

Greater MN Counts: Nonprofits Take Action 2020 Census

MINNESOTA
COUNCIL OF
NONPROFITS

2020 CENSUS
*Nonprofits
Count!*

Check In

- Turn to the person next to you and tell them one thing you know about the census or one thing you hope to learn from this session.
- Share out.

You'll leave understanding

- The importance of the Census
- Why the census matters
- Why it matters to Nonprofits
- How Nonprofits can get involved
- Action steps to mobilize for the 2020 Census

These nonprofits attended 2010 census events



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What is the Census?

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



Why it matters!

- Planning resources,
- Fair political representation

Census as a tool for eliminating inequities

MCN's definition of equity: Working to put an end to disparities in power, money, access, and resources within the nonprofit sector.



How does the Census impact your organization and the people you work with?

Challenges surrounding 2020 Census

- **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

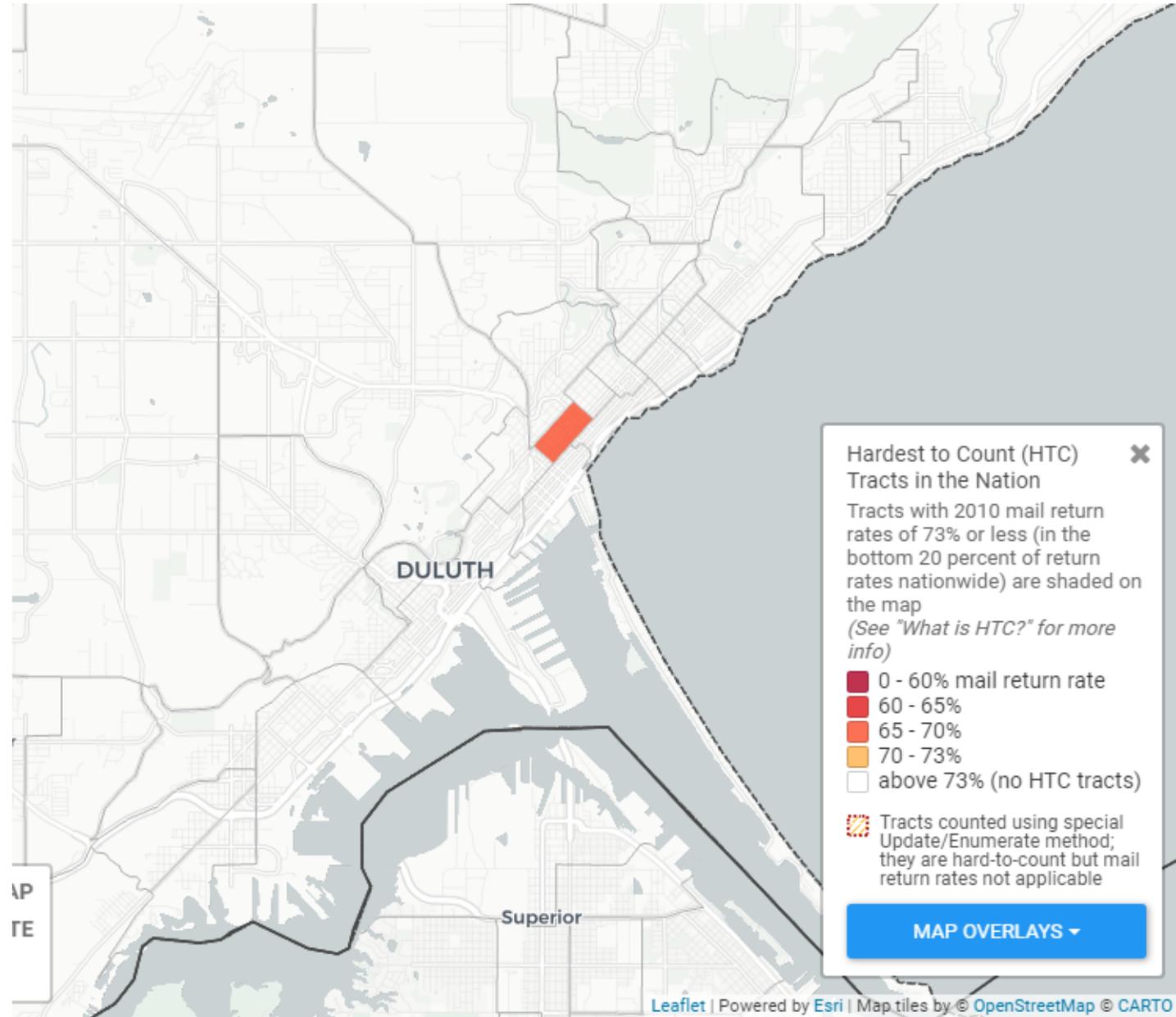


Challenges surrounding 2020 Census

“Hard to Count”

<https://www.censushardtocountmaps2020.us/>

During 2013-17, **21.2% of this tract's households had either no home internet subscription or dial up-only**, according to [the latest American Community Survey estimates](#). **16.7% of households had a cellular data plan only** (which may be costly to use for non-essential services). [Read more](#) about the importance of internet access for the 2020 Census.



Challenges surrounding 2020 Census

Language availability from the Census Bureau

