

Communications Toolkit:
Schools, Local District and Central Offices

**WE ARE
ONE
MAKE L.A.
UNIFIED COUNT**

CENSUS 2020



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LOS ANGELES UNIFIED SCHOOL DISTRICT
Office of Parent and Community Services
1360 West Temple Street
Los Angeles, CA 90026 Tel: (213) 481-3350
Fax: (213) 482-1498

Austin Beutner
Superintendent
Name
Principal, _____ School

Date

Dear _____ School Families and Staff,

As the U.S. 2020 Census approaches, we want to remind you that your participation is essential for numerous reasons.

The Census form consists of ten questions that helps our nation collect a count of ALL persons residing in the United States. We invite you to complete a questionnaire today by visiting **2020Census.Gov**. By all, we mean all. This includes all persons living in your home including residence in converted garages, hotels, shelters, and sites where multiple families share a home. This also includes children ages zero to five, the elderly, persons that speak multiple languages, and persons regardless of immigration status.

The Census is an important process because our families, schools and communities receive funding, political representation, and resources from the federal government based on counts of completed questionnaires. To learn how the Census directly benefits schools, visit the following link to the Los Angeles Unified public service announcement: <https://achieve.lausd.net/weareone>. When families complete a questionnaire, we all benefit in the following ways:

- The Los Angeles Unified receives approximately \$500 million a year through funding from based on the Census:
 - Title I, Title II and Title IV funding for our schools to address the needs of our high need students, including dollars for academic intervention, family engagement and health services.
 - Dollars to pay for public transportation, community clinics, construction projects in your cities, and for many other services.
- Legislative representation in Sacramento and Washington D.C.

We recognize that some families may be uncertain and anxious about participating in the Census. That is why the Los Angeles Unified is leading a campaign entitled "We Are One: Make Los Angeles Unified Count" in 2020 Census. While school closures continue, we invite you to an online workshop on _____ from _____ where we will review a 2020 Census questionnaire guide and explain the benefits of the 2020 Census in detail. The link to the online workshop is: _____ and the password is _____.

One final note to share is that household information collected is not released publicly for a period of 72 years. Federal law protects the information you provide, and anyone that attempts to break the law is subject to five years in prison and \$275,000 bail.

Let's make _____ School count and complete your 2020 Census questionnaire today!

In Partnership,



2020 Census Talking Points

- The Los Angeles Unified is excited to collaborate with the U.S. Census Bureau, State Census Community, LACOE, Los Angeles County, City of Los Angeles and community-based organizations.
- The Los Angeles Unified campaign is entitled: “We Are One: Make Los Angeles Unified Count “in 2020 Census.
- We want parents to understand the importance and significance of the U.S. Census.

We expect some parents’ primary concern will be confidentiality. We recognize some parents may be anxious, and fearful about filling out the census form based on immigration status or for other reasons.

- We will share what the census has informed us:
 - *Under the federal law (Title XIII), census data can only be used for statistical purposes.*
 - *Personal information obtained in a questionnaire cannot be disclosed for 72 years.*
 - *Census personnel take a lifetime oath to protect personal information.*
 - *Penalty is \$250K and five years in prison for someone convicted of disclosing census data.*
- As a District, we understand the significance of the 2020 Census.
 - For Los Angeles Unified, it could mean \$500 million per year for our students.
 - Those funds could be used for teachers, nurses, staff and health services in our schools, specifically Title I, II and IV dollars.
 - If we increase participation in our communities this may increase the amount of dollars for the school district.
- Why is the 2020 Census an important exercise for our community?
 - *Part of the U.S. Constitution.*
 - *Determines the number of congressional representatives for each state.*
 - *Funding for all public services we access daily.*
 - *Informs where to build schools, roads, hospitals, childcare centers, senior centers and other services.*
- Our focus at the school site is for parents to be informed and to fill out the 2020 Census form TODAY, and before October 31, 2020. The deadline was extended due to the world pandemic.
- Families may receive assistance to complete the questionnaire by phone in the language of their preference.
<https://2020census.gov/en/ways-to-respond/responding-by-phone.html>.
- Other 2020 Census related questions may be shared with the Los Angeles Unified on the COVID-19 Hotline: 213-443-1300. Ask to speak with representatives from the Office of Parent & Community Services or Student Health & Human Services.
- Principals have been given a Tool Kit to disseminate 2020 Census information to their school community.
- For more information visit our 2020 Census webpage – www.lausd.net/weareone.

