



# Resources for Complete Count Committees

# Introduction

## Resources for CCCs

Now that you've completed the CCC Training Manual Module, this next module will introduce you to some of the resources the Census Bureau has to help you jump start your activities.

Over the coming months, we'll continue rolling out more resources and information so be sure to stay in touch with your Partnership Specialist for the latest developments!



# Resources for CCCs

- Websites
- Digital Engagement
- Data & Research
- Community Outreach
- Recruiting
- Statistics in Schools

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**Census  
2020**

# Resources for CCCs

## Websites

- 2020census.gov
- Partnership Portal

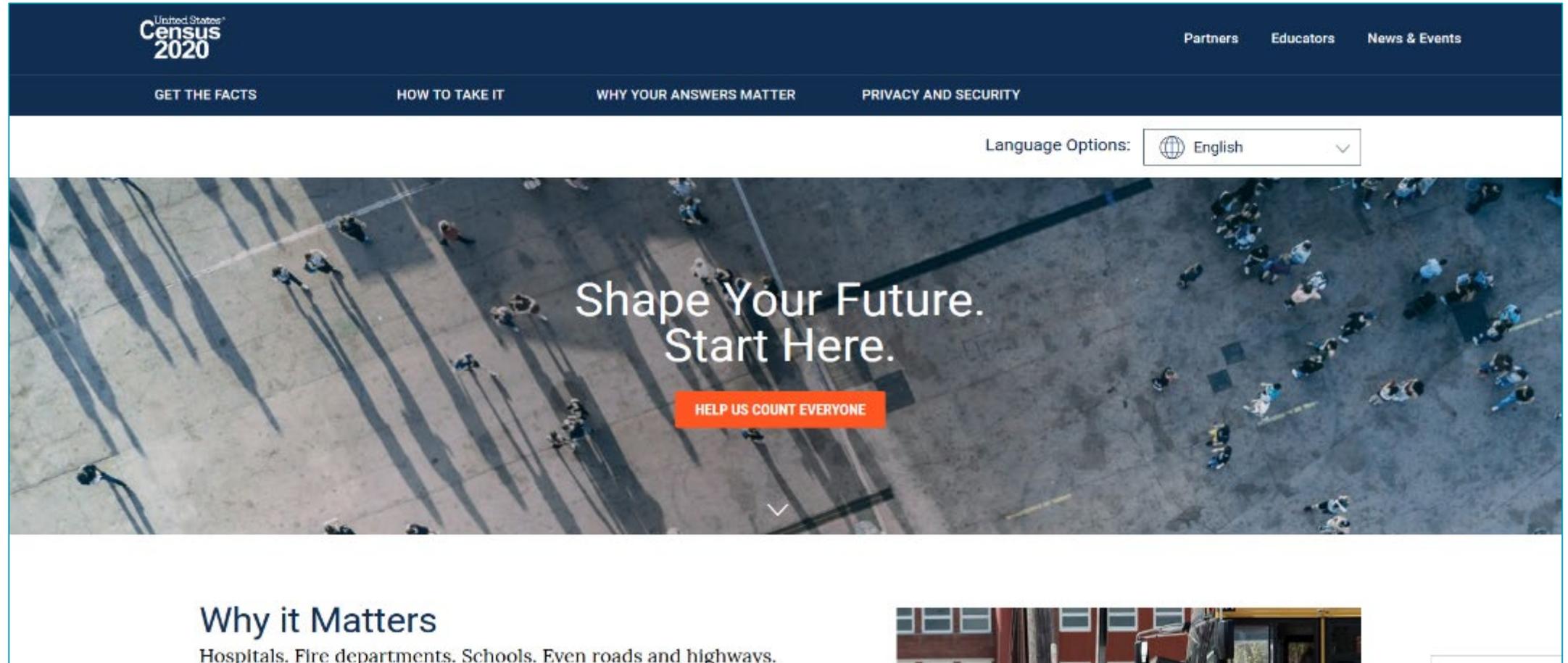


The screenshot shows the top of the Partnership Portal. The header includes the United States Census Bureau logo and navigation links for ABOUT, PARTNERS, RESOURCES, and BLOG. The main banner features the text "Measuring America: People, Places, and the Economy" and "Partner with the U.S. Census Bureau to help America work better through data". Below the banner is a section titled "WHY PARTNER?" with two icons: a group of hands representing "Increase participation" and a lightbulb representing "Make the Census Bureau work for you".



