

STAND UP and BE COUNTED

CENSUS2020

Census 2020:

Preparing your Adult Education Program, Participants, Community

John Werner, Sequoia Adult Education

In partnership with
Neil Kelly, CA Adult Education Program
Judy Mortrude, World Education





Sequoias Adult Education Consortium

Facilitating the alignment and collaboration of Adult Education
in Tulare and Kings Counties

SEQUOIAS

ADULT EDUCATION CONSORTIUM

National Coalition for Literacy

Largest alliance of adult educators and advocates



NCL's Census Focus

- To provide information and advocacy
- To give adult education practitioners tools to support adult learners in understanding and completing the Census
- To collaborate with and support the work of other organizations
- https://national-coalition-literacy.org/research/the-2020-census/

The California Adult Education Program

"Preparing adult students no matter where they are in their educational journey."

CALIFORNIA
ADULT EDUCATION

CAEP's Census Focus: Making Half a Million Jobs Count

- To provide information
- To give adult education practitioners tools to support adult learners in understanding and completing the Census
- To collaborate with and support the work of other organizations
- https://caladulted.org/Educators/412

Census 2020: What's at Stake

Government Funding

Medicaid, food subsidies, preschools, housing, parks, highways

Political Representation

District lines, House of Reps, Electoral College

Business & Economy

Real estate, retailers, and other firms using demographic data

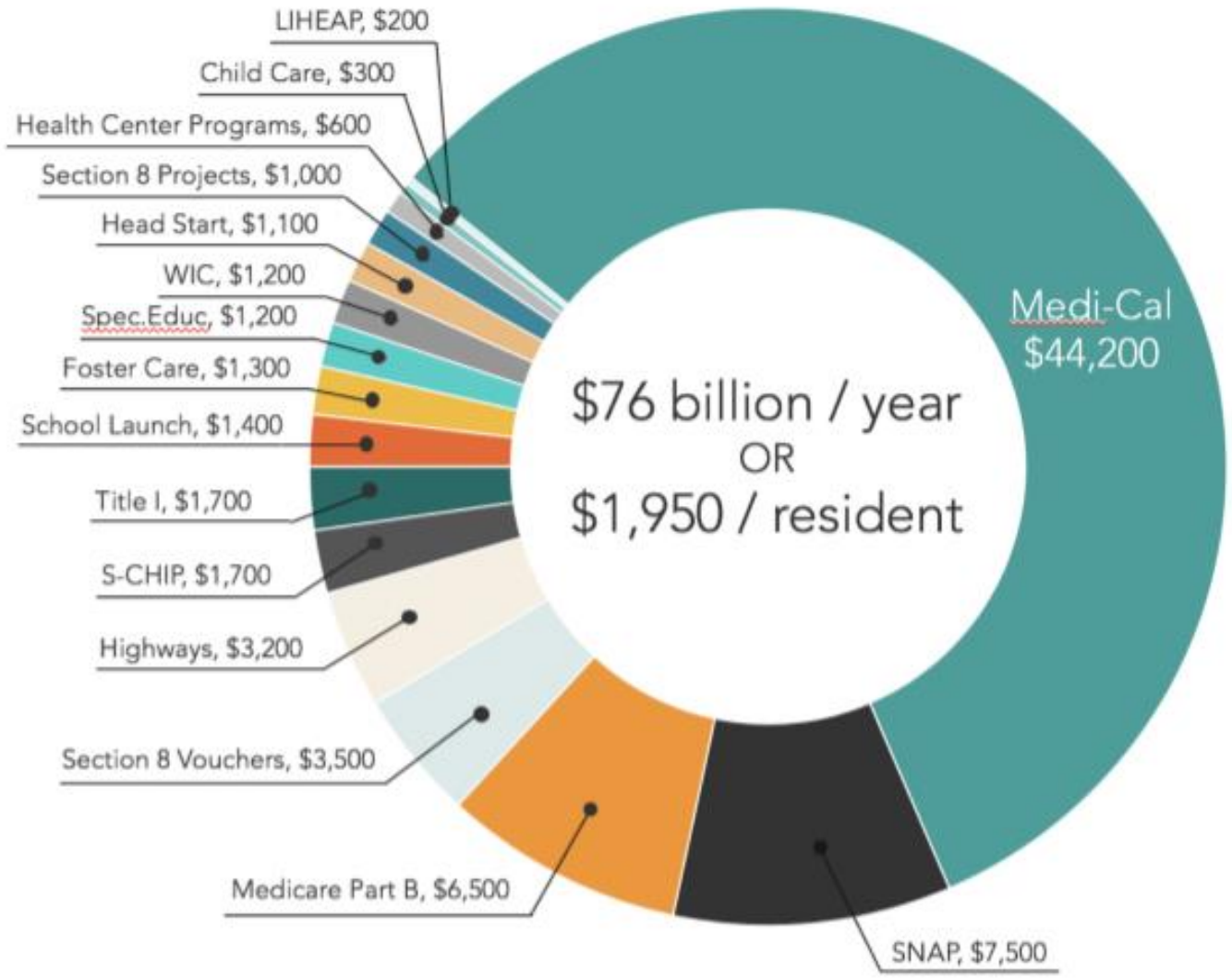
Community-Based Services

Funding for and accurate measurement of impact

https://caladulted.org/Educators/412

Federal Programs that Allocate Funds to the State of California Using Census Data

(in million dollars - FY15)