Sample 2020 Census Engagement Activities

1. Host a 2020 Census Family Night on Zoom or Skype with families and school staff from your school site. *This is required for the 454 school sites receiving state funds for 2020 Census engagement. A list is attached for your review.*
2. Send messages via Blackboard Connect (recorded and text), and email a letter to families using the one found in this resource. *This is required for the 454 school sites receiving state funds for the 2020 Census engagement.*
3. Use District approved lesson plans in Zoom/Skype/Google classrooms to discuss 2020 Census: <https://lms.lausd.net/group/2311590698> (43S8-CMR9-KXKF3).
4. Post on school social media reminders to complete the 2020 Census questionnaire. Use the following hashtags: school site, @LASchools, @SOMOSLAUSD, #2020CensusLAUSD, and #2020CensoLAUSD.
5. Host virtual Coffee with the Principal including 2020 Census activities with Parent & Family Center staff.
6. Inform the public about the importance of the 2020 Census and timeline at ALL online meetings with athletics, band, student clubs, arts, and enrichment groups that continue to meet such as PTA, PTO, booster clubs, and with families through your teachers.
7. Invite families to complete the 2020 Census questionnaire using devices you provided during school closures.
8. Post 2020 Census information on your school website and marquee.
9. Record a message to your families using the Zoom background included in this toolkit.

Questions and Answers for Stakeholders Supporting the 2020 Census

The U.S. Census Bureau anticipates that state, tribal, and local governments as well as thousands of community-based organizations, collectively referred to here as stakeholders, will publicize the 2020 Census and encourage the public to respond. Given that the 2020 Census will provide online and phone response options, stakeholders can support the census in new ways, including by making electronic devices available to the public for response.

In response to widespread stakeholder requests, the Census Bureau is providing the following information to help stakeholders support the 2020 Census. While we appreciate the dedicated efforts of stakeholders to support a complete and accurate count, only the Census Bureau is authorized to collect data from the public, and only the Census Bureau can offer confidentiality protected by law. For those reasons, the Census Bureau is providing the following responses to stakeholder questions.

How can you support 2020 Census response?

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at 2020census.gov/jobs.
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.

Can you make devices available to the public for response?

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.

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- When making the device available, be clear that you are not an employee or representative of the Census Bureau.
- To ensure that the public does not confuse you for a Census Bureau employee, do not use the Census Bureau's logo or other branding in any way when making devices available for response. You may use your logo.
- You may, subject to the Census Bureau's [brand guidelines](#), use the 2020 Census logo on certain outreach materials to promote the 2020 Census. You may not use it to imply that you represent the Census Bureau.

How do you make a device available to the public for response?

The Census Bureau has built a safe and secure system for the public to complete the 2020 Census online. From the moment responses are submitted, they are protected by sophisticated security measures that meet federal government cyber security standards.

The Census Bureau cannot and does not protect any devices that you make available to the public for response. The Census Bureau has no responsibility for the operation, maintenance, or security of any such device or any systems or networks supporting the device. The Census Bureau is not responsible for providing device, systems or network support, and is not responsible for any failures of those devices, systems, or networks. Therefore, any entity making devices available to the public should follow best practices for securing devices and networks. The Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's [Web site](#) provides steps to secure devices.

- **Software updates.** Ensure that the latest software updates are installed.
- **Internet Browsers.** Please make sure your device uses one of the two most recent versions of the following Internet browsers on which the 2020 Census response Web site works best: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser.
- **Link to 2020census.gov.** Please do not create a creative interface for the 2020 Census response Web site. Instead, your device should link directly to 2020census.gov. This helps the public understand that the 2020 Census Web site is legitimate.
- **Do not collect response information from outside the Census Bureau's online form.** Do not collect information from people that you intend to later enter into the Census Bureau's 2020 Census response Web site. For example, do not gather information on paper and later enter it in the Census Bureau's online response Web site yourself.
- **Password for wireless connection.** If you are connecting to the Internet through a wireless connection (wifi), please make sure your wifi connection requires a password to access it.
- **Multiple responses from a single location.** While not expected to be a challenge, the Census Bureau is currently evaluating multiple test cases to ensure there are no difficulties for multiple individuals to respond via a single device. If any tests identify challenges, we will provide guidance about how to support such devices as quickly as possible.

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Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

Should you visit homes to encourage response?

The Census Bureau appreciates the work that stakeholders do to educate the public about why the 2020 Census is important and to encourage them to respond. We recognize that some stakeholders may choose to accomplish this education and motivation by going door-to-door.