The screenshot shows the 2020 Census website homepage. The header includes the United States Census Bureau logo, a search bar, and navigation links for BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, and INFORMATION FOR... The main heading is "2020 Census". A sidebar on the left lists links for About, Resources, Research and Testing, Library, News, Become a Partner, Complete Count Committees, Business Opportunities, and 2020 Census Jobs. The main content area features a paragraph about the goal of the 2020 Census, a "Get email updates" button, and three featured items: "February 1 - 2020 Census PMR", "2020 Census Operational Plan", and "2020 Census TEA Map". An "Updates" section at the bottom highlights a "2020 Census Program Management Review - February 1, 2019".

# 2020census.gov



# Partnership Portal

The screenshot shows the top of the U.S. Census Bureau Partnership Portal. The header is dark blue with the 'United States Census Bureau' logo on the left and navigation links for 'ABOUT', 'PARTNER', 'RESOURCES', '2020', and a red 'JOIN' button on the right. Below the header is a large banner image of a crowd of people. Overlaid on the banner is the text 'Measuring America: People, Places, and the Economy' in white, followed by 'Partner with the U.S. Census Bureau to help America work better through data'. Below the banner is a white section titled 'WHY PARTNER?' in teal. Under this title are two icons: three hands reaching up and a lit lightbulb. Below the hands icon is the text 'Increase participation', and below the lightbulb icon is the text 'Make the Census Bureau work for you'.



[census.gov/partners](https://census.gov/partners)

# Partnership Portal

## The 2020 Census Partner Materials page includes:

- Downloadable Fact Sheets
- Social Media graphics
- Downloadable CCC Materials
- A link to the 2020 Census Press Kit
- Audience Specific Materials
- Materials in other languages as they become available

United States Census Bureau

ABOUT PARTNER RESOURCES 2020 **JOIN**

// Census.gov / 2020 Census Partners / 2020 Census Materials

## 2020 Census Partner Materials

Partners are vital to increasing awareness, trust, and participation in the 2020 Census.

We invite you to use the materials below in your outreach. Resources will continue to be added as they become available. We encourage partners to announce their support for the 2020 Census and share important information with their audiences.

### Overview Materials

- Census Partnerships: 2020 Census at a Glance [<1.0 MB]
- Partnership Fact Sheet [<1.0 MB]
- Partnerships at a Glance [<1.0 MB]
- Partnership Frequently Asked Questions [<1.0 MB]
- Press Kit: 2020 Census
- Fact Sheet: The 2020 Census and Confidentiality
- Hoja Informativa: El Censo del 2020 y la Confidencialidad

### Audience-Specific Materials

- Partnership Fact Sheet for Community Organizations [<1.0 MB]
- Partnership Fact Sheet for Businesses [<1.0 MB]
- Partnership Fact Sheet for Schools [<1.0 MB]
- Visualization: Counting Young Children in the 2020 Census