https://caladulted.org/Educators/412

GW INSTITUTE OF PUBLIC POLICY



Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds

September 03, 2019

https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds

"High Risk" GAO Rating



Smaller budget, delayed contracts



New technologies and processes



Cancellation of 2 of the 3 field tests



Negative public opinion of the Census

Projected 2020 self-response rate as low as 60% in hard-to-count communities

https://caladulted.org/Educators/412

United States
Census
2020

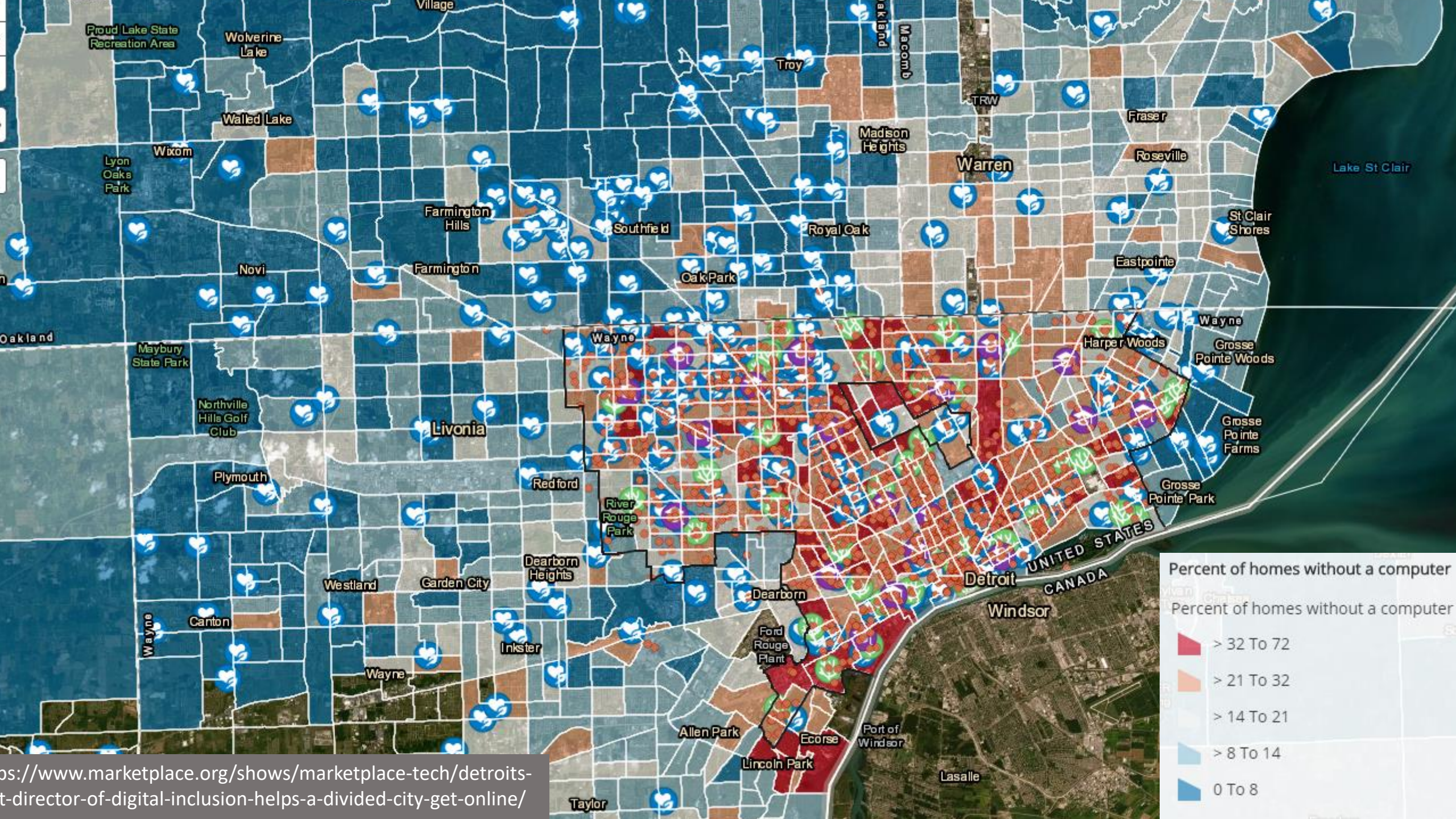


http://my.census.gov

Your Census ID is
348-945-787-8234

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. CENSUS BUREAU
PERMIT NO. 0258

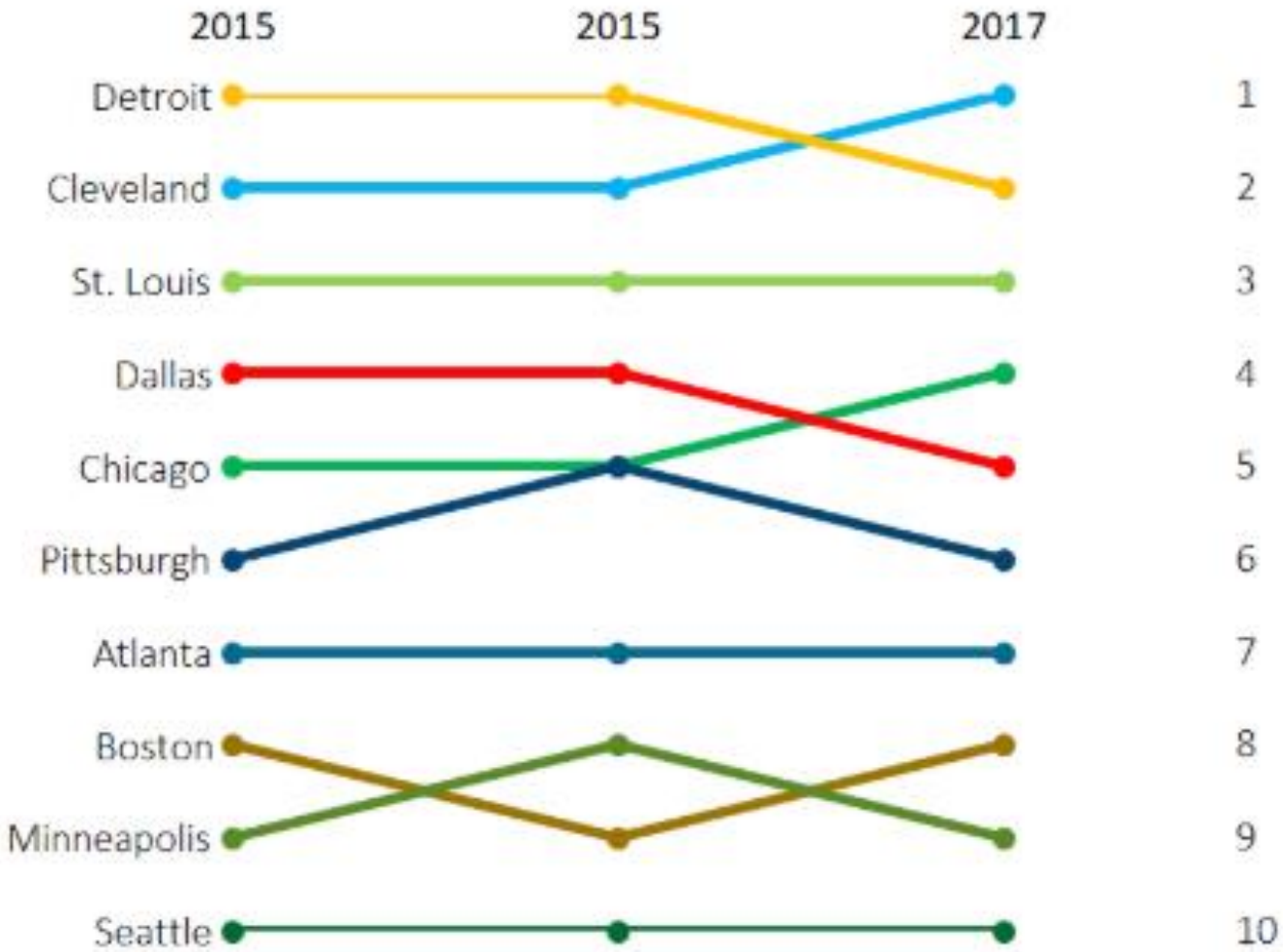
Resident
2131 Larkspur St
Peoria, IL 61614-0522



