaging and communications and a one-pager to share with your clients and other audiences. An editorial calendar and event roadmap have been provided to help you collaborate with us on events—virtually and in person. The kit also includes sample social media posts to use on your channels and instructions for how to download and use the SIS and 2020 Census logos.

Please do not hesitate to call us for more information, consultations, or advice—just as we periodically will contact you as part of our combined efforts. You can reach us at [statsinschools@census.gov](mailto:statsinschools@census.gov).

Thank you again for becoming a 2020 Statistics in Schools partner. Your participation will help educators, students, schools, and communities throughout the United States and its territories. Your support truly will make a difference and build on your company's mission to improve education.



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# Partner roadmap

Magnify the impact of your messaging by timing and coordinating it with key milestones and events for SIS and the 2020 Census, such as those shown on the roadmap below. Consider taking part in SIS Week and Census Day, and encourage your audience to participate too. We will send reminders throughout the next several months, but please keep this roadmap on hand as a reference and planning tool.

Sep  
2019

## Start Now!

New materials for the 2020 Statistics in Schools program as well as traditional SIS resources in math, sociology, history, and more are live at [census.gov/schools](https://census.gov/schools). Teachers can simply go to the website and start using the resources.



Oct  
2019

## Join Our Kickoff Event!

The national kickoff event is taking place in Memphis, Tennessee. Visit [census.gov/schools](https://census.gov/schools) to learn more and find out how to join in virtually.

Dec  
2019

## Video Delight!

Check out the cool new videos and webisodes that help children understand what the 2020 Census is and why it's important for everyone to be counted.



Mar 2-6  
2020

## Take Part in SIS Week!

This national movement is a great opportunity to get your audiences involved with SIS. Education organizations across the country can join forces to spread awareness of the SIS program in classrooms and partake in fun events. This week is also a great opportunity for schools and partner organizations to earn media recognition for the ways they are sharing the importance of the 2020 Census.



Apr 1  
2020

## Census Day!

The 2020 Census is officially open. This is an important time to make sure everyone is counted. Census results will drive decisions on the amount of federal funding provided to your schools and community. You can help your communities by sharing the contents of this toolkit with your audiences.



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# Editorial calendar

This calendar outlines Statistics in Schools (SIS) social media topics and timing in conjunction with the larger 2020 Census campaign. Use this tool to identify and plan which posts and events to share with your audiences. We encourage you to supplement this content with your own messaging. *Media topics and timing are subject to change.*

## August

### SIS Themes

- SIS 101
- Back to school

### Key 2020 Themes

- The 2020 Census is important.
- Your responses are safe and secure.

### Holidays & Observances

- Hawaii Admissions Day (8/16)

## September

### SIS Themes

- How to incorporate SIS into your classroom
- Why the 2020 Census is important for education and why we need your help

### Key 2020 Themes

- The 2020 Census is important.
- The 2020 Census will count everyone.

### Holidays & Observances

- Labor Day (9/2)
- Grandparents Day (9/8)
- Hispanic Heritage Month (9/15-10/15)
- Constitution Day (9/17)

## October

### SIS Themes

- How to incorporate SIS into your classroom
- SIS benefits

### Key 2020 Themes

- The 2020 Census is important.
- The 2020 Census will count everyone.
- Your responses are safe and secure.

### Holidays & Observances

- Halloween (10/31)
- Hispanic Heritage Month (9/15-10/15)



## November

### SIS Themes

- SIS 101
- Why the 2020 Census is important for education and why we need your help

### Key 2020 Themes

- The 2020 Census is easy.
- Your response matters.
- Your responses are safe and secure.

### Holidays & Observances

- Native American Month
- National STEM Day (11/8)
- Veterans Day (11/11)
- Thanksgiving (11/28)

## December

### SIS Themes

- SIS 101
- Winter break (take-home materials)

### Key 2020 Themes

- The 2020 Census will count everyone.
- The 2020 Census is important.
- Your responses are safe and secure.

### Holidays & Observances

- December holidays (Hanukkah, Christmas, Kwanzaa)
- Winter break

## January

### SIS Themes

- SIS 101
- Promotion of SIS Week (March 2-6, 2020)
- Countdown to the count (2020 is here)

### Key 2020 Themes

- TBD. Stay tuned!

