

California Community Colleges

Prepare for Census 2020



Ensure that Californians get their fair share of federal resources and representation by encouraging the full participation of all Californians in Census 2020 – by counting everyone once and in the right place.

Why the Census Matters

- The federal government uses census data to distribute more than \$400 billion dollars annually to states for schools, roads, hospitals and community services.
- California Community Colleges receive over \$3 billion dollars annually in Federal Student Aid.
- By providing accurate information to the federal government, California's students will benefit – especially those schools with a high percentage of lower-income students.
- It is estimated that each person counted brings \$2,000 annually in federal dollars to California – that's \$20,000 for over 10 years, per person.

Actions You Can Take

Spread the Word! The Census is coming, it counts. So do you.

- Census information is *CONFIDENTIAL* and protected under Title 13 of the U.S. Code. The Census Bureau cannot release any identifiable information about individuals, households, or business, even to law enforcement agencies.
- Every Californian counts equally... Regardless of status.
- The Census questionnaire takes 10 minutes to complete.

CREATE CAMPUS RESOLUTIONS TO SUPPORT THE CENSUS

<https://census.ca.gov/resources/> (UNDER KICK-OFF ACTIVITIES)

Census Day is April 1, 2020

Challenges:

**First Digital
Census
Online**



**Limited
Language
Access**



**Data Privacy
Concerns**



WHAT CAN STUDENTS DO?

*Join a Local Complete Count Committee:

census.ca.gov/regions/

*Work for the U.S. Census Bureau: 2020census.gov/en/jobs

*Join the Conversation:
[#2020Census](#); [#BecountedCA](#)
[#CACensus](#)
[#CaliforniaforAll](#)

*Post Census banners and badges on your websites, blogs and social media

*Create safe and fun spaces and events for students to fill-out online census forms

*Campus Toolkit – Coming July



CALIFORNIA COMPLETE COUNT - CENSUS 2020

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