ps://www.marketplace.org/shows/marketplace-tech/detroits-
t-director-of-digital-inclusion-helps-a-divided-city-get-online/

Households with no Computer at Home | Peer Cities Ranking

**1=City with highest % of households reporting no computer at home*



(Source: American Community Survey Summary Tables)

Plan for Census 2020

	Description	Activity	Timeline
Phase 1	Field Staff Recruitment	Create awareness of Census 2020 job openings for Address Lister positions	May - Jun 28, 2019
Phase 2	Employment Pathway: • Digital Literacy • Customer Service • Communications	Develop curriculum and prepare students for Census 2020 Enumerator positions	July – Sept, 2019
Phase 3	EL Civics Objectives • COAAP 54.1	Educate ESL students on the Census 2020 purpose and process	Oct - Dec 2019
Phase 4	Community Awareness Day Campaign “Get Counted”	Work with community partners (United Way, Latino Chamber of Commerce, churches) to encourage community responses to census	Dec. 2019

Phase 1: Field Staff Recruitment

Objective: Create awareness of job opportunities and support student application efforts

Strategies:

- Outreach through **Social Media**
- Connect with students via **Email Correspondence**
- **Website** postings
- **In-person** Recruitment
- Informational **Workshops**

National Workforce Development Opportunity



500,000 opportunities for people to receive training and build skills in technical literacy, sales, customer service

Training Opportunity for Local Workforce & Education Programs

500,000 people with newly gained field experience who've already passed a federal background check

Hiring Opportunity for Local Employers

socio-emotional traits in practice:

- emotional flexibility
- empathy
- establishing positive relationships
- problem solving
- making responsible decisions
- listening, asking questions

https://www.communityconnectlabs.com/category/census

Census Bureau Needs to Hire ~55K Office & Field Staff in California



*CCL estimate based on HTC population and publicly discussed Census hiring targets

CHALLENGES

- High need for local, bilingual candidates
- Strong economy; low unemployment
- Online application and assessment
- Long wait time → leaky pipeline
- 5:1 candidate-to-hire ratio = ~75K candidates in LA County*
- Difficulty to-date filling management/supervisory roles

https://www.communityconnectlabs.com/category/census

Field Job Requirements (Adult Ed style)

- US Citizen AND 18+ years old
- Must have SSN
- (Male candidates must have Selective Service Number)
- No educational level requirement
- Good speaking & listening skills
- Digital literacy skills (smart pads, online apps)
- Bilingual a plus (not mandatory); English proficiency
- Interpersonal skills, cultural competency, problems solving abilities
- Physical requirements: standing for long periods of time, walking, climbing stairs
- Awareness of and attention to privacy of personal/confidential info

Great opportunity for Advanced ESL and ASE programs

https://www.communityconnectlabs.com/category/census

United States Census Bureau | Career Site

https://2020census.gov/jobs

Create a Profile | Log In

On the Census Team, every one counts.

Joining Census gives you the opportunity to put your skills to work in a challenging environment where innovation is part of the mission. The Census Bureau provides you with the opportunity to survey the horizon, from coast-to-coast and door-to-door, in business and in industry.

As a valued member of the Census Team, you will be responsible for contributing to the fabric of our nation - *where every one counts.*

To view all current openings, and to apply for jobs with the United States Census Bureau, please choose from the following:

First-time Applicants Register Here

Returning Applicants Login Here



Assessment for Data Collection, Outreach, and Office Positions

50%

Example 1:

My previous supervisors (or teachers, if not previously employed) would likely describe my self-discipline as:

1. *Superior*
2. *Above average*
3. *Average*
4. *Below average*
5. *Do not know*

Example 2:

I dislike being the center of attention.

