

2020 CENSUS

National Association of Federally Impacted Schools

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THE CENSUS: A Constitutional Requirement



14th Amendment requires “counting the whole number of persons” = everyone

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...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.”

- Article I, Section 2 of the Constitution of the United States

2020 CENSUS: What's at Stake



Data: Guides public, private, nonprofit research, decision-making, advocacy



Dollars: Steers \$1.5 trillion annually in federal funding to states and localities



Districts: Determines political representation, used to monitor/enforce civil right laws

THE CENSUS: Not Equal Opportunity

Overcount



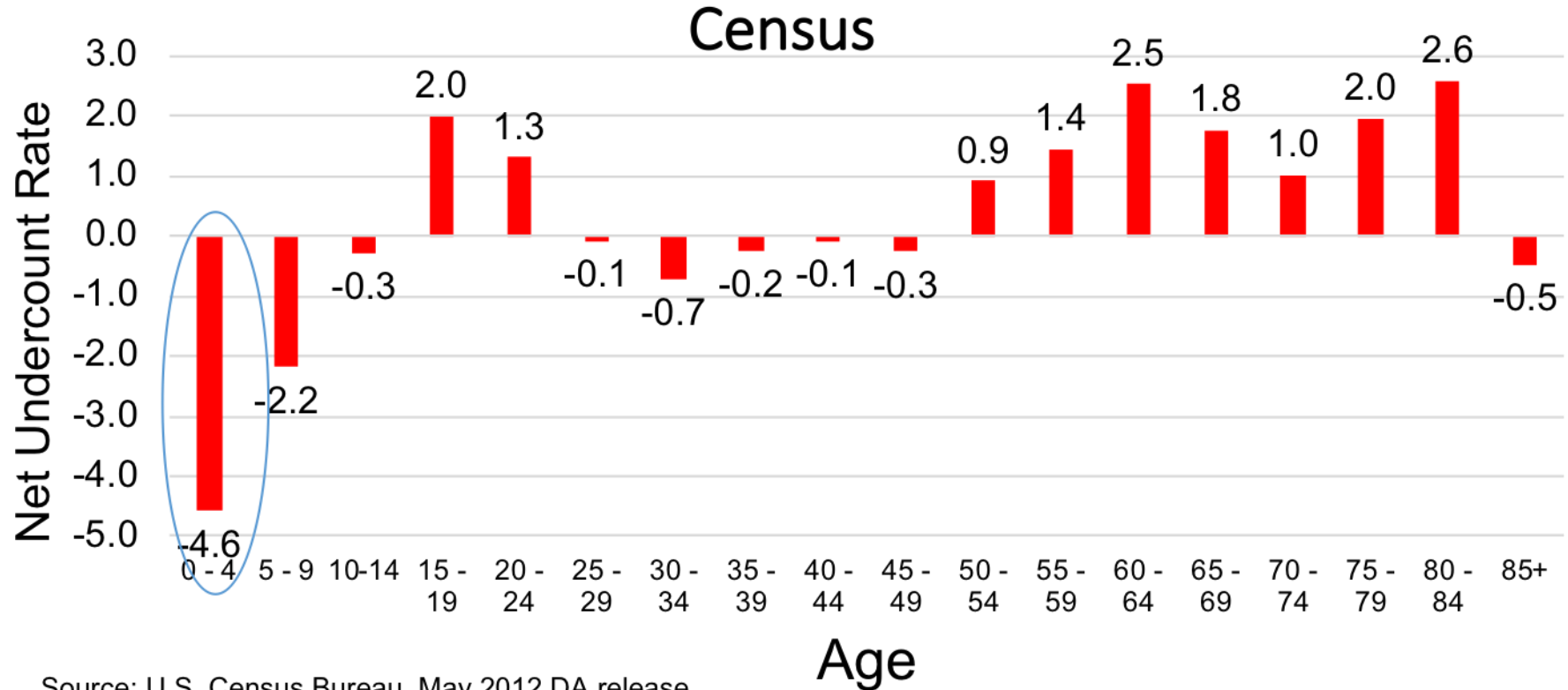
- Non-Hispanic Whites
- Homeowners (*proxy for higher income*)
- College students living away from home
- Older people

Undercount (*historically harder-to-count groups*)



- People of color; American Indians on reservations
- Young children (*ages 0-4*)
- Renters (*proxy for lower income*)
- Immigrant/LEP households

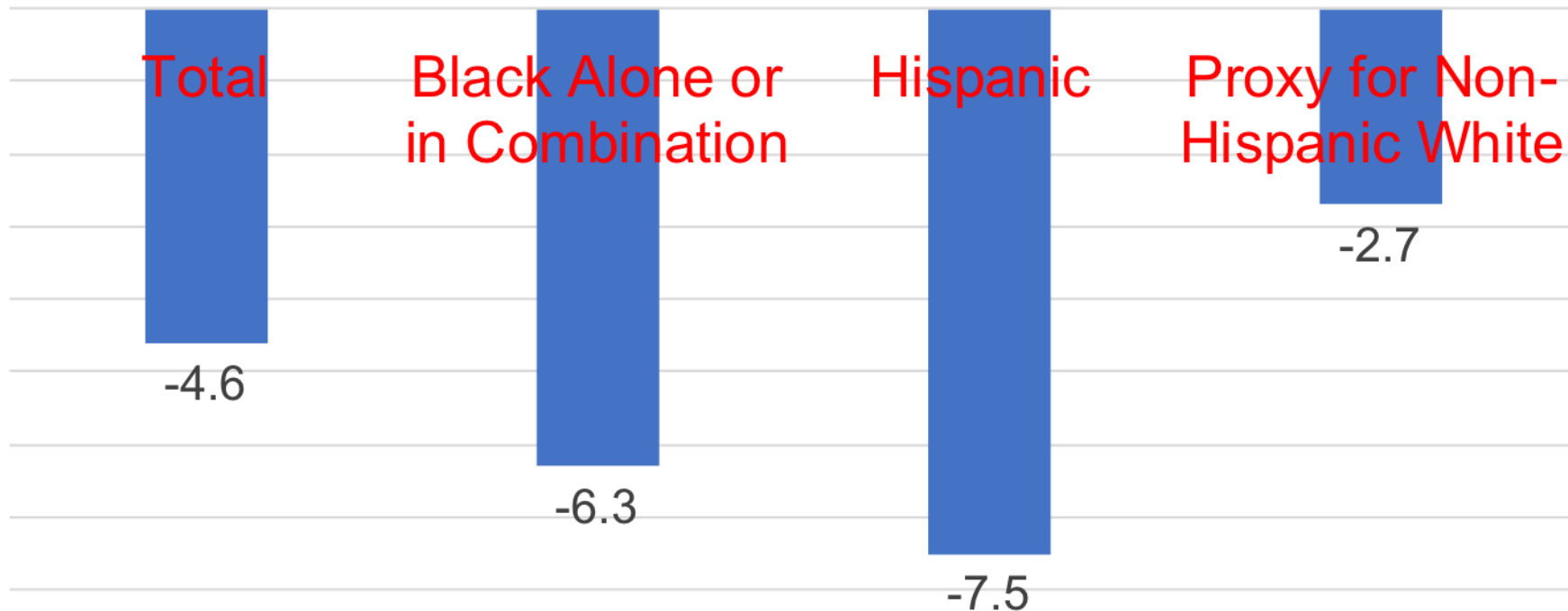
Young Children Had a Higher Net Undercount (by far) Than Any Other Age Group in the 2010 Census



Source: U.S. Census Bureau, May 2012 DA release

Slide from: Partnership for America's Children

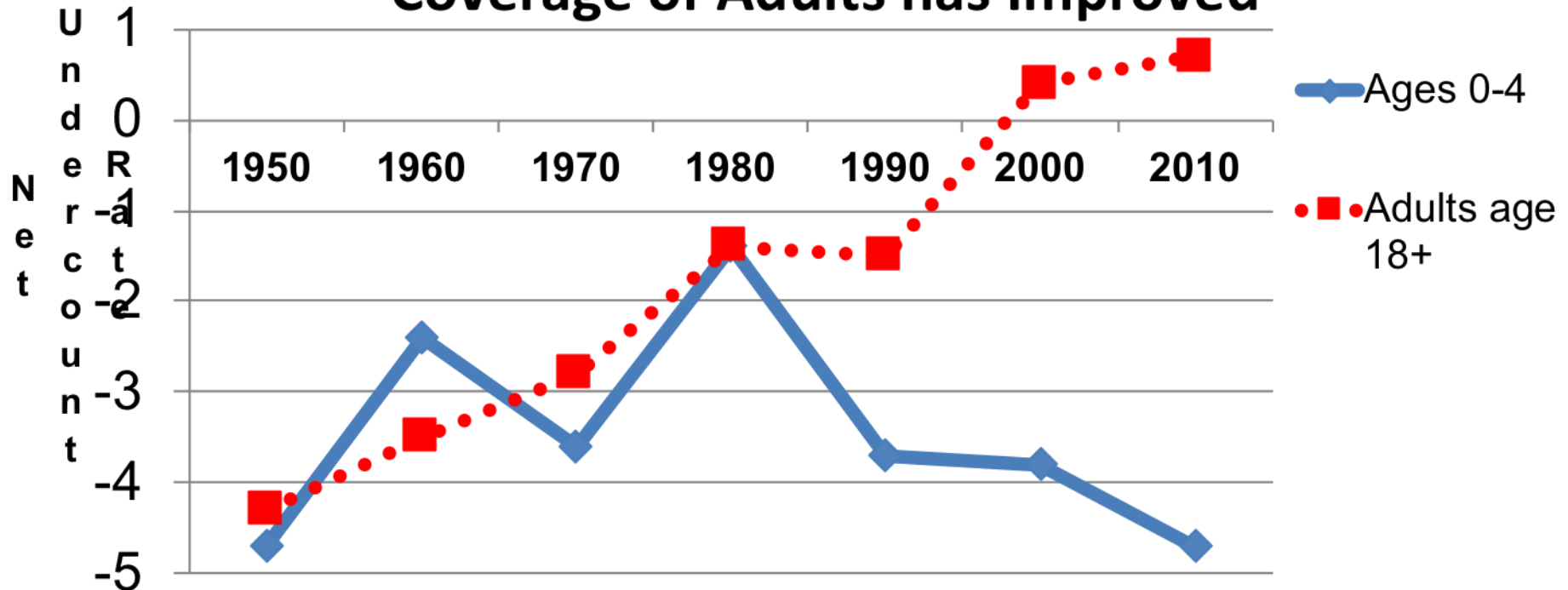
2010 Census Net Undercount Rates for Children Age 0 to 4 by Race and Hispanic Origin



Source: U.S. Census Bureau,
May 2012 DA Release

Slide from: Partnership for America's Children

Since 1980, the Net Undercount of Young Children in the Census has Worsened While the Coverage of Adults has Improved



Being Counted Helps Young Children Thrive

- Stronger political representation
 - Federal, state, county and school Board districts
- More funding for key kids programs
 - More complete Census data can increase funding for some programs (Medicaid, CHIP, foster care)—average in 37 states is \$1200 lost per year per uncounted person
- More equitable distribution of funds
 - When total funding is capped, Census data often determines who gets it (Title 1, Special Ed, CCDBG, Head Start expansion funds)
- Better planning
 - School size, health facilities, private enterprise
- Better information on child well being for a decade
- Stronger advocacy

2020 CENSUS: Residence Criteria

- People deployed outside the U.S. on Census Day (while stationed or assigned in the United States) who are military or civilian employees of the U.S. government—Counted at the U.S. residence where they live and sleep most of the time, using administrative data provided by federal agencies.
- People stationed or assigned outside the U.S. on Census Day who are military or civilian employees of the U.S. government, as well as their dependents living with them outside the U.S.—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by federal agencies.
- People living outside the U.S. on Census Day who are not military or civilian employees of the U.S. government and are not dependents living with military or civilian employees of the U.S. government—Not counted in the stateside census.

Source: https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_04-appendix.pdf

2020 CENUS: Challenges

“Count everyone once, only once, and in the right place”



Internet as primary response option,
addressing the digital divide



Reduce number of field staff,
larger territories



Community reluctance



Inadequate funding has
affected census operations
implementation

Timeline for Get-Out-the-Count



Education

Now - Dec '19

Raise awareness about the upcoming census

Promotion & Mobilization

Jan '20 - Apr '20

Encourage households to fill out the census

Targeted Action

May '20 - Jul '20

Outreach to those who have not yet responded to the census

CENSUS & COVID-19: Talking Points

- Public health and safety are absolutely critical at this moment of uncertainty.
- We must fulfill our constitutional obligation to complete the 2020 Census and count every single person in the US. Our country's future depends on it.
- The 2020 Census is a modern process that was designed precisely to offer multiple ways to respond. It has never been easier and more accessible to respond to the census on your own — online, over the phone, or by mail—all without having to meet someone in person.
- The census website 2020Census.gov is also live and can accept response in 13 languages or by calling phone questionnaire assistance
- Right now, our priority is clear: Making sure that as many people as possible complete the census online, by phone, or by mail. It has never been easier to self-report.

CENSUS & COVID-19: Outreach Strategies

- Census-focused lesson plans for distance learning
- Social media outreach
- Digital outreach (SMS)
- Digital and radio ads
- Virtual events, town halls, performances, and celebrations
- Op-eds and letters to the editor
- Mailers
- Flyers and information at grocery stores, service providers, school meal delivery/drop off



Executive Summary & Implications

A lack of benefit awareness and deeply rooted suspicion of anything government related.

Messaging that strikes a careful balance between honoring heritage, acknowledging personal capability, inspiring positive patriotism, and calling out the direct impact that participation.

High impact, persuasive community messaging aimed at Native Americans should strive to...

1. **Acknowledge and respect the capabilities and accomplishments of Native people** in the present day to connect on a personally relevant level.

The vast majority of those who participated in this exploratory project have directly experienced discrimination based on their heritage, being seen as less than regardless of personal accomplishments (e.g., home ownership, higher education attainment, employment status, skilled trade/career, community service, advocacy, etc.). Imagery that represents Native people as competent, progressive individuals resonates strongly in overcoming poor treatment experienced.

Some concerns were expressed about imagery closely associated with Native stereotypes. Such imagery is likely best avoided.

2. **Inspire hope for the future that doesn't require compromising Native pride** or becoming assimilated into mainstream culture.

Participating in the census as a means to “speak for the generations of Native people before us and for those yet to come” is a highly appealing (**FAMILY and GENERATIONS** (j) statement- #1 most compelling by a notable margin).

The frustration of having to compromise ethnic identity in order to be successful in mainstream culture is provoked by certain imagery from the 2010 campaign. Future campaigns should be extremely careful to avoid reflecting this perception through cautious curation of clothes, hair and the physical affect of models used, striving for a balance between modern/competent and an respectful connection to heritage.



Executive Summary & Implications (Cont'd)

High impact, persuasive community messaging should strive to...

3. Foster positive patriotism vs. government control when addressing participation.

Fulfilling a civic duty is a far more compelling motivator to participate in the U.S. Census versus the forceful, borderline threatening positioning of being “legally required by the constitution”.

“Civic duty” inspires pride in one’s country, especially for those who have served in the U.S. military or have family who have served. In strong contrast, a coercive constitutional obligation elicits painful historic context regarding generations of government sanctioned oppression.

4. Highlight specific benefits that participation in the U.S. Census has for Native communities, especially:

1. Federal funding for community schools, housing, healthcare facilities and roads
2. Better political visibility and representation

In terms of reach, dissemination of optimized messaging is best achieved through a mix of direct mail/online and trusted community channels.

Leveraging the highest preferred census participation channels, physical mail and online/digital media, for messaging is highly recommend for tier 1 media planning.

Trusted community resource centers directly impacted by federal funding are also an ideal place to get the word out as well as providing the opportunity to participate in the 2020 Census onsite (e.g., schools, social services, hospitals/healthcare centers, etc.).

CLOSING MESSAGE

You don't have to start from scratch

You are the experts

FOR MORE INFORMATION

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www.FCI2020.org