- Historically the census was available in these languages: English, Chinese, Korean, Russian, Spanish and Vietnamese.
- 7 new languages: Arabic, French, Haitian Creole, Japanese, Polish, Portuguese and Tagalog.
- No Hmong or Somali language available.
- Languages available on the internet and via phone.

Challenges surrounding 2020 Census

- Citizenship Question
 - The citizenship question has not been on the census survey since 1950.
 - In 1980, the Census Bureau was sued because “any effort to ascertain citizenship will inevitably jeopardize the overall accuracy of the population count”
 - In the 2017 Census test period, survey respondents provided incomplete or incorrect information and were visibly nervous about immigration and citizenship questions.



Challenges surrounding 2020 Census

- Citizenship Question
 - What protects our data?
 - Title 13. Creates a strong firewall. Anyone who violates it will face jailed



Challenges surrounding 2020 Census

- Online form
- New technology
- Census Bureau sends out postcards with instructions to fill out the form online.





What are your concerns
around the 2020 Census?

Key Census Dates

- **June 2019:** Decision from U.S. Supreme court on citizenship question case is expected.
- **June-August 2019:** Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates.
- **March-April 2020:** Self-Response phase of Census 2020 (internet, mail, and phone; four waves of staggered mail)
- **April 1, 2020:** National Census Day
- **May – July 2020:** Primary non-response follow-up operation (to households that did not self-respond)

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)