1. *Mostly True*
2. *Mostly False*

pennsylvania
DEPARTMENT OF HUMAN SERVICES

DATE: **September 12, 2019**

OPERATIONS MEMORANDUM #19-09-01

SUBJECT: Treatment of Income from Temporary Census Bureau Employment

TO: Executive Directors

FROM: Inez Titus
Director
Bureau of Operations

https://drive.google.com/file/d/1MdeSYo5I1SMF_hFQtwU6bfewati9MQfk/view

PURPOSE

To announce how income from temporary employment with the Census Bureau is treated for Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), and Medical Assistance (MA).

To request County Assistance Offices (CAOs) to encourage applicants and recipients to apply for temporary Census Bureau employment.

Phase 2: Employment Pathway

Objective: Prepare students for potential Enumerator positions with Census 2020

Strategies:

- Provide **training**:
  - **digital literacy,**
  - **customer service,**
  - **communications skills**
- Offer support for **job application** process
- Conduct workshops on **interviewing skills**

Phase 3: EL Civics Objectives

Objective: Educate and empower students for the purpose and process of Census 2020

Strategies:

- Develop **curriculum** bit.ly/Census2020InstructionalMaterials
- Provide **professional development** for instruction
- Provide **ELC unit** to all ESL classes
- Assess and record **results**

How California is Addressing Census 2020

As part of the Integrated EL Civics (IELCE) System in California, Adult Education Agencies and Community Colleges follow these steps:

- Select a performance based assessment plan
- Develop an assessment that matches the selected plan
- Develop and offer performance-based instruction that assists students in learning the information and passing the assessment
- Administer the assessment



California's Census 2020 Civic Objectives Plan

California's Census 2020 Objective (COAAP 54.1)

Civic Objectives: Identify the importance of and the barriers to participating in the Decennial Census. Respond to Census questions online and in person.

Assessment type: Oral, written, role play
https://www2.casas.org/elc/index.cfm?fuseaction=COAAPSList.details&ELCAssessStatusID=18067

lbhoward@casas.org

Phase 4: “Get Counted” Campaign

Objective: Support community awareness efforts to increase Census responses in the region

Strategies:

- **Students share** Census 2020 information in the community
  - Create student **banner and poster** sessions
- Invite **community speakers** to classes on the importance of being counted
- Practice census **survey responses**

Census 2020 Importance

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Data affects Adult Education, Medi-Cal, CHIP, SNAP, WIC, TANF, Head Start, School Lunches, Title I funding for schools, WIOA,… federal fund sources and most state fund sources

California Adult Education Program funding was determined, in part, by census data

We continue to use census data to drive state and local programmatic decisions

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KNOW YOUR RIGHTS

Conozca sus Derechos Sobre el Censo 2020

- Las respuestas del censo son confidenciales y están protegidas por ley (Código de EE. UU. Titulo 13).
- Las respuestas del censo no pueden usarse para la aplicacíon de la ley de inmigracíon o compartirse con otras agencias gubernamentales.
- **El Censo 2020 NO incluirá una pregunta de ciudadanía.**
- El Censo NUNCA le pedirá su número de seguro social, su número de cuenta bancaria, o dinero.

- El Censo cuenta ***a todas las personas*** que viven en los EE. UU., independientemente de su estado migratorio.
- **El censo no pregunta sobre el estado migratorio.**
- El conteo afecta la cantidad de dinero que obtenemos para programas como Medi-Cal, CHIP, SNAP, WIC, TANF, Head Start, almuerzos escolares y fondos de Titulo I para las escuelas.
- **Si el conteo es demasiado bajo, no obtenemos lo que necesitamos.**
- ***Asegúrese de contar a TODAS*** *las personas que viven en su domicilio, incluso si no están relacionadas con usted.*

- En marzo de 2020, los hogares recibirán una invitación para realizar el Censo.
- Puede responder por internet, por teléfono o solicitar un formulario en papel.
- A partir de mayo el Censo visitara los hogares que no han respondido.
- Las preguntas del censo incluyen:

de personas en la domicilio
Nombre de cada persona, edad, fecha de nacimiento, sexo, raza/etnia
Cómo, o si, las personas están relacionadas entