

# Census 2020: Libraries Engaging Communities

February 21, 2020

Census and Sensibility – Erik Berman

Census Storytime Kits – Amy Resh and Alison Trautmann

Census Awareness in Adult Literacy – Helen Christian

Imperial County Free Library 2020 Census Programs – Crystal Duran

This webinar is sponsored by the California State Library as part of the 2019/2020 Metrics grant. This initiative was supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

# CENSUS and SENSIBILITY

Preparing California Libraries for The 2020 Census

Erik Berman



CALIFORNIA LIBRARY ASSOCIATION







Erik  
Berman

Coordinator of  
Services for  
Young Adults



Katie  
DeKorte

Youth Services  
Librarian



Cheryl  
Gilera

Community  
Library  
Manager



Alvaro  
Quezada

Library  
Supervisor



Joanna  
Ritchie

Senior  
Librarian for  
Teens and  
Adults



Liz  
Vagani

Librarian III -  
Branch  
Manager



# The 2020 CENSUS

...

Everybody Counts!



# HOW CAN OUR TOOLKIT HELP YOU?

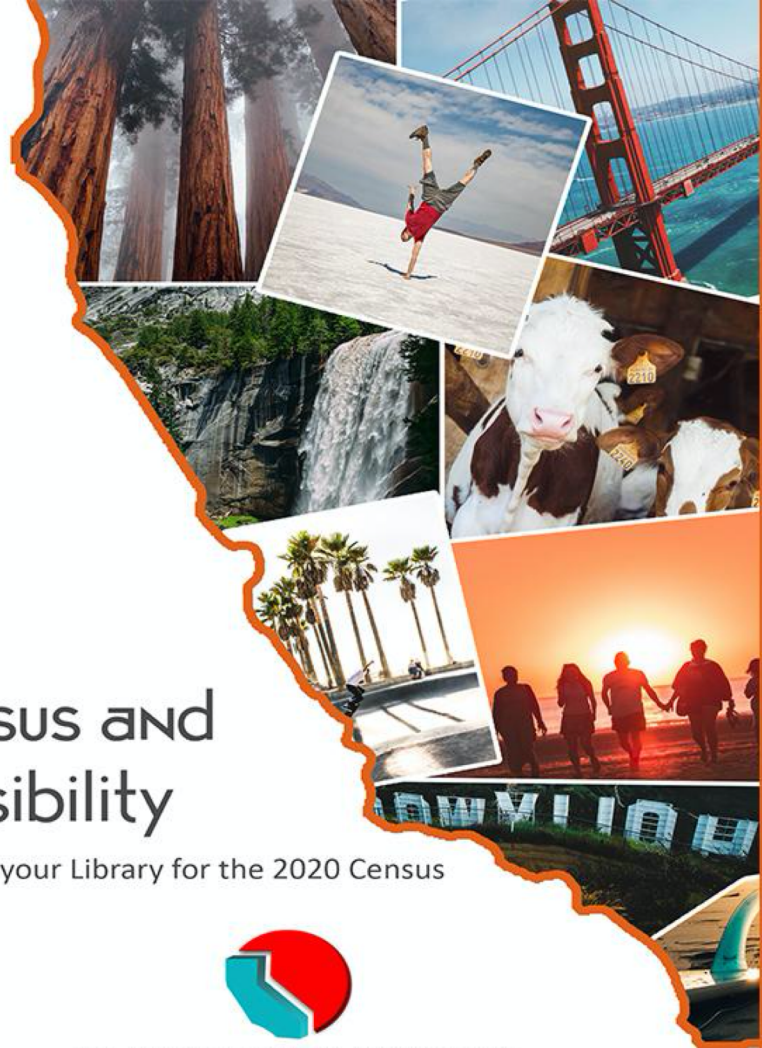
Provide access to Census related information for your staff and patrons

Promote participation with the Census

Promote engagement with your community







# CENSUS and SENSibility

Preparing your Library for the 2020 Census



CALIFORNIA LIBRARY ASSOCIATION

## The Toolkit





# Preparing Your Community



- Talking points geared towards administrators and community stakeholders
- Resources to check census preparations
- Reasons why the community needs to be involved, including libraries



# Preparing Your Staff



- Highlight the importance of the census to staff
- Provide help with customer questions
- Connect them to potential training opportunities





# Marketing



- To promote the Census and reach as many people as possible
- To help librarians identify who to target
- To help librarians with different budgets generate creative ideas

# CENSUS Programs

...

