Nonprofit Leaders and the 2020 Census
Introductions
Agenda

- Overview of the census
- What to expect March-July 2020
- What does the census mean to MN?
- Frequently asked questions
- Building power leading up to the census
- Resources
Census Overview
What is the Census?

- Constitutional mandate to count all people every 10 years
- Distribution: March 2020-July 2020
- Census Day April 1st, 2020
- Ensures equity and inclusion through fair representation, fair distribution of resources, and data to make smart decisions.
Multiple Roles for MCN

**Audience**
- All of MCN’s members and beyond! Rural and urban nonprofits + historically undercounted communities

**Role**
- Train nonprofits to provide ongoing information and technical assistance.
- Support nonprofits in mobilization work and in the follow up period.
Full participation in the 2020 Census by all MN.

MCMP is a cross-sector collaboration of organizations and individuals to advocate for policies and resources to ensure an accurate count.

Supplement and complement the Census Bureau’s plans – but need a strong 2020 census base operation.
Complete Count Committees

- Complete Count Committees (CCCs) are volunteer committees established by tribal, state, and local governments, or community leaders, to increase awareness about the census.
- A diverse cross-section of community representatives from government agencies, educational institutions, businesses, religious organizations, nonprofits, the media, and representatives of groups that have been historically undercounted.
- CCCs are charged with developing and implementing a Census plan designed to meet the unique needs of their communities.

Adapted from Minnesota State Demographics Center Census webpage
Why Nonprofits have a critical role

• Trusted messengers!!
• Nonprofits use census data (MBP, MNCompass)
• Good partners to government - Complete Count Committees
• Agents of civic engagement! (i.e. elections, public policy)
What’s unique about this Census?

• Online, phone, and paper
• Census Bureau sends out postcards with instructions to fill out the form online.
Historically undercounted communities

- Immigrant groups including, Latinx, Somali, Hmong, Lao, Khmer, Karen, Vietnamese, and West African.
- Communities of color
- Tribal members living on tribal lands
- Urban and rural Native people
- Low-wealth
- Rural residents
- Renters
- Children under the age of 5
- Seniors
- Disability community
- People experiencing homelessness
Language Resources

The online and paper version of the census will have support in the following 12 languages other than English: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The census will provide language guides, language glossaries, and language identification cards in the following languages below:

<table>
<thead>
<tr>
<th>Language</th>
<th>Language</th>
<th>Language</th>
<th>Language</th>
<th>Language</th>
<th>Language</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Haitian Creole</td>
<td>Bengali</td>
<td>Romanian</td>
<td>Tamil</td>
<td>Tigrinya</td>
<td>Igbo</td>
</tr>
<tr>
<td>Chinese</td>
<td>Portuguese</td>
<td>Greek</td>
<td>Telugu</td>
<td>Navajo</td>
<td>Ilocano</td>
<td>Marathi</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Japanese</td>
<td>Amharic</td>
<td>Burmese</td>
<td>Hungarian</td>
<td>Dutch</td>
<td>Sinhala</td>
</tr>
<tr>
<td>Korean</td>
<td>Italian</td>
<td>Somali</td>
<td>Punjabi</td>
<td>Hebrew</td>
<td>Croatian</td>
<td>Slovak</td>
</tr>
<tr>
<td>Russian</td>
<td>Farsi</td>
<td>Thai</td>
<td>Lao</td>
<td>Malayalam</td>
<td>Bulgarian</td>
<td>American Sign</td>
</tr>
<tr>
<td>Arabic</td>
<td>German</td>
<td>Gujarati</td>
<td>Hmong</td>
<td>Swahili</td>
<td>Twi</td>
<td>Language</td>
</tr>
<tr>
<td>Tagalog</td>
<td>Armenian</td>
<td>Khmer</td>
<td>Albanian</td>
<td>Yiddish</td>
<td>Lithuanian</td>
<td></td>
</tr>
<tr>
<td>Polish</td>
<td>Hindi</td>
<td>Nepali</td>
<td>Turkish</td>
<td>Indonesia</td>
<td>Yoruba</td>
<td></td>
</tr>
<tr>
<td>French</td>
<td>Ukrainian</td>
<td>Urdu</td>
<td>Bosnian</td>
<td>Serbian</td>
<td>Czech</td>
<td></td>
</tr>
</tbody>
</table>
Key Dates in 2020

• March 12th – 20th: Invitation to respond
• March 26th – April 3rd: Reminder letter #1 and #2
• April 1, 2020: National Census Day
• April 8th – April 16th: Reminder letter #3 and paper questionnaire
• April 20th – 27th: Final reminder
• April 28th – August 2020: Primary non-response follow-up operation (to households that did not self-respond)
• 2021: Redistricting (State legislatures)
What does a complete count mean to MN?
Minnesota receives $15,549,175,947 from the government every year. That is $15 billion!

Representation in Washington, D.C. Census data is used to determine congressional seats.

Growth and resources for your community. Census data helps plan roads, schools, hospitals, etc.

Businesses use Census data to locate factories, stores, etc.
What to expect March – July 2020
Types of Census Forms

1. **Short Form** (the most widely distributed)
2. **Group Form** (i.e. dorm rooms, group living homes, etc.)
3. **Form for Native American Reservations**
Instructions & 4 questions that apply to the entire household
6 questions asked about each person living in the household
Questions asked about each person in the household

1. Name

What is Person 1’s name? Print name below.

- First Name
- Last Name(s)

2. Relationship to Person 1

How is this person related to Person 1? Mark ONE box.

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roommate or housemate
- Foster child
- Other nonrelative
Questions asked about each person in the household

3. Sex

What is this person’s sex? Mark ONE box.

