

2020 Census: How Libraries Can Raise Awareness

**BECAUSE LIBRARIANS
BELIEVE THAT
EVERYONE COUNTS.**

**LIBRARIES
TRANSFORM[®]**
#LibrariesTransform

LIBRARIESTRANSFORM.ORG

ALA
American
Library
Association

Gavin Baker

American Library Association

Kirstin Krumsee

State Library of Ohio

Burton Reist

U.S. Census Bureau

Why is the 2020 Census important to *libraries*?



#COUNTLIBRARIES

U.S. Census 2020

- **Funding:** \$1+ billion to libraries over the next decade
- **Information:** Accurate data about our communities
- **Civics:** Education opportunity
- **Service:** Help achieve a complete count

What is the decennial census?



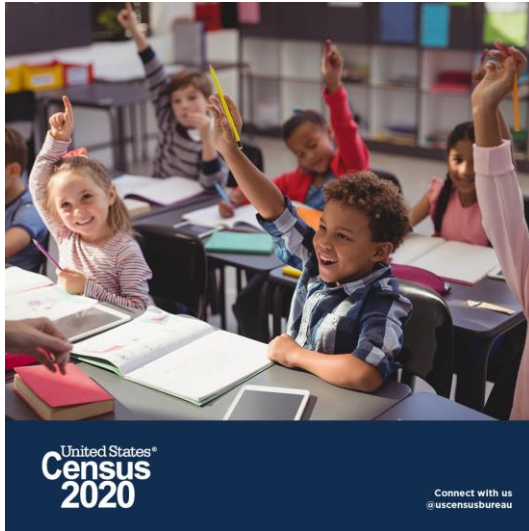
- It's in the Constitution.
- Count every person in the U.S. once, and only once, and in the right place.
- Essential for:
 - Federal funding
 - Political representation
 - Informed decision-making

Does the census affect funds for my community?

YES!

Help your community get its fair share for schools, health centers, roads, housing assistance and other vital programs.

- National School Lunch Program
- Medicare
- SNAP
- IMLS state grants



How will the 2020 Census Work?

95% of households will receive their census invitation in the mail.



- **March 12:** mailings to every household
 - New option to respond online
 - Other methods for group living situations
 - Household visits in remote and rural areas
- **April 1:** “Census Day”
- **May:** Begin visits to non-respondents

How will the Census work?



- Online, by phone, or by mail
 - Online – smartphone, tablet, or computer
 - Online – secure and responses encrypted
 - Online & phone – questionnaire available in 13 languages
- About 10 minutes to complete questionnaire
- Toll-free Census Bureau phone hotline in 13 languages

What is new in the 2020 Census?

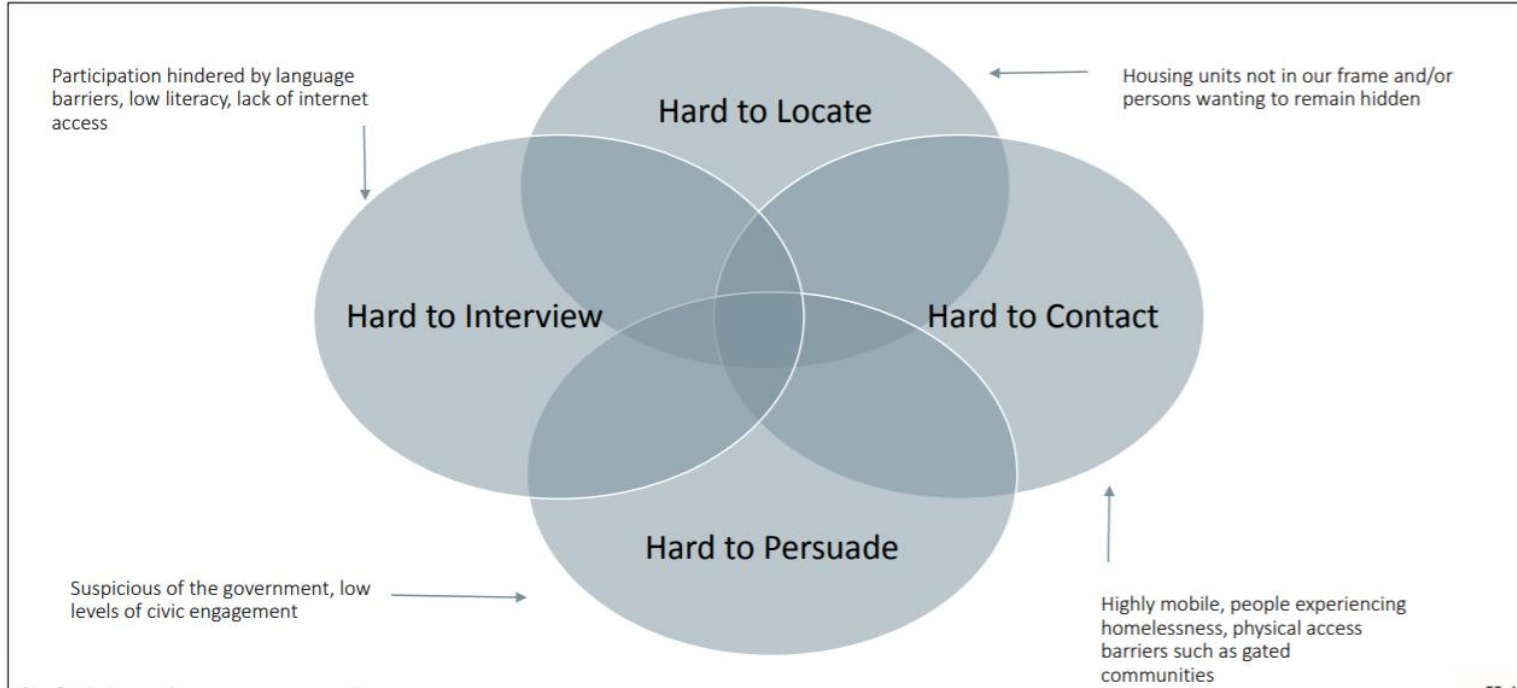
- Online self-response
- Household relationship question
- No citizenship question

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

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> Other nonrelative |

Census responses are confidential.

Who is at risk of being undercounted?



How will the Census Bureau reach everyone?

- Online and phone questionnaire available in 13 languages
- Guides in 59 non-English languages
- Census Bureau plans to hire employees who are
 - familiar with neighborhoods
 - reflect diversity of communities
- Census Bureau will partner with “trusted voices” – such as libraries

Example: What are Ohio libraries doing?

Establishing a complete count committee for libraries

NEWS

[HOME](#) / [NEWS](#) / [STATE LIBRARY OF OHIO SEEKING LIBRARY STAFF TO SERVE AS MEMBERS OF OHIO LIBRARY 2020 CENSUS COMMITTEE](#)

State Library of Ohio seeking library staff to serve as members of Ohio Library 2020 Census Committee

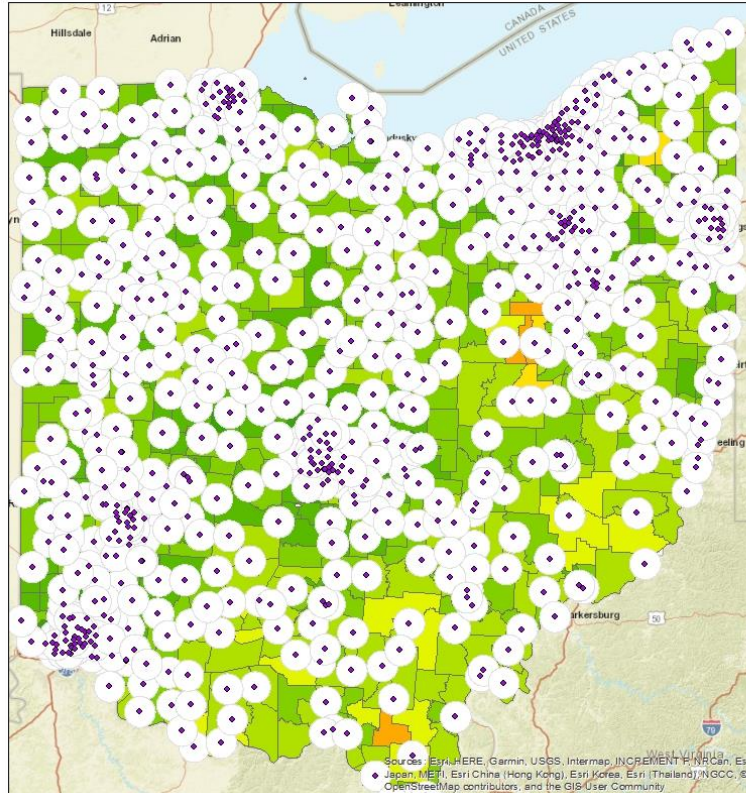


August 28, 2019 — The State Library of Ohio is pleased to announce the creation of the **Ohio Library 2020 Census Committee**. For the first time in United States history, the forthcoming Census will offer an online option to respond. As community hubs with internet access, libraries will play a critical role in ensuring all Ohioans are counted. The Ohio Library 2020 Census Committee aims to provide resources to public, school, academic, and special libraries to help them navigate the process. Libraries are essential to every community, campus, student, and patron that comes through its doors or connects online. Library staff can use their trusted role to answer questions, provide resources, and educate their users about the importance of the Census.