### Holidays & Observances

- Winter break
- MLK Day (1/20)
- Celebrate the 100th day of school

## February

### SIS Themes

- SIS 101
- Promotion of SIS Week (March 2-6, 2020)
- Countdown to the count (2020 is here)
- The 2020 Census will count everyone—including young children.

### Key 2020 Themes

- TBD. Stay tuned!

### Holidays & Observances

- Black History Month
- Valentine's Day (2/14)



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## March

### SIS Themes

- SIS Week (March 2-6, 2020)
- The 2020 Census will count everyone—including young children.

### Key 2020 Themes

- TBD. Stay tuned!

### Holidays & Observances

- Women's History Month
- Read Across America Day (3/2)
- The Iditarod (Alaska)
- Pi Day (3/14)
- St. Patrick's Day (3/17)

## April

### SIS Themes

- Complete the 2020 Census.

### Key 2020 Themes

- Complete the 2020 Census.

### Holidays & Observances

- Census Day (April 1)



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# Shape the future for your students and school. Start here.

Statistics in Schools (SIS) is a U.S. Census Bureau program that uses census data to create activities, materials, and other resources you can use in your classroom. Use SIS to:

- **Impact** the amount of federal funding received by schools in your community.
- **Influence** student readiness for learning.
- **Enhance** student learning across subjects.
- **Boost** students' statistical literacy and data-finding skills.
- **Prepare** students for a data-driven world.
- **Empower** teachers to easily bolster their existing lesson plans.

Click [here](#)  
to download  
and distribute

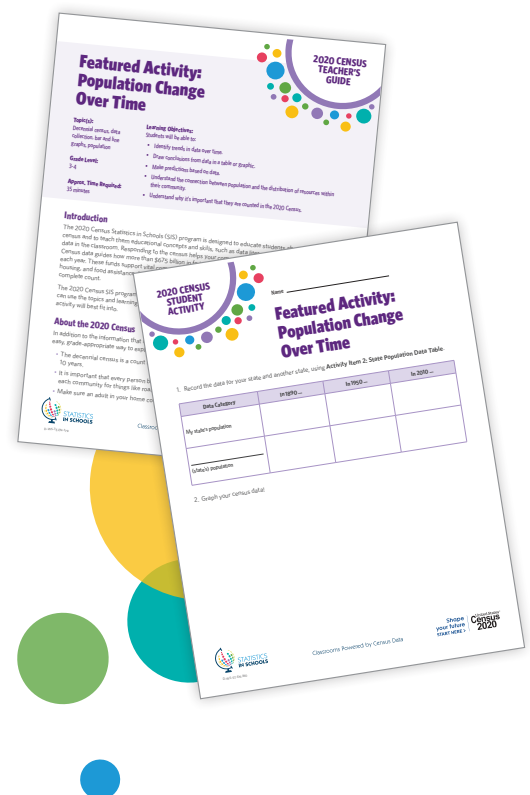
## What is Statistics in Schools?

SIS uses census statistics to create classroom materials for grades pre-K through 12. Teachers and subject matter experts nationwide helped develop each SIS activity to make sure it is valuable and engaging. The SIS program includes more than 200 activities and resources that enhance learning in a variety of subjects.

## What's new for 2020?

SIS has crafted new materials specifically for the 2020 Census, including:

- **67 new activities** for grades pre-K through 12 that challenge students to use data in interactive ways to build skills in subjects such as history, math, geography, and English.
- **Large, colorful maps** with fun, census-based facts about the country and its territories, including state-by-state comparisons.
- A **storybook** with activities and a **music video** for children in preschool and early grades.
- Engaging **videos** created specifically for elementary, middle, and high school grade bands.
- **Resources** for English language learners and adult English as a second language students.



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## How does the use of SIS impact school funding?

By using new SIS materials, you can educate students and the adults in their home on the importance of completing the 2020 Census and counting everyone, **especially children.**

Census responses drive decisions on the allocation of more than **\$675 billion** in federal funds to states and communities. This includes support for school programs and services such as special education grants to states, the National School Lunch Program, the Child Care and Development Block Grant, Temporary Assistance for Needy Families, and Head Start. Funds for services that influence student readiness for learning also are affected, such as child health programs and assistance with housing, heating, and food costs.