- Male
- Female

4. Age and Date of Birth

What is this person’s age and what is this person’s date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

- Age on April 1, 2020: [boxes for years, month, day, year of birth]

5. Hispanic/Latino Ethnicity

Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – [boxes for specific Hispanic/Latino origin]
Questions asked about each person in the household

6. Race

What is this person's race?
Mark [x] one or more boxes AND print origins.

- [ ] White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- [ ] Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- [ ] American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- [ ] Chinese
- [ ] Filipino
- [ ] Asian Indian
- [ ] Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.
- [ ] Vietnamese
- [ ] Korean
- [ ] Japanese
- [ ] Native Hawaiian
- [ ] Samoan
- [ ] Chamorro
- [ ] Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.
- [ ] Some other race — Print race or origin.
No citizenship question on the 2020 Census.
How do you know your information is protected?

• Under the law census data can only be used for statistical purposes. Title 13 of the U.S. code requires that respondents information is kept confidential.

• Personal information cannot be disclosed for 72 years (including names, addresses, and telephone numbers)

• Census bureau staff has sworn for life to protect confidentiality and are subject to a fine of $250,000 or up to 5 years in prison for wrongful disclosure of information.
Who can access the data?

- White House
- ONLY the U.S. Census Bureau can access the data
- Other government entities, like ICE or U.S. Court
How to verify if someone is a Census Worker

1. Ask of the Census worker to present a badge, identification number, and or letterhead with official Census logo.

2. Call the Chicago Regional Office (1-800-865-6384) or verify via the Census Bureau staff search website (https://www.census.gov/staffsearch).
1. Full Name of Census Worker
2. Photograph of Census Worker
3. Department of Commerce Watermark
4. Expiration date of the badge
5. Identification number
# Census Disinformation

<table>
<thead>
<tr>
<th>Threat Level</th>
<th>Characteristics</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Low Volume</td>
<td>Monitor</td>
</tr>
<tr>
<td></td>
<td>Low Spread</td>
<td>Do not engage</td>
</tr>
<tr>
<td>Medium</td>
<td>High Volume</td>
<td>Limit responses to the same platform</td>
</tr>
<tr>
<td></td>
<td>Social Media Traction (more than 1 platform)</td>
<td>Personal flag content</td>
</tr>
<tr>
<td></td>
<td>Amplified by an influencer, or partisan Media</td>
<td>Craft Inoculation Messages</td>
</tr>
<tr>
<td></td>
<td>Reproduced by member of your community</td>
<td>Engage trusted/community journalists</td>
</tr>
<tr>
<td>High</td>
<td>Volume too high to count</td>
<td>Networked Response</td>
</tr>
<tr>
<td></td>
<td>Spread to multiple platforms</td>
<td>Engage mainstream journalists</td>
</tr>
<tr>
<td></td>
<td>Clear spread in your community</td>
<td>Engage social media platforms directly</td>
</tr>
<tr>
<td></td>
<td>Evidence of artificial amplification (bots, spam)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence of foreign influence</td>
<td></td>
</tr>
</tbody>
</table>
Census Dis/Misinformation

• Make sure it’s from a reputable source
• Are other media stations reporting on it?
• Are there citation in the article
• Who is being quoted?
• Check the author and their background
Frequently asked questions
Can I give incentives to fill out census forms?

Yes, you can! It is encouraged to give incentives to get communities excited about filling out the census.
Where are folks counted?

- Most people
- College students
- Incarcerated person(s)
- People experiencing homelessness
How do you make a device available for public for response?

Make sure your device has the latest software updates. Use these internet browsers: internet explorer, chrome, safari, or firefox. Link to 2020census.gov website so folks know it’s legitimate.
Can you assist people with their response?

Only Census Bureau staff may collect responses from individuals. This is to ensure the safety of the participant.
Do I have to answer every question on the census?

No, you can submit an incomplete Census and still be counted. Partially filled-out questionnaires may result in follow-up phone call or visit from a Census worker.
How much time does it take to fill out the census?

Approx. 10 minutes
How to Build Power Leading Up to the 2020 Census
Join other Nonprofit organizations in taking MCN’s Nonprofits Count! 2020 Census Pledge
Host a brown bag lunch and invite a guest to talk about the Census with your staff, volunteers, or community!

Invite someone from the Census Bureau, State Demographic Center, Minnesota Council on Foundations, or a community organizer.
Have your Executive Director send an email to staff, board, and volunteers emphasizing the importance of the census and encouraging folks to participate.
Post about the 2020 Census on your social media platforms using the hashtags:

#WeCountMN
#NonprofitsCount
#CensusisLiberation
#OurMNCensus
Setup a table at your organization or at an event to commit people to be counted!
Host a job fair to encourage your communities to apply for Census Bureau jobs
Join or form a Complete Count Committee in your region!

You can find a list of MN CCCs on the MN State Demographics Center website.
Become a Questionnaire Assistance Center
What’s one thing you are looking forward to doing to build power leading up to the 2020 census?
Grant Opportunity

• $750;
• The Minneapolis Foundation is administering $750 to Complete Count Committees (CCC) across the state.
• Requirements: Established CCC and a non-profit entity.
• Find more information at minneapolisfoundation.org/census
Stay Connected!

• Minnesota State Demographic Center: https://mn.gov/admin/demography/
• Minnesota Council on Foundations: www.mcf.org
• The Census Project: www.thecensusproject.org
• Census Bureau: www.Census.gov
Questions?

Michelle Chang
public policy and equity coordinator
mchang@minnesotanonprofits.org
651-757-3078