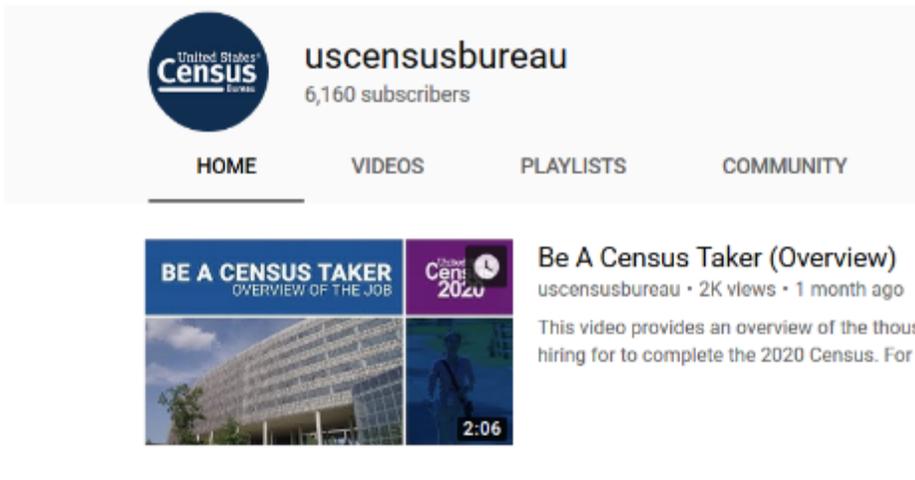
# Resources for CCCs

## Digital Engagement

- Census Bureau Social Media Channels
- Email Subscriptions
- Census Accelerate

# Census Bureau Social Media

- It's easy to share 2020 Census content with your stakeholders!
  - Facebook
  - Twitter
  - YouTube
  - LinkedIn



# Email Subscriptions



- Education**
  - Statistics in Schools**
    - K-12 Education
- Public Sector**
- Geography**
- Data & Tools**
- Surveys/Programs**
  - Survey of Income and Program Participation
- 2020 Census**
  - General 2020 Census Updates
  - 2020 Census Tests
  - 2020 Census Conferences, Webinars, and Workshops
- American Community Survey Alerts**
  - ACS Data Releases and Notes ⓘ
  - ACS Program Updates ⓘ
  - ACS Methodology ⓘ
  - ACS Public Use Microdata Sample Files ⓘ
  - ACS Reports and Publications ⓘ

[Subscribe](#)

# Census Accelerate

- Promotes the production of compelling, accurate, and high quality content to educate people about the 2020 Census
- Through content development sprints, partnerships, and events we bring together creatives, technologists, civic leaders and community organizers to support coalition building between the creative community and local and state efforts



# Census Accelerate

How does it work?

- Dissemination, via download, of a structured ‘creators toolkit’ will enable creative communities to collaborate — a step by step guide to host sprints/workshops (create-a-thons).
- The goal is to generate compelling media assets, spreadable digital content, search-optimized web content, and social media assets, mostly focusing on reaching the hardest to count populations— including millennials, rural communities, families with young children, immigrants, non-native English speakers, underrepresented minorities, among others.
- CCCs can connect with creatives to help drive digital content that will resonate with local communities.

TRYING TO COME UP WITH A CATCHY CENSUS 2020 STICKER LIKE THE "I VOTED" STICKERS



# Resources for CCCs

## Data & Research

- Response Outreach Area Mapper (ROAM)
- 2020 Census Barriers, Attitudes and Motivators Study (CBAMS)
- Census Explorer Return Rates Mapper



# Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- ACS 5-year estimates data
- Census tract level
- Contact your Partnership Specialist to schedule a ROAM training.

[Access the ROAM](#)

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**2020**

Response Outreach Area Mapper (ROAM) www.census.gov/roam

Use dropdown to search

600mi  
35°50'55"N 79°43'00"W

POWERED BY  
Esri, HERE, Garmin, NGA, USGS | Esri

2016 Census Tract (from 2018 Planning Database)

Options Filter by Map Extent Zoom to Clear Selection Refresh

STATEFP	COUNTYFP	TRACTCE	GEOID	NAMELSAD	STCOUFP	FULLNAME	COUNAME	ST
20	173	007800	20173007800	Census Tract 78	20173	Census Tract 78, Sedgwick County, KS	Sedgwick County	Ke
20	173	008300	20173008300	Census Tract 83	20173	Census Tract 83, Sedgwick County, KS	Sedgwick County	Ke

72541 features 0 selected

# Response Outreach Area Mapper (ROAM)

## Low Response Score (LRS) Overview

- LRS = predicted level of census nonresponse at the tract level
- Values from 0-100
- For example: If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the census

## LRS Limitations/Cautions

- Uses 2010 mail self-response and current ACS data – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

## How do I access the LRS?

- Census Planning Database (PDB)
- Response Outreach Area Mapper (ROAM) Web Application

# 2020 Census Barriers, Attitudes and Motivators Study (CBAMS)



[Click here for full CBAMS Report](#)



## Study Design: CBAMS Survey

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses** in all **50 states and Washington, D.C.**



Questionnaire consisted of **61 questions**



**Adults 18+** were eligible to participate via mail or web



Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate



**Oversampled** Asians, Blacks, Hispanics, and other small-sample races.



Roughly **17,500 people** responded to the survey

## Study Design: CBAMS Focus Groups

2020 CBAMS Focus Groups held in March and April 2018.

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-  **42 focus groups** conducted with **11 audiences** across **14 locations**
-  **16 focus groups** were **non-English**
-  **Focus group transcripts** went through a rigorous process to ensure intercoder reliability
-  Transcripts were analyzed **to identify themes** among response barriers and motivators

# CBAMS Potential barriers to participation in the 2020 Census

-  Apathy & Efficacy
-  Concerns about data confidentiality & privacy
-  Fear of Repercussions
-  Distrust in Government
-  Few Perceived Personal Benefits

# Survey respondents chose funding for public services as the single most important reason to respond

What is the one most important reason to fill out the census?



# Public services are important to nearly all respondents

## Most Important Motivators



According to the focus groups, what would motivate people to participate?

## Conditions that need to be met to be most compelling

- 1 Information about the census and its impact
- 2 Tangible evidence
- 3 Connection to a better future



### Schools & Education System



*Our schools need help. **The schools here do need help.** It hasn't been that long since the school system was shook up pretty bad, so it does need help, and I don't know about the fire departments.”*  
— Low Internet Proficiency



### Better Future for Community



*[I would fill it out] **because that data is going to impact my community.** And if it's not my community, because I die, then **my grandchildren and my children.**”*  
— Spanish (U.S. Mainland)

Focus group results imply community can assuage skepticism

**According to many focus group participants, trusted voices and organizations with deep community roots may facilitate participation among the most skeptical by:**

- **Providing information** about the community funding and the general census process
- **Assuring people** that participation is safe

# Big Picture Conclusions



## Knowledge Gaps

- There is a general lack of knowledge about the census' scope, purpose, and constitutional foundation



## Barriers

- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government
- Few Perceived Personal Benefits



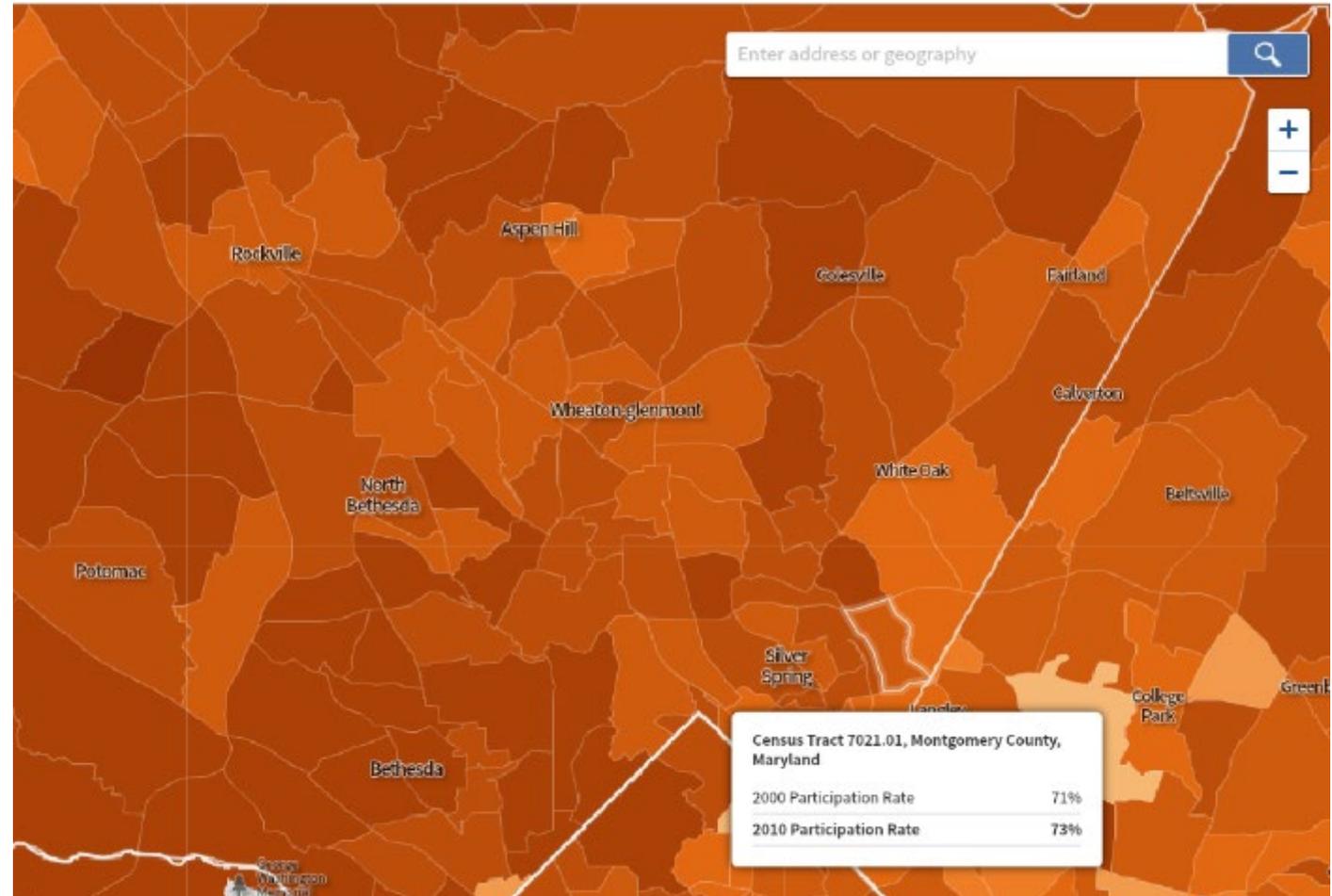
## Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

- ✓ Connecting census participation to support for *local* communities may address apathy and lack of efficacy
- ✓ Informing the public on the census' scope, purpose, and process may address privacy and confidentiality concerns and fear of repercussions
- ✓ Engaging trusted voices may address trust-based concerns, especially among the most skeptical and disaffected

# Census Explorer Participation Rates

- Mail back return rates from the 2010 and 2000 census
- Available at state, county, place, township and census tract geographic levels
- Caveat: these are mail-back return rates while the 2020 Census will be the first decennial with an online response option.





# Census Solutions Workshop



## Why run a Census Solutions Workshop?

Workshops can:

- Build connections
- Develop actionable concepts
- Build momentum
- Showcase a model that other cities and towns can use to generate collaborative relationships with stakeholders

Email or call Partnership Specialist if interested

# Promotional Materials

## Partnerships & Promotional Materials

- The first set of partnership materials have been completed and are ready for use. We are currently working on selecting the appropriate items and quantities that will be more effective for both our national and local efforts.
- Partnership Specialists will share these materials as soon as they become available. Printed materials will also be made available to partners in PDF format via <https://www.census.gov/partners/2020-materials.html>

# Resources for CCCs

## Recruiting

- [2020census/jobs.gov](https://2020census/jobs.gov)
- Recruitment Toolkit
- Print Materials



Language Options:

English



# 2020 Census Jobs



# 2020 Census Recruitment Toolkit



2020census.gov/jobs  
#2020CensusJobs

## 2020 Census Job Qualifications

- You may be eligible if:
- You are a U.S. citizen.
  - You are at least 18 years old.
  - You have a valid Social Security number.
  - You have a valid e-mail address.
  - You complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
  - You are registered with the Selective Service System if you are a male born after December 31, 1959.
  - You pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau's hiring process.
  - You do not engage in any partisan political activity while on duty.
  - Your current employment (including law and regulatory enforcement jobs) is compatible with Census Bureau employment (reviewed on a case-by-case basis).
  - You are available to work flexible hours, including days, evenings, and/or weekends.
  - You commit to completing training. (If offered a job, you will be paid for this training at a training pay rate.)
- Most jobs require employees to:
- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
  - Have access to a computer with Internet and an e-mail account (to complete training).



Access the 2020 Census Recruitment Toolkit

## Twitter

English	Spanish
<p>The U.S. Census Bureau is now recruiting for thousands of 2020 Census Takers. Apply online for a temporary job at <a href="https://2020census.gov/jobs">2020census.gov/jobs</a>. #2020CensusJobs #ApplyNow</p> <p>Recommended image to post with this copy:</p>	<p>La Oficina del Censo de los EE. UU. está contratando a miles de censistas para el #CensoDel2020. Solicite empleo temporal por Internet en <a href="https://2020census.gov/jobs">2020census.gov/jobs</a>.</p> <p>Recommended image to post with this copy:</p>
<p>You can make a difference and help your community by applying for a temporary 2020 Census job. Responses to the census make a real difference. Apply online at <a href="https://2020census.gov/jobs">2020census.gov/jobs</a>.</p> <p>Recommended image to post with this copy:</p>	<p>Usted puede hacer la diferencia y ayudar a su comunidad solicitando empleo temporal con el #CensoDel2020. Los resultados hacen una verdadera diferencia. Solicite empleo por Internet en <a href="https://2020census.gov/jobs">2020census.gov/jobs</a>. #SolicitaEmpleoHoy</p> <p>Recommended image to post with this copy:</p>



# Print Materials

JOIN THE 2020 CENSUS TEAM

**APPLY ONLINE!**

[2020census.gov/jobs](https://2020census.gov/jobs)

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-338-2020



**WE CAN BE CENSUS TAKERS**



**APPLY ONLINE!**  
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2020 Census jobs provide:

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United States Census 2020 logo and other small text.

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**I CAN BE A CENSUS TAKER**

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United States Census 2020 logo and other small text.



**SOMOS ABUELOS, Y SOMOS CENSISTAS**

**¡ÚNASE AL CENSO DEL 2020!**  
**COMPLETE LA SOLICITUD POR INTERNET**  
[2020census.gov/jobs](https://2020census.gov/jobs)

- Los trabajos del Censo del 2020 ofrecerán:
- ✓ Buen salario
  - ✓ Horarios flexibles
  - ✓ Paga semanal
  - ✓ Capacitación pagada

Para más información o ayuda para completar la solicitud, por favor llame al 1-855-338-2020

United States Census 2020 logo and other small text.



**SOY MAMÁ, Y SOY CENSISTA**

**¡ÚNASE AL CENSO DEL 2020!**  
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United States Census 2020 logo and other small text.



[Access the 2020 Census Jobs Site](https://2020census.gov/jobs)

# Resources for CCCs

## Statistics in Schools

- Classroom Resources
- Promotional Materials (coming)



## Classroom Resources

- K-12
- Based on relevant education standards and guidelines that outline the foundational knowledge and skills students should have at certain levels
- Designed to supplement or guide, not replace, existing curricula



**Statistics in Schools: Preparing Students for a Data-Driven World**

This video discusses how the Census Bureau has expanded its efforts to promote statistical literacy by providing real life data for the classroom.



# Promotional Materials

## Schedule

- March 2019 - New material development
- Summer 2019 - New 2020 worksheets (preK-12) posted to SIS site
- Fall 2019 - Back to School and kits sent to principals/administrators
- Winter 2019 - Videos and webisodes available
- March 2020 - SIS Week

# Summary

## Resources for CCCs

- Many ways to engage your stakeholders about the 2020 Census
  - Online and in the community
- More informational and promotional materials forthcoming
  - Subscribe to email and access Partner materials online
  - Work through/with your Partnership Specialist
- Want to further explore resources?? Contact your Partnership Specialist



## RESOURCES