- To promote community engagement
- To share information and increase accessibility
- To provide programs for all ages

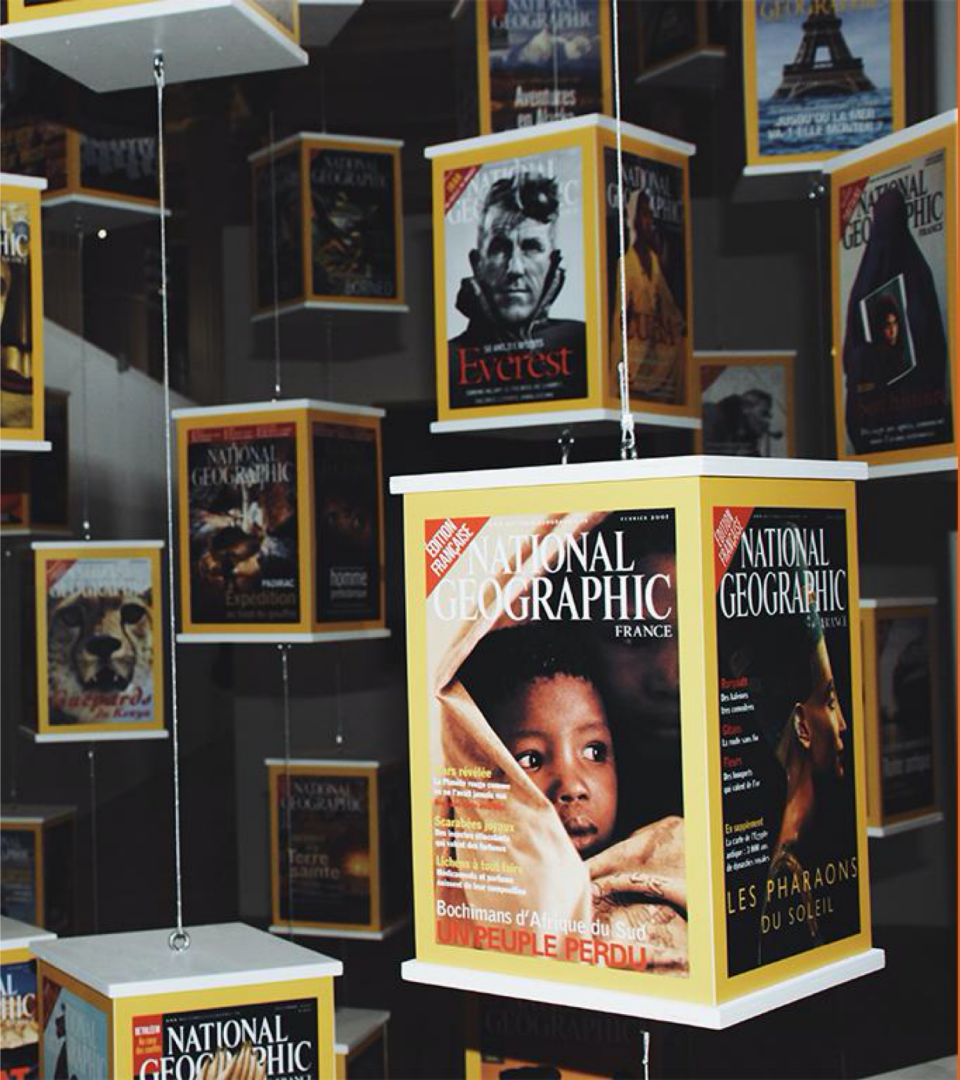




# FAQ

...

- Contains anticipated questions
- Quick reference for Staff
- Updated as needed



# Appendices

- Readiness Checklist
- Recommended Readings
- Reading Lists
- Flyers
- Logos
- Census Gameboard
- Mock Census Learning Plan
- Census Storytime Learning Plan





# Online Hosting



# QUESTIONS



*Developing Leaders in California Libraries "Leadership Challenge" is a program of the California Library Association, supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.*



# Census Storytime Kits



# Who are we?



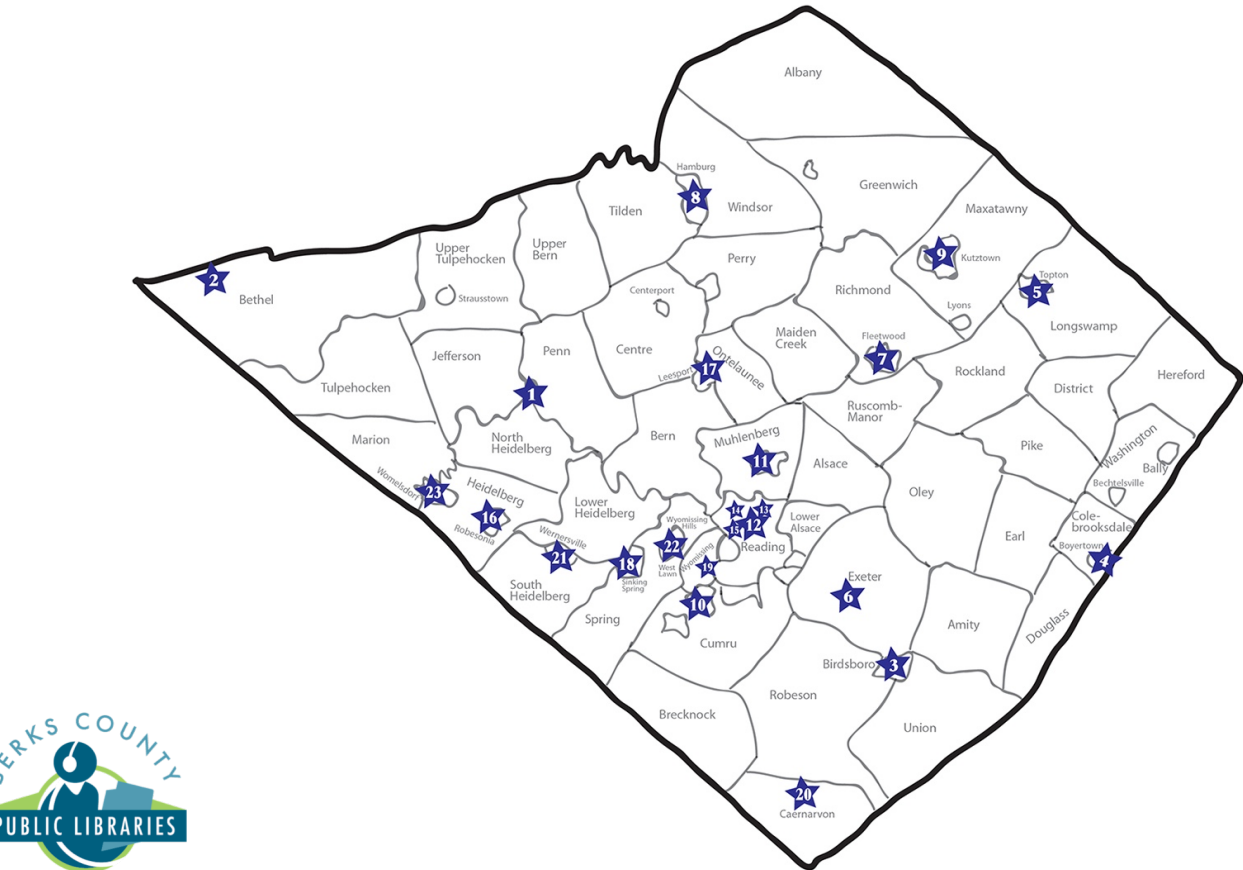
- Amy Resh, System Administrator for Berks County Public Libraries  
[amy.resh@berks.lib.pa.us](mailto:amy.resh@berks.lib.pa.us)
- Alison Trautmann, Outreach Services Coordinator for Berks County Public Libraries  
[alison.trautmann@berks.lib.pa.us](mailto:alison.trautmann@berks.lib.pa.us)

A map of Berks County, Pennsylvania, showing the locations of 23 public libraries. The libraries are marked with blue stars and numbered 1 through 23. The map includes township names and the county boundary.

**Libraries and Locations:**

- 1. North Heidelberg
- 2. Bethel
- 3. Birdsboro
- 4. Royertown
- 5. Topton
- 6. Exeter
- 7. Fleetwood
- 8. Hamburg
- 9. Kutztown
- 10. Cumru
- 11. Muhlenberg
- 12. Reading
- 13. Womelsdorf
- 14. Wyomissing
- 15. West Limerick
- 16. Rimbres
- 17. Longport
- 18. Spring
- 19. Tilden
- 20. Caernarvon
- 21. Wernersville
- 22. Easton
- 23. Womelsdorf

**Townships shown on the map:** Albany, Greenwich, Maxatawny, Kutztown, Topton, Longswamp, Hereford, District, Pike, Washington, Bally, Bechtelsville, Colebrookdale, Royertown, Douglass, Amity, Union, Robeson, Birdsboro, Exeter, Reading, Lower Alsace, Alsace, Oley, Rockland, Lyons, Richmond, Perry, Windsor, Tilden, Hamburg, Greenwiche, Upper Tulpehocken, Upper Bern, Centerport, Centre, Maiden Creek, Fleetwood, Penn, Jefferson, Tulpehocken, Marion, North Heidelberg, Bern, Muhlenberg, Lower Heidelberg, Wyomissing, West Limerick, Spring, South Heidelberg, Rimbres, Wernersville, Womelsdorf, Heidelberg, Lower Heidelberg, Cumru, Brecknock, Caernarvon, Amity, Douglass, Union, Robeson, Birdsboro, Exeter, Reading, Lower Alsace, Alsace, Oley, Rockland, Lyons, Richmond, Perry, Windsor, Tilden, Hamburg, Greenwiche, Upper Tulpehocken, Upper Bern, Centerport, Centre, Maiden Creek, Fleetwood, Penn, Jefferson, Tulpehocken, Marion, North Heidelberg, Bern, Muhlenberg, Lower Heidelberg, Wyomissing, West Limerick, Spring, South Heidelberg, Rimbres, Wernersville, Womelsdorf, Heidelberg, Lower Heidelberg, Cumru, Brecknock, Caernarvon.





# How did we get involved?



Children 0-5 are commonly undercounted on Census forms



# How to get the word out?



## #COUNTNLIBRARIES



# Creating the Kit





# Census Story Time Kits

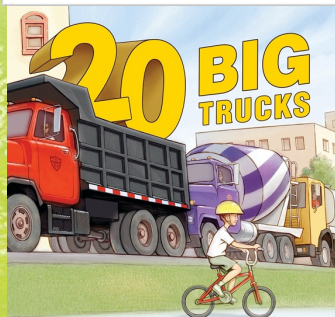
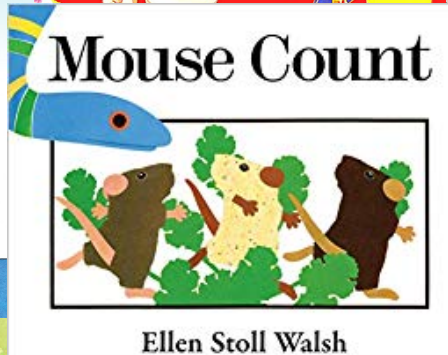
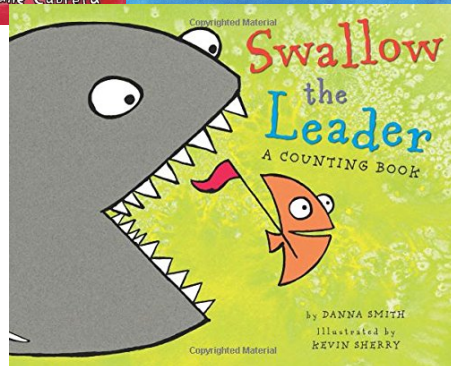
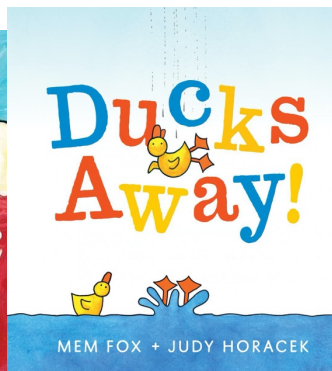
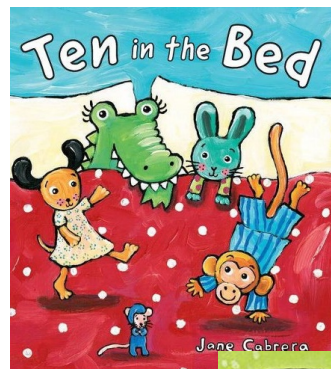




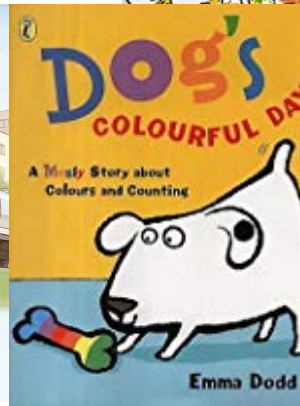
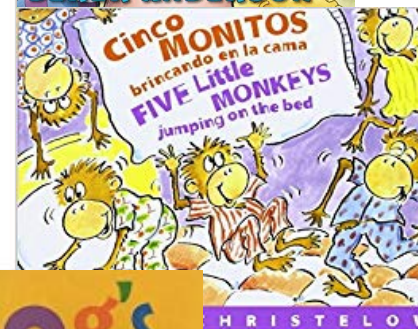
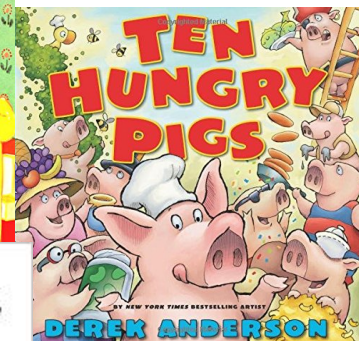
# Activity



# Booklist



**IN THE MIDDLE OF THE STREET**  
MARK LEE Illustrated by KURT CYRUS



# Everyone Counts

January 2020



## Why Respond to the 2020 Census?

The 2020 Census counts every person living in the United States and five U.S. territories. It takes less than 10 minutes to complete and you can respond to the census in three ways:



Online



By Phone



By Mail

**Your answers help determine:** which areas qualify for the critical resources that children and families depend on for the next 10 years—basically, an entire childhood!

- Food assistance
- Early intervention services for children with special needs
- Housing support
- Head Start
- Public Schools
- Childcare
- Children's health insurance
- And more

## How do I count my children in the 2020 Census?

From 1 day old to over 100 years old, everyone counts on your census form. **If you have children in your home, make sure they are counted in the right place.**

In general you should count yourself where you live and sleep most of the time. But pay special attention if you are completing your household's form: when responding, count any children, including newborns, who usually live and sleep at your home---even if they're not your own. If they split time evenly between two households, count them where they are on April 1, 2020.

Information referenced from the U.S. Census Bureau, provided to you by the Berks County Public Libraries.





# Scheduling



# Other ways we are promoting the Census



- ▶ Training at all 23 locations
- ▶ Printed materials
  - ▶ Bookmarks
  - ▶ Flyers with Census information
- ▶ Census reminder at bottom of printed date due receipts
- ▶ Link on desktops





### Get a Library Card

Get a library card account today! Your card is your first step into a work of reading, resources, and lifelong learning.



### Count on Libraries

Census Day is April 1, 2020. Count on

## 2020 Census



The online link to the 2020 Census will be available

**MARCH 12**

**#COUNTONLIBRARIES**  
U.S. Census 2020

### How to respond:

The 2020 Census counts every person living in the United States and five U.S. territories. It takes less than 10 minutes to complete and you can respond to the Census in three ways:



**Online**



**By Phone**



**By Mail**

### Why is it important?



# Questions?

[alison.trautmann@berks.lib.pa.us](mailto:alison.trautmann@berks.lib.pa.us)

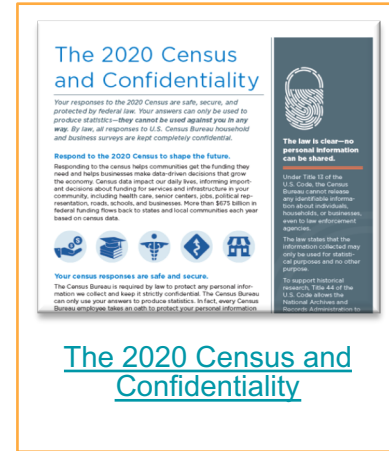
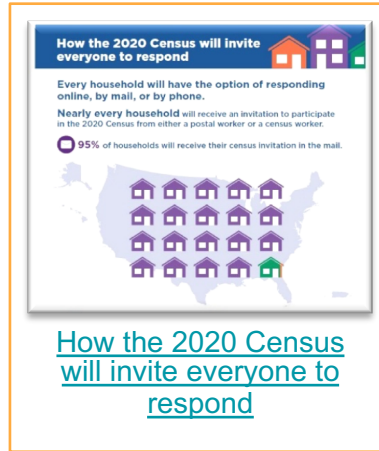
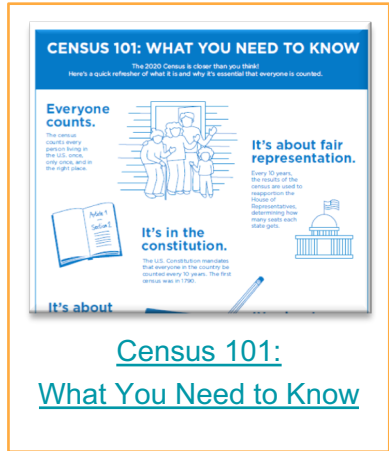
[amy.resh@berks.lib.pa.us](mailto:amy.resh@berks.lib.pa.us)



# Census Awareness in Adult Literacy

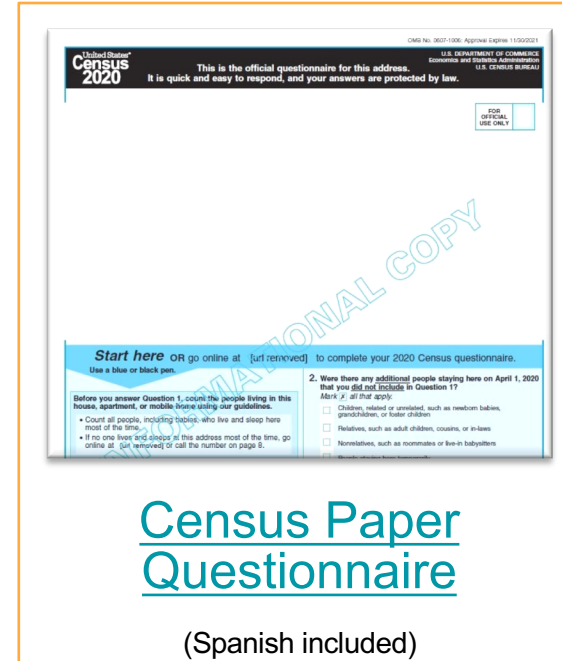
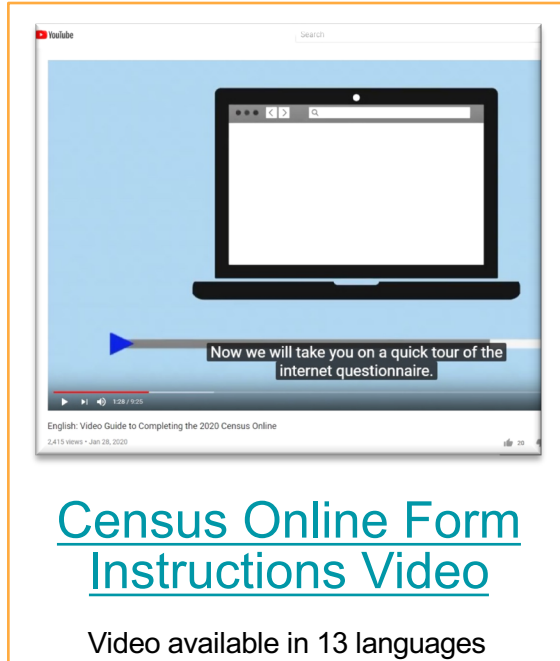
Helen Christian, Alameda County Library  
[hchristian@aclibrary.org](mailto:hchristian@aclibrary.org)

# Census Fact Sheets



Translations of Census Facts Sheets can be found at  
<https://www.census.gov/library/fact-sheets.html>

# Census Questionnaire





# Why We Ask

## Why We Ask

The 2020 Census is easy. The questions are simple.

The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:


- Determine how many seats your state gets in Congress.
- Guide how more than \$675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

### POPULATION COUNT (NUMBER OF PEOPLE LIVING OR STAYING)

We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts, and school districts.

**ANY ADDITIONAL PEOPLE LIVING**

homeownership and renters. Homeownership




Handout

## Explore the Form

Slideshow View List View

1 2 3 4 5 6 7 8 9 10 11 12



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

Here, you'll count everyone living and sleeping in your home most of the time, including young children, roommates, and friends and family members who are living with you, even temporarily.

Website (includes sample invitation letter)

# Census Know Your Rights Card

## Know Your Rights About the 2020 Census

- Census answers are confidential and protected by law (US Code Title 13).
- Census answers cannot be used for immigration enforcement or shared with other government agencies.
- **The 2020 Census will NOT include a citizenship question.**
- The Census will NEVER ask for your Social Security #, bank account # or money.

- The Census counts **everyone** living in the U.S., regardless of immigration status.

### • **The Census does not ask about immigration status.**

- The count affects how much money we get for programs like Medi-Cal, CHIP, SNAP, WIC, TANF, Head Start, School Lunches, & Title I funding for schools.
- **If the count is too low, we don't get what we need.**
- **Make sure to count ALL** persons living at your address, even if they are not related to you.

- In March 2020, households will receive an invitation to take the Census.

- You can answer online, by phone or request a paper form.

- Beginning in May, the Census will follow up in person if you haven't responded.

- Census questions include:

# of people at the address
Each person's name, age, birthdate, sex, race/ethnicity
How or whether people are related to each other
If a person sometimes lives at a different address
Phone number
If home is owned or rented

- Census workers are sworn to protect individual responses & face fines or prison if they don't.

- Census workers have a Census Bureau ID badge with name, photo, Dept of Commerce watermark, & date of expiration.

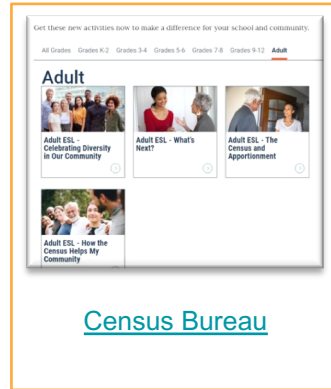
- You can check their name on the Census Bureau website at [www.census.gov/cgi-bin/main/email.cgi](http://www.census.gov/cgi-bin/main/email.cgi) or call 800-923-8282.

United States<sup>®</sup>  
**Census  
2020**

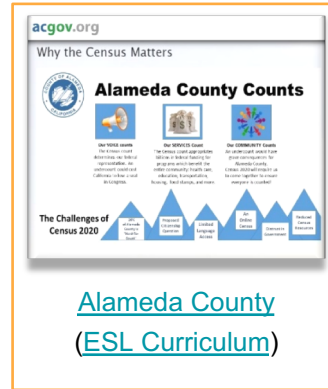
**CVIIC**  
Central Valley Immigration Collaborative

Created by Central Valley Immigration Collaborative ([CVIIC](#))  
Spanish translation on back-side

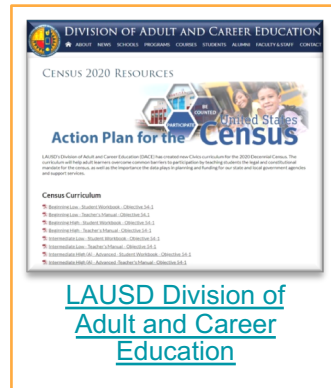
# Census Awareness Lessons



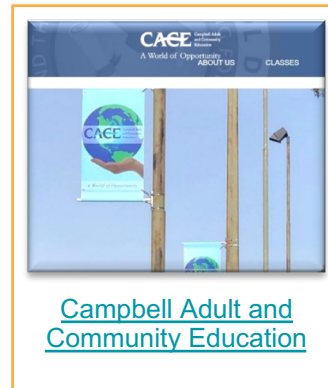
[Census Bureau](#)



[Alameda County](#)  
[\(ESL Curriculum\)](#)



[LAUSD Division of](#)  
[Adult and Career](#)  
[Education](#)



[Campbell Adult and](#)  
[Community Education](#)

# KWL Charts

## What I Know

I don't know about Census 2020

## What I Want to Know

I want to know that when Census will be star next year. How many people are there in Unite State.

## What I Learned

It's important to everyone for 2020. Everyone have to count in, No loss anyone. Don't worry about your identity.

K-W-L	
What I Know, What I Want to Know, What I Learned	
K	I don't know about Census 2020
W	I want to know that when census will be star next year. How many people are there in Unite State.
L	It's important to everyone for 2020 Everyone have to count in, No loss anyone. Don't worry about your identity.





- Easy-to-read news stories published every Wednesday
- Available through print and/or online subscription
- Provides vocabulary, crossword puzzles, and activities

# Imperial County Free Library



## 2020 Census Programs

# Adult Programs

- Coffee with the Census – Modeled after “Coffee with a Cop”
  - Two-three hours of drop in time for anyone wishing to learn more about the census
  - Informal presentations and/or Q&A with Census field outreach staff
  - Raffle ticket to all in attendance
- Census Makes Cents – Fine forgiveness Promotion
  - Any adult completing the census at their local library in the month of April can have all household/family late fees forgiven
- Kiosk Business Hours
  - Additional library business hours exclusively to complete or receive assistance with the census
  - All public use computers will be available
  - Includes additional evening hours and weekend hours
- Adult literacy participants
  - All literacy staff will incorporate the census into their lessons from March through April
  - Includes visiting the census website as part of any computer literacy lessons

# Children's Programs

- “Count Me In” bookmark design contest
  - Contest will invite children and teens to submit bookmark design entry on theme of “Count Me In” or “Why I Count” that emphasizes why each child is unique and needs to be counted
  - Instruction sheet will include some data on how the census impacts children
  - Each entry will be submitted for raffle prizes for different age groups – Ages 0-6, Ages 7-12, Ages 13 and up
  - Winning designs will be featured on website and following month’s calendar and displayed in library
- Dia de los Niños/Libros – Story time program
  - Story time theme of “everyone counts”
  - Raffle ticket entry to all adults attending and completing the census during the event
  - Programs at end of April/early May
- Weekly early literacy programs
  - Will use “counting and numbers” theme and “everyone counts” theme to emphasize census
  - Distribute census informational materials to parents/adults in attendance
  - Giveaway books to all families completing the census
- Monthly story time
  - Remind parents of census and distribute materials at each story time in March/April



# General Promotion

- Special outdoor signage “Complete your Census Here” or “Library Census Hours”
- Countdown boards and other signage inside the library
- Staff will wear “Ask me about the census” buttons
- Staff will distribute bookmark/postcard size informational flyer with each transaction
- Census information on library’s webpage and calendar
- Countywide flyer of census kiosks will list all libraries and business hours
- Raffles – Incorporate raffles into any and all library programs in March and April to encourage census takers

Questions? Contact  
Crystal Duran, County Librarian  
[crystalduran@co.imperial.ca.us](mailto:crystalduran@co.imperial.ca.us)

## Save the date!

### Upcoming Metrics Webinars

March 26, 2020 - *Using Data for Decision Making*

April 23, 2020 - *Using Analytics on Demand*

April 30, 2020 - *Edge 2.0 for Rural and Small Libraries*

Registration opening soon @ <http://infopeople.org>

This webinar is sponsored by the California State Library as part of the 2019/2020 Metrics grant. This initiative was supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.