Count Me In!
Schools as Trusted Messengers
1.5 Million Students
80 K–12 School Districts

- 65% Latino
- 14% White
- 8% African American
- 8% Asian
- 2% Filipino
- 0.3% Pacific Islander
- 0.2% Native American

- 70,545 Homeless
- 20,148 Foster Youth
- 178,511 Special Education
- 3,439 Migrant Students

- 305,310 English Learners
- 1 Million Receive Free/Reduced Priced Meals
Census 2020: Challenges

- **New**: Online questionnaire
- **New**: Citizenship Question
- US Census Bureau funding
- Current Political Environment
- Fear / Lack of Trust
Importance of the Census

Census Data determine funds for:

- Early Head Start and Head Start
- Title I grants
- Special Education
- Title IV-E Foster Care
- Child Care and Development Block Grant
- Various health programs (Medicaid Part D, CHIP...)

Outreach to Hard to Count (Education Sector)

Pass Board Resolutions highlighting the importance of participating in the Census.

Promote awareness about the Census 2020 to the students in hard-to-count areas.

Engage parents and students in the outreach activities.

Use Count Me In! Curriculum and motivate students to participate in visual and performing arts contests that focus on Census 2020 educational activities.

Host Census Action Kiosks – to provide access to schools or other facilities in trusted environments to allow the public to complete their Census questionnaires.

Participate in Census Awareness Week (March 23 – April 9, 2020) and

Publicize events that are hosted by school districts and COEs that educate about the Census 2020.
Census Action Kiosks

• One **computer with internet access** available to the public for the purposes of engaging HTC populations
• Use **CAK Webpage**
• Maintain hours of operation
• Available **March 2020 to July 2020**
• Outfit computer stations with marketing/branding material
• ADA Accessible pref.
• Staff/Volunteers Trained by City/County:
  • Direct people to questionnaire
  • Answer resource and info-based Qs
  • Provide language assistance
  • Provide digital literacy assistance