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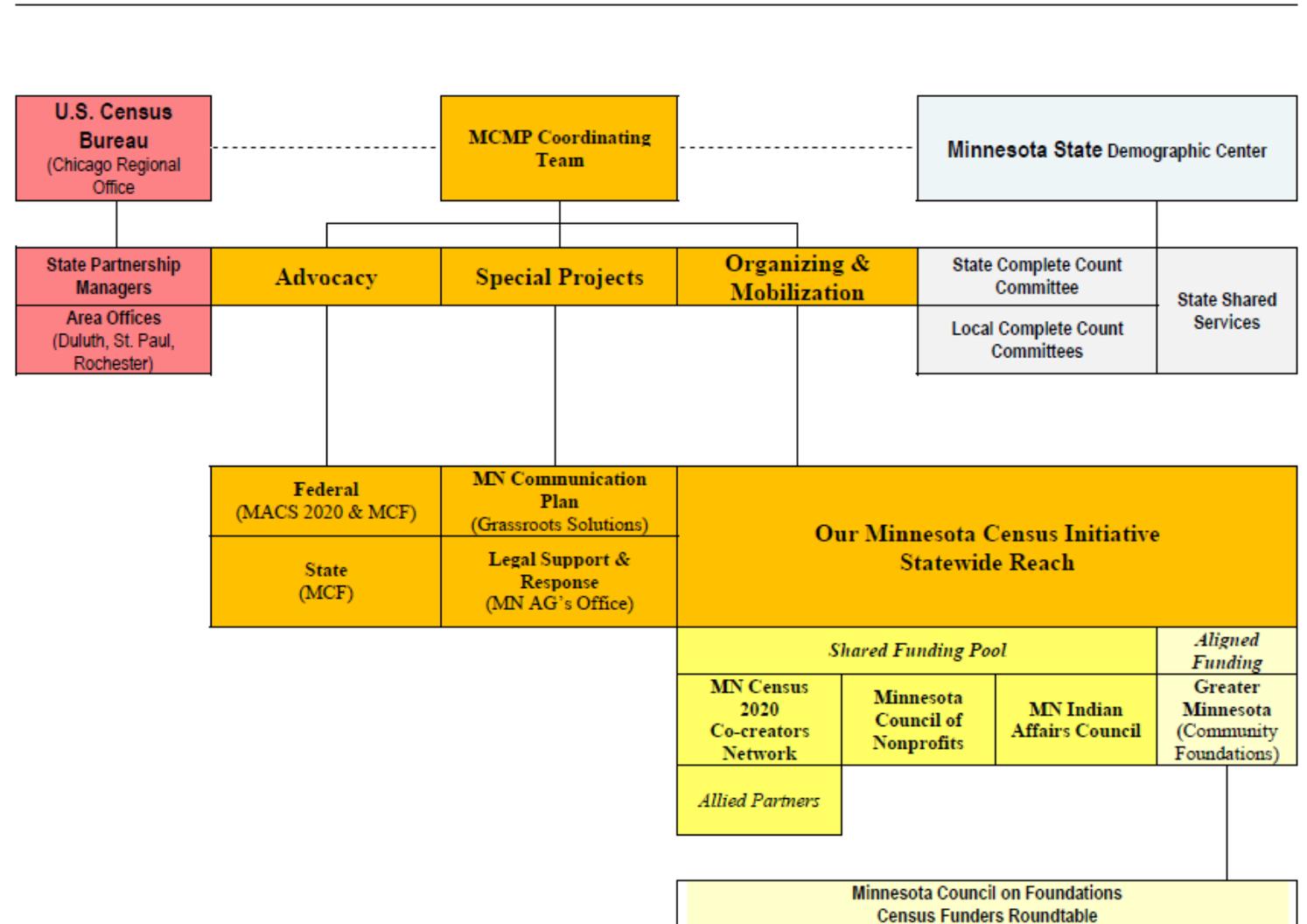
MN Census Mobilization Partnership

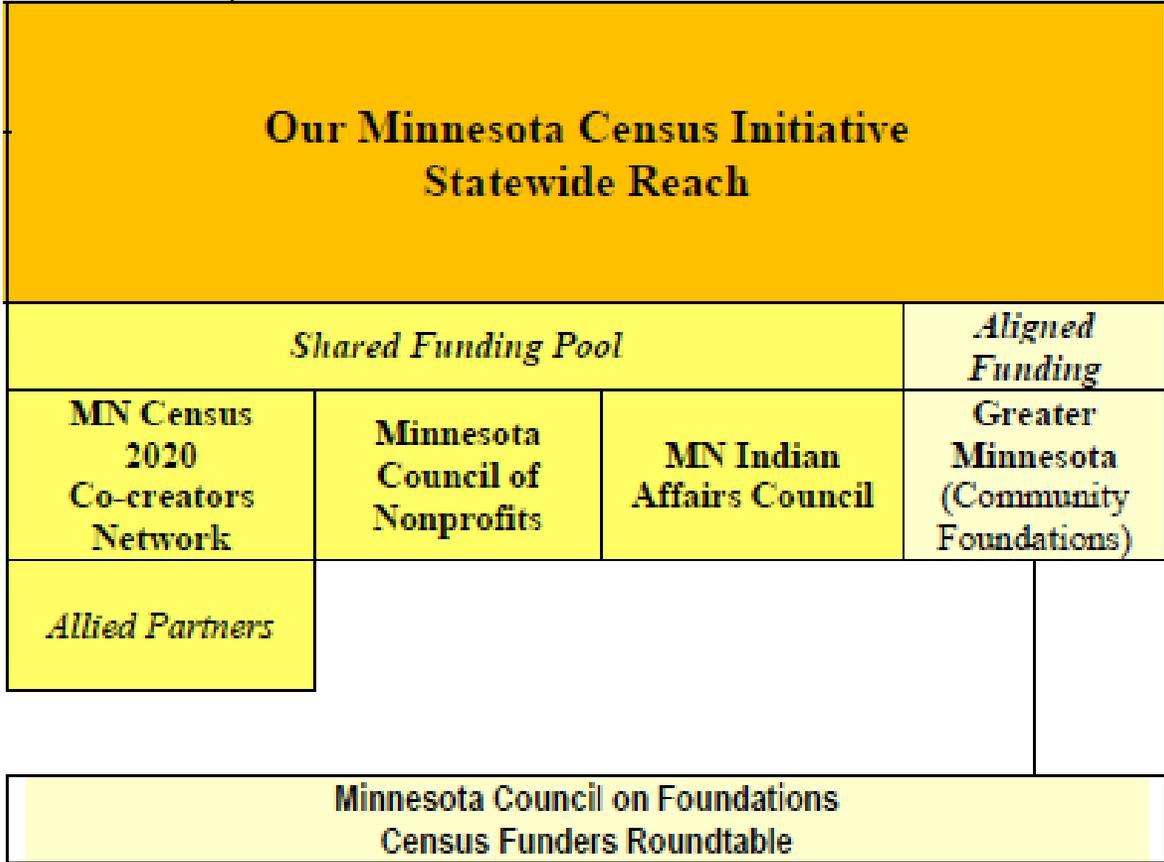
(Community Membership)

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.





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.

Pop quizzzz!

1. What is the date of Census Day?
2. The Census takes place every __ years.
3. True or false. This is the first time the census form is available online.
4. Fill in the blank:

hi_t_r_cally under_oun_ed co_m_n_ties
5. Name two of the historically undercounted groups.
6. What is the full name of the partnership between MCF, MCN, Grassroots Solutions, Voices for Racial Justice, MACS2020, and Common Cause...?
7. What is one of way nonprofits can build participation leading up to the 2020 Census?

*Bonus question: How many days until the Census?

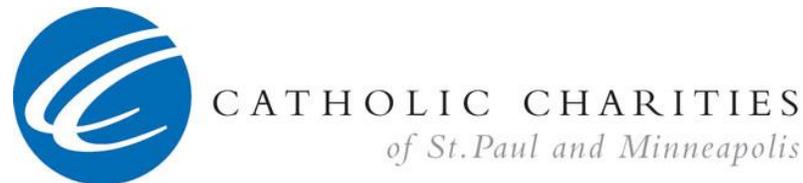


How to Build Power Leading Up to the 2020 Census

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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 MN State Demographic Center, Minnesota Council on Foundations, Co-Creators, or me!

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Have your Executive Director send an email to staff, board, and volunteers emphasizing the importance of the census and encouraging folks to participate.

MCN has a template we will be sharing as part of our Nonprofits Count! 2020 Census toolkit.



Participate in upcoming MCN twitter chats on the 2020 Census

Let me know if you are interested in being a main contributor!

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Post about the 2020 Census on
your social media platforms using
the hashtags:

#WeCountMN

#NonprofitsCount

#CensusisLiberation

#OurMNCensus

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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.



What's one thing you are looking forward to doing to build power leading up to the 2020 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



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Questions?

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A large, vibrant abstract pattern at the bottom of the slide, featuring bold, overlapping shapes in red, orange, yellow, teal, and dark blue, similar to the pattern at the top.