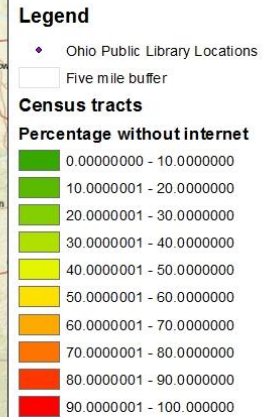
The objectives of the committee are to assist the State Library of Ohio in disseminating up-to-date information about the Census to library staff all over Ohio. Committee members will help create or update content on the State Library of

Example: What are Ohio libraries doing?

Finding ways to bring internet connectivity to rural areas



Population without internet by census tract and proximity to Ohio public libraries



Example: What are Ohio libraries doing?

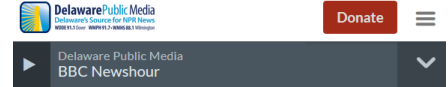
Participating in
and hosting state
and local
complete count
committees



<https://www.statenews.org/post/ohio-census-group-looks-ways-get-accurate-count>

What can libraries do?

- Enable online response + job applications
- Provide accurate information
- Help reach hard-to-count groups
- Coordinate with partners



U.S. Census Bureau to hire up to 2,000 in New Castle County for 2020 census

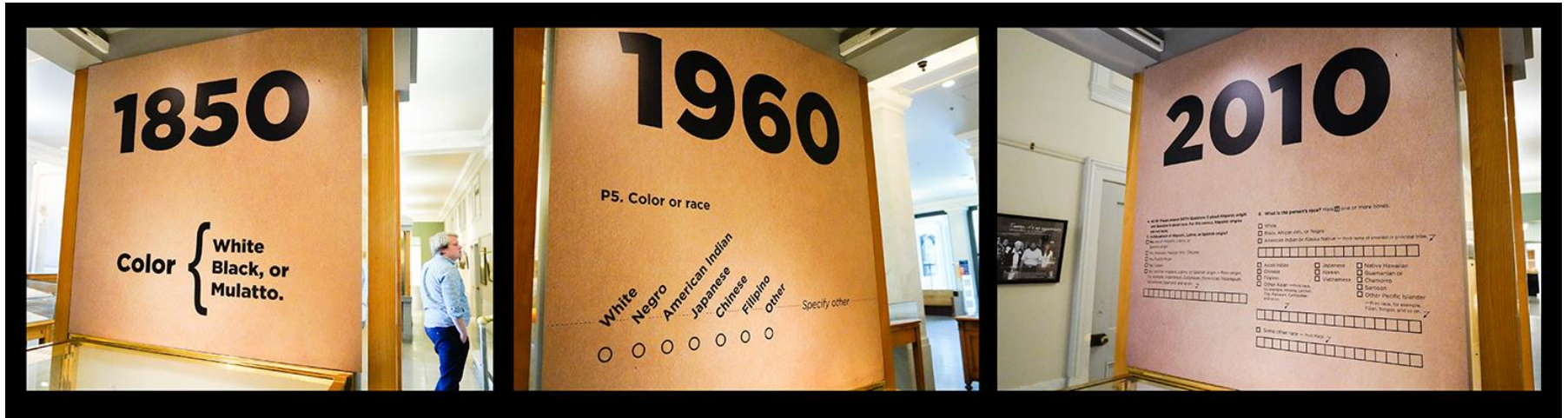
By SOPHIA SCHMIDT • MAR 13, 2019



Job applicants at the 2020 census job fair in New Castle Wednesday

SOPHIA SCHMIDT, DELAWARE PUBLIC MEDIA

Example: Library exhibits



University of California, Berkeley – Doe Library

Example: Library exhibits



Catholic University of
America Libraries

How can libraries prepare?

- Reach out to your Census Bureau Partnership Specialist
- Join your local Complete Count Committee
- Use **free** ALA resources: *Libraries' Guide to the 2020 Census*, tip sheets, webinars, newsletter
- Plan ahead: training, technology, programs

Learn More

- ala.org/census
- 2020census.gov