### Get started.

It's easy. Go to [census.gov/schools](https://census.gov/schools), select the activities and resources you want, and download them on the spot. Get started today!



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# Top 10 benefits of SIS for teachers

The Statistics in Schools (SIS) program of the U.S. Census Bureau provides data, tools, and activities that educators can incorporate into their lessons to help teach statistics concepts and data analysis skills to students. The activities and resources are segmented by subject (English, geography, history and social studies, mathematics and statistics, and sociology) and grade (from pre-K through high school) so statistics education can be brought to any classroom.

Click [here](#)  
to download  
and distribute

Here are the top 10 reasons the SIS program is good for the classroom:

- 1 SIS resources for pre-K through 12th grade teachers are free.**  
Educators can access, at no charge, more than 200 downloadable activities and resources on the website: [census.gov/schools](https://www.census.gov/schools).  
The activities on the website are searchable by grade, school subject, and topic.
- 2 Experts from the U.S. Census Bureau contributed to the program.**  
The Census Bureau, which launched SIS, is the primary source of economic and demographic data for the United States. Census Bureau statistical experts were involved in the creation of the program activities, making SIS uniquely qualified to support statistics education.
- 3 The program promotes cross-curricular education.**  
SIS uses a broad array of Census Bureau data to provide activities and resources for courses in English, geography, history and social studies, mathematics and statistics, and sociology.
- 4 SIS offers a number of resources and tools, including:**
  - Activities
  - Maps
  - News articles
  - Videos
  - Games
  - Infographics and data visualizations
  - Data tools that reveal population statistics by sex, age, ethnicity, and race
- 5 SIS activities were developed by teachers, for teachers.**  
Educators and subject matter experts from across the country created and reviewed the activities to make sure they are useful.



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**SIS activities can supplement existing curriculum.**

The activities and resources are designed to support, not replace, existing lesson plans.

7

**The program helps teach students the crucial skills they need to thrive in an increasingly data-driven world.**

Research from the Bureau of Labor Statistics shows that the number of jobs related to statistics is expected to increase by more than 30% between 2014 and 2024.

8

**SIS reaches students by using technology to teach statistics.**

SIS includes a number of tools that students can use to access data such as **State Facts for Students**, which allows students to discover information about their state; **QuickFacts**, an application that displays tables, maps, and charts of frequently requested statistics; and **Census Business Builder**, an easy way to access and use key demographic and economic data.

9

**The program can be extended or modified easily.**

Not all students have the same skill levels or interests, or learn in the same way. Therefore, SIS gives educators ways to modify activities to meet the unique needs of every classroom. For example, some activities can be tailored using local data.

10

**SIS matches activities with relevant education standards and guidelines. These include the following, organized by subject:**

Geography

**Geography for Life: National Geography Standards**

History and Social Studies

**UCLA National Standards for History**

Mathematics and Statistics

**American Statistical Association's Guidelines for Assessment and Instruction in Statistics Education**

**National Council of Teachers of Mathematics' Principles and Standards for School Mathematics**

Sociology

**American Sociological Association's National Standards for High School Sociology**



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# Branding

When relevant, we encourage you to co-brand your efforts with the official 2020 Census and/or Statistics in Schools (SIS) logos.

## 2020 Census logo

The 2020 Census logo is the campaign's most-used and best-known asset. It is the cornerstone of the 2020 Census program.

To acquire the 2020 Census logo for use, please email your Statistics in Schools contact for more information.

*Primary 2020 Census Logo*



## SIS logo

SIS has a single strong brand identity that conveys the unique qualities, values, and competitive advantage of SIS and that promotes its channels and services. The centerpiece of the brand identity is the logo, which captures the value and potential of SIS in an image and color palette that elicits a positive, emotional response from target audiences and evokes associations with the brand position and themes.

To acquire the SIS logo for use, please email your Statistics in Schools contact for more information.

*Primary SIS Logo*



*Secondary SIS Logo*

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For a complete 2020 Census and SIS co-branding guide, please click [here](#).



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# Sample social media posts

Social media is a great way to share helpful information about Statistics in Schools (SIS) and the 2020 Census. Below are sample posts for use on your own social channels. Email your contact at Statistics in Schools to receive access to the social media graphics featured below. We encourage you to add a personal touch to these messages or to use your own images to align with the interests and concerns of your audience.

## Facebook

**Caption:** We're excited to announce that we are partnering with the @uscensusbureau to support its #StatsInSchools program! SIS shows students in every grade why a complete #2020Census count is important. Learn more about how you can shape the future for our children at [census.gov/schools](https://census.gov/schools).



## Twitter

**Tweet:** We're excited to announce that we've partnered with the @uscensusbureau to support #StatsInSchools! Learn more about the importance of the #2020Census for schools and communities at [census.gov/schools](https://census.gov/schools).



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## LinkedIn

**Caption:** Education is our passion. That's why we're partnering with the U.S. Census Bureau on its #StatsInSchools campaign that will shape the future for students and schools. See how you can support the #2020Census at [census.gov/schools](https://census.gov/schools).



## Instagram

**Caption:** We're excited to announce that we've partnered with the @uscensusbureau to support #StatsInSchools! Learn more about the importance of the #2020Census for schools and communities at [census.gov/schools](https://census.gov/schools).



## Pinterest

Visit [census.gov/schools](https://census.gov/schools) and pin activities and resources relevant to your audiences on your Pinterest page.

Follow Statistics in Schools on **Pinterest** and join in on the fun!



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# Sample newsletter add-in messaging

Partners are encouraged to announce the SIS partnership in newsletters and other communications, along with introductory information about the importance of completing the 2020 Census. We encourage you to:

- Tailor the content below to suit your needs, voice, and audience.
- Add quotes from the highest levels of your organization that underscore the partnership's importance to your educational mission.
- Shorten content as needed to fit available space.

**Email your contact at Statistics in Schools to receive access to the editable Word document.**

## **[Company or Institution Name]** **Partners With Census Bureau To Support Schools**

We're excited to announce that we are partnering with the U.S. Census Bureau to support the 2020 Census and the Statistics in Schools (SIS) program. A complete 2020 Census count is important for funding vital school programs and services. SIS educates students in every grade about the impact the census has on communities nationwide.

We want to encourage all educators to use SIS in their classrooms, and there is no better time to start than now.

### **[Quote from executive]**

The SIS program equips teachers at all grade levels with free and engaging activities to use in classrooms in many subjects, boosting student knowledge and statistical literacy. This better prepares students for future education and careers in a data-driven world. Educators and subject matter experts from across the country work with Census Bureau experts to create each SIS activity, ensuring value, relevance, reliability, and usability. Many teachers have been using SIS resources for years.

New SIS materials for the 2019-2020 school year will teach students about the importance of the 2020 Census and having an adult in their home complete it. A full count of children in the 2020 Census will be critical in determining how billions of dollars in school-related federal funds are distributed to communities for the next 10 years—providing money for classroom technology, teacher training, special education, Head Start, school lunch programs, and more.

Census responses also drive spending for community services that strengthen student readiness for learning, such as the State Children's Health Insurance Program, Child Welfare Services State Grants, and the Supplemental Nutrition Assistance Program.

**Make an impact. Get started with SIS today at [census.gov/schools](https://census.gov/schools).**



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# Key messaging

## Educator audience

Use the messaging below as a guide for how to talk with your educator audiences about SIS and the 2020 Census. We encourage you to tailor this messaging to your own voice, adding credibility and authenticity to these themes.

Conclude your messaging with calls to action that encourage recipients to use or promote the use of SIS resources in schools, and use a hyperlink to [census.gov/schools](https://census.gov/schools) when appropriate.

Potential calls to action include:

- Shape Your School's Future. Start Here.
- Shape Your School District's Future. Start Here.
- Shape the Future for Students. Start Here.
- Discover How SIS Helps Schools.
- Learn More About Statistics in Schools.
- Start Using Statistics in Schools.
- Get Free Classroom Resources.
- Encourage Your Teachers To Use SIS Resources.
- Encourage Your Schools To Use SIS Resources.



**Shape the future for our children. Start here.** As an educator, you are always striving to do your part to create a brighter future for children. There are many ways you can do that, and in 2020 there is one big way you can help: Support efforts to make sure every child is counted in the 2020 Census, because you know that every child is a part of our community. You can provide that support through the U.S. Census Bureau's Statistics in Schools (SIS) program.

**Shape your school's future. Start here.** By supporting Statistics in Schools, you are shaping the future of education. New SIS activities and materials for the 2019-2020 school year encourage people to participate in the 2020 Census, which helps schools get the right amount of funding for critical programs that support student learning. Responses to the 2020 Census are used to determine the distribution of federal funds for school programs and services like Title I, special education, school lunch, Head Start, and many more.

**Statistics in Schools offers free resources to help your students, teachers, school, and school district.** Your students will learn about civic responsibility and about finding, understanding, and using statistics. By preparing students for a data-driven world, you help them in their future schooling and careers.



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**SIS tools add value to classroom instruction.** U.S. Census Bureau statistics complement current lesson plans by enhancing the teaching of key skills in a variety of subjects. Educators and subject matter experts from across the country worked with Census Bureau experts to create each SIS activity, ensuring value, relevance, relatability, and usability.

**The 2020 Census Statistics in Schools program features materials that underscore the importance of everyone being counted in the 2020 Census.** An accurate count of all children is critical for educators and their students because 2020 Census responses drive decisions about the distribution of federal funds for special education grants to states, the National School Lunch Program, the Child Care and Development Block Grant, and Temporary Assistance for Needy Families, as well as other programs and resources that meet the needs of children outside of school, year-round.

**Participating in the 2020 Census Statistics in Schools program is a way to help shape the future of your community.** The SIS program helps educate students and the adults in their home about the importance of responding to the once-a-decade census. You won't have the opportunity to help shape the future of your schools and community in this way again until 2030.

**Help us spread the word!** Tell your teaching peers. Wherever they are, educators in your network need to know about the Statistics in Schools program. Help spread the word so their students, schools, and communities can benefit from the SIS program and 2020 Census participation.

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## Parents, caregivers, and home-schoolers audience

Is your audience parents, caregivers, or home-schoolers?  
Use the key messaging tailored to these audiences.

Conclude your messaging with calls to action that encourage recipients to learn more about SIS and the 2020 Census, and use a hyperlink to [census.gov/schools](https://census.gov/schools) when appropriate. Potential calls to action include:

- Learn More About the Census.
- Shape Your Child's Future. Start Here.
- See How SIS Helps Your Child.
- Complete the Census Now.



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**Shape the future for the children in your household. Start here.** The 2020 Census is the count of all people who live in the United States, including children and babies. Responses to the 2020 Census will provide the basis for distributing more than \$675 billion in federal funds to communities across the country. These funds support vital programs, including schools, maternal and child health programs, and housing, heating, and food assistance.

**Teachers are using the U.S. Census Bureau Statistics in Schools program to help your children succeed.** SIS activities give students real-world knowledge about subjects like English, math, and history. Students also learn new skills, such as how to find, understand, and use data. Improving these skills and increasing students' knowledge better prepares them for future learning and careers in an increasingly data-driven world. Students also learn why the 2020 Census is important. Ask your children what they have learned from doing SIS activities!

**Make sure every child in your home is counted.** Whether a child is related to you or not, every child in your home must be counted. This is what you need to know about counting children:

1. Your responses to the census are private and will be kept confidential, as required by law.
2. Count children and babies who live with you even if their parents do not.
3. Count children who are living in your home on April 1, 2020, even if they are only staying with you temporarily.
4. Count every child who lives and sleeps in your home at least half of the time.
5. If a child's time is evenly divided between two households, count where the child is on Census Day—April 1, 2020.
6. Count newborn babies, even if they are still in the hospital on April 1, 2020.

**When responding to the 2020 Census, be sure to list every child and baby who lives and sleeps in your home all or most of the time.** Decide who in your household will fill out the 2020 Census form. Whether you're a relative, family friend, or unrelated to the children staying in your home, it is important to count everyone under your roof. Remember that children can't count themselves on the form; they are counting on you to count them.

**Completing the census is safe, easy, and important.** In 2020, the Census Bureau will accept responses online. Responding is easy and convenient and can be done in 12 languages. You can respond online, by phone, or by mail. Additionally, responses to the 2020 Census are confidential and protected by law. Completing the 2020 Census form is an easy way to help shape a brighter future for the children in your home.



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Thank you for partnering with Statistics in Schools!

Please reach out to [statsinschools@census.gov](mailto:statsinschools@census.gov)  
with any questions.



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