While the Census Bureau encourages stakeholders to make devices available at public events and in public places, the law prevents anyone other than the Census Bureau from collecting census data door-to-door, so you may not collect 2020 Census data door-to-door at any time.

If you choose to go door-to-door:

- You should make clear at the beginning of the conversation that you are not a Census Bureau employee and that you are not representing the Census Bureau in your visit to the home.
- Please limit your activities to handing out flyers and/or talking about the importance of the 2020 Census. The law prevents anyone other than a Census Bureau employee from collecting census responses door-to-door, so you may not make devices available at someone's door.
- **Please stop visiting homes by mid-May.** We make this request because we do not want any confusion about who is knocking on doors. We want to reduce concerns about impostors so the public will be motivated to open the door for census takers. If others visit during this time, the public could be confused and not open the door for a census taker.

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Should you call the public to encourage response?

- Placing calls (through robo calls or person-to-person calls) to individual households regarding the census is prohibited by federal law, which imposes substantial liability for violations. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to 2020census.gov to locate the phone number in their language.

Should you conduct a survey during the 2020 Census?

- While we recognize that stakeholders that are spending significant resources on the census may want to gauge their efforts' impact, we strongly discourage stakeholders from conducting surveys during the 2020 Census so your surveys aren't confused with the census. If the public becomes confused and believes they have already responded to "the census," they may refrain from responding on their own or cooperating with a census taker who visits their household. If you feel that you must conduct a survey, please do so after July 31, 2020, when census takers are out of the field.

Should you distribute outreach materials?

- We encourage you to distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site. Please co-brand materials with the 2020 Census official tagline and logo.
- Please visit this [Web site](#) to request use of our logo and find draft social media content and other materials you can use to promote the 2020 Census. You can also find fact sheets and other information, including PSA scripts and other toolkits, that you can share with your network. You're also encouraged to translate these materials into other languages.
- Follow the Census Bureau on our social media channels and share our content.
- Please correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at rumors@census.gov

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2020 CENSUS IS HERE!

(Present the Video found in this slide)





CENSUS 2020 IS HERE!

Reflection Questions:

- What important facts did you listen to in the video?
- How many dollars does the Los Angeles Unified generate annually through the Census?
- Who can participate in 2020 Census?
- Why is participation in 2020 Census important to your school, family and community?



2020 Census: Be Counted, Los Angeles

The U.S. Constitution requires the federal government to count **EVERY** living person in the United State of America every 10 years.

- Shapes the future of our communities and our voice in Congress and state legislature.
- Determines the number of congressional representatives for each state.
- Determines the federal government's distribution of more than \$800 billion in funds to states, counties and cities.
- Informs where to build schools, roads, hospitals, child care centers, senior centers and other services.

March 2020: Every household will receive a mailing from the U.S. Bureau with instructions to visit their website and fill out a simple 10-question form.





Census Highlights

- For the first time, the internet is the primary response option
- A paper questionnaire was mailed to some homes. If lost, visit 2020Census.gov to complete a response
- questionnaire completion timeline: March-October 2020
- A questionnaire guide is available in 61 languages

United States Census 2020



2020 Census Confidentiality

Will my information be kept confidential?

- Under the law, Census data can only be used for statistical purposes.
- Personal census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers).
- *Bureau personnel take oath to protect your personal information and face 5 years in prison with \$250,000 bail for violations.*

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys and kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, public transportation, roads, schools, and businesses. More than \$475 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information from us. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any information, including household membership, household size, household income, or household composition, to any other federal, state, or local government agency.

The law states that the information collected from the 2020 Census will only be used for statistical purposes and not other purposes.

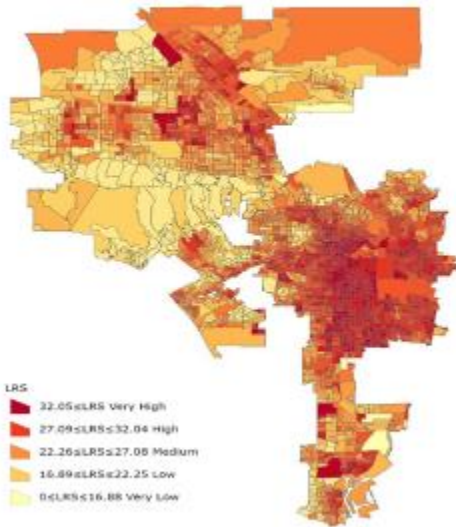
All household members, Title 13 of the U.S. Code allows the Bureau and Census employees authorized by statute to release only records only after 72 years.

All Census Bureau staff take a special oath to protect and preserve information and any violation carries with it a penalty of up to \$250,000 and/or up to 5 years in prison.





LAUSD & Hard-to-Survey Populations



Los Angeles Unified Hard to Count Communities:

Neighborhoods with Census Block Groups that have "Very High" LRS Scores:

- Pacoima
- Arleta
- Baldwin Hills
- Boyle Heights
- Canoga Park
- Del Rey
- Downtown
- East Hollywood
- East Los Angeles
- El Sereno
- Florence-Firestone
- Gardena
- Harbor City
- Harbor Gateway
- Highland Park
- Hollywood
- Koreatown
- Little Tokyo
- Mid City
- Panorama City
- San Pedro
- Silverlake
- Watts



Your Schools Parent & Family Center

Stop by your Los Angeles Unified Parent & Family Center:

- To download a copy of the "Your Guide to the 2020 Census" visit: <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>
- This guide will help you complete the questionnaire in your language of preference

Questions will ask information about:

- *Number of persons living in the home and phone number.*
- *Your residence status: owner or renter.*
- *Names of persons residing in the home, gender, age and birthday, race and ethnicity.*
- *Relationship to first person included in questionnaire.*

Your Guide to the 2020 Census

How to Respond to the 2020 Census Paper Questionnaire



2020 Census

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JULY 2019



U.S. Census Bureau Questionnaire Assistance Phone Numbers

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

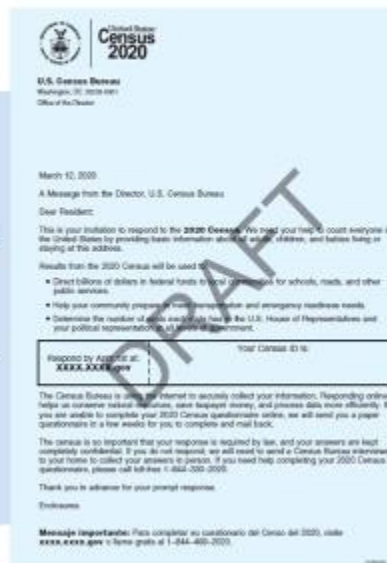


Census 2020 Questionnaire Communication

Invitation to Respond

In March 2020, you will receive a letter in the mail that will look similar to these examples, inviting you to respond and explaining how to respond to the Census.

This will be followed by several reminder letters.





Draft of the Paper Questionnaire

2020 Census This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law.

Person 1

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

3. In this house, apartment, or mobile home — Mark if ONE:

4. What is Person 1's sex?

5. What is Person 1's race? (Print name below)

6. What is Person 1's date of birth?

7. What is Person 1's age and what is Person 1's date of birth?

8. What is Person 1's Hispanic, Latino, or Spanish origin?

9. What is Person 1's marital status?

10. What is Person 1's citizenship or naturalization status?

11. What is Person 1's education level?

12. What is Person 1's occupation?

13. What is Person 1's industry?

14. What is Person 1's telephone number?

15. What is Person 1's email address?

16. What is Person 1's language spoken at home most often?

17. What is Person 1's language spoken to you most often?

18. What is Person 1's language spoken by you most often?

19. What is Person 1's language spoken by others in the household most often?

20. What is Person 1's language spoken by others in the neighborhood most often?

21. What is Person 1's language spoken by others in the community most often?

22. What is Person 1's language spoken by others in the country most often?

23. What is Person 1's language spoken by others in the world most often?

24. What is Person 1's language spoken by others in the universe most often?

25. What is Person 1's language spoken by others in the galaxy most often?

26. What is Person 1's language spoken by others in the universe most often?

27. What is Person 1's language spoken by others in the galaxy most often?

28. What is Person 1's language spoken by others in the universe most often?

29. What is Person 1's language spoken by others in the galaxy most often?

30. What is Person 1's language spoken by others in the universe most often?

Assistance with the 2020 Census Questionnaire



1. Complete the questionnaire at home with your family and include every person living in the unit. Go to <https://2020census.gov/> to complete your questionnaire today.



2. Call the U.S. Census assistance phone line if you find the Census questionnaire to be difficult and select the phone number based on your preferred language. The list is found at <https://2020census.gov/en/contact-us.html>. You may also call the Los Angeles Unified to help you find the appropriate number at 213-241-3840.



3. You may contact your school site at the start of the 2020-21 school year with general questions about the 2020 Census questionnaire. Parent & Family Center personnel may offer assistance.



The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

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The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>



There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

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LA Unified Division of Adult & Career Education:

www.census.wearedace.org



U.S. Census Bureau: Statistics In Schools

<https://www.census.gov/library/stories/2019/09/2020-census-in-the-classroom.html> ;
https://census.gov/schools?utm_source=google&utm_medium=cpc&utm_campaign=branded&utm_content=general&utm_term=%2Bstatistics%20%2Bin%20%2Bschoo



California Hard to Count Interactive Map:

<https://cacensus2020.maps.arcgis.com/apps/webappviewer/index.html?id=48be59de0ba94a3dacff1c9116df8b37>

State Lesson Plans for Teachers:

https://drive.google.com/drive/folders/161Y5_VZpzJuwV_qVguaUI0dElhtqVaTk



Families In Schools 2020 Census Tool Kit for Ages 0-5:

<https://www.familiesinschools.org/all-children-count-census-toolkit/>



Los Angeles County
Office of Education

Los Angeles County Office of Education Count Me In School Curriculum

<https://census.ca.gov/wp-content/uploads/sites/4/2019/06/T-School-Curriculum-Count-Me-In-5-8-Grades-Sample-Curriculum.pdf>



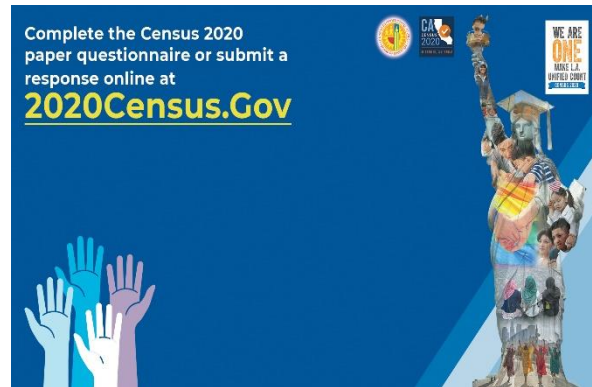
“We Are One” Posters, Flyer Template, and Videos, and Blackboard Message Script

Click on the following link to access materials approved by the Los Angeles Unified for 2020 Census. You may use these resources to post on your campus and to promote this effort at your school events.

<https://lms.lausd.net/group/2311590698> (Code: 43S8-CMR9-KXKF3)



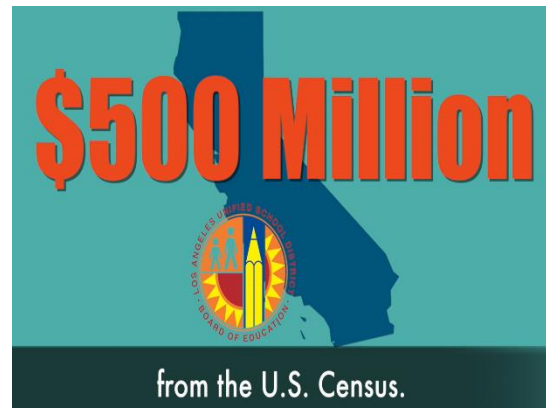
Download Additional Posters and Postcards



Download a Zoom/Skype Meeting Background



Flyer for School Activities



Download the PowerPoint and videos for the classroom and all school meetings

Blackboard Messages & Text Scripts: English

Blackboard Voice Messages

- 1) Hello, this is Principal _____ from _____ School with an important message. It is time to respond to the 2020 Census. It is essential that everyone gets counted, especially young children, elders, long term visitors, immigrants, and anyone that resides in your home. Your responses are safe and confidential.

Getting an accurate count of everyone who lives in Los Angeles County is important. The Census helps inform how billions of dollars in federal funds are spent every year for services that are critical to all of us. These dollars support our classrooms and school community. Spend a few minutes online at 2020Census.gov. Your input can impact the next 10 years of funding on education, healthcare, and city services you use daily.

- 2) Good evening/morning/afternoon parents/guardians, this is Principal _____ with an important message that matters to all of us- the 2020 Census. Every 10 years the Census counts every person living in the United States, regardless of age or citizenship status. By completing your questionnaire, your community gets resources based on Census population counts, that help pay for hospitals, emergency services, schools, roads, and more.

Your answers to the 2020 Census are safe, secure, and used only to produce statistics. It has never been easier, you can respond online, by phone, or by mail. Learn more at 2020Census.gov. Everyone counts.

- 3) Good evening/morning/afternoon parents/guardians, this is Principal _____ with an important message about the 2020 Census. The 2020Census counts everyone who lives in the United States. Your response impacts funding for your community for critical services for the next 10 years. Your data is protected and it is confidential. Go to 2020Census.gov now to be counted. You can also 844-330-2020 for English. For Spanish- 844-468-2020.

- 4) Good evening/morning/afternoon parents/guardians, this is Principal _____ with an important message about the 2020 Census. L.A. Unified has launched a Census Campaign, "We Are One, Make L.A. Unified Count" to help our communities understand the importance of the Census and why it matters.

Visit our webpage at www.lausd.net to learn more. We are here to help you. Our students, classrooms, and schools gain valuable dollars with each 2020 Census questionnaire that is completed. Visit 2020Census.gov for more details. Complete the Census today!

Blackboard Text Messages (Keep under 300 characters with spaces)

Hello, this is Principal _ from _ High School with a message about the 2020 Census. Please help our classrooms to receive valuable dollars from the government. Spend a few minutes online at 2020Census.gov and complete your questionnaire TODAY. Include ALL persons living with you.

Mensajes para grabar en Blackboard

- 1) Hola, se comunica el/la directora/o _____ de la escuela _____ con un mensaje importante. Es hora de responder al 2020 Censo. Es esencial que todos sean contados, especialmente los niños pequeños, los ancianos, los visitantes a largo plazo, los inmigrantes y cualquier persona que resida en su hogar. Sus respuestas son seguras y confidenciales.

Es importante obtener un recuento exacto de todos los que viven en el condado de Los Ángeles. El censo ayuda a informar cómo se gastan miles de millones de dólares en fondos federales cada año para servicios que son críticos para todos nosotros. Estos dólares apoyan nuestras aulas y comunidad escolar.

Pase unos minutos en línea en 2020Census.gov. Su aporte puede afectar los próximos 10 años de financiación en educación, atención médica y servicios municipales que utiliza a diario.

- 2) Buenas noches / mañana / tarde padres / tutores, se comunica el/la Directora/o _____ con un mensaje importante que nos importa a todos: el 2020 Censo. Cada 10 años, el Censo cuenta a todas las personas que viven en los Estados Unidos, independientemente de su edad o condición de ciudadanía. Al completar su cuestionario, su comunidad obtiene recursos basados en los recuentos de población del censo, que ayudan a pagar los hospitales, servicios de emergencia, escuelas, carreteras y más.

Sus respuestas a 2020 Census son seguras y se utilizan solo para generar estadísticas. Nunca ha sido tan fácil, puede responder en línea, por teléfono o por correo. Obtenga más información en 2020Census.gov. Todos cuentan.

- 3) Buenas tardes / mañana / tarde padres / tutores, este es el/la Directora/o _____ con un mensaje importante sobre el 2020 Censo. El 2020 Censo cuenta a todos los que viven en los Estados Unidos. Su respuesta afecta la financiación de su comunidad para servicios críticos durante los próximos 10 años. Sus datos están protegidos y son confidenciales. Vaya a 2020Census.gov ahora para ser contado. También puede marcar a 844-330-2020 para recibir asistencia inglés. Para asistencia en español marque al 844-468-2020.

- 4) Buenas tardes / mañana / tarde padres / tutores, este es el/la Directora/o _____ con un mensaje importante sobre el 2020 Censo. El Distrito Escolar Unificado de Los Ángeles ha lanzado una Campaña del Censo, "Estamos Unidos: Hagamos Contar al Distrito Escolar Unificado de Los Ángeles para ayudar a nuestras comunidades a comprender la importancia del Censo.

Visite nuestra página web en www.lausd.net para obtener más información. Estamos aquí para ayudarte. Nuestros estudiantes, aulas y escuelas ganan dólares valiosos con cada cuestionario 2020 Censo que se completa. Visite 2020Census.gov. para más detalles. ¡Complete el censo hoy!

Mensajes de texto en Blackboard (Usar menos de 300 caracteres)

Hola, este es el/la Directora/o _ de la Escuela _ con un mensaje sobre el 2020 Censo. Ayude a nuestras aulas a recibir dólares valiosos del gobierno. Pase unos minutos en línea en 2020Census.gov y complete su cuestionario HOY MISMO. Incluye a TODAS las personas que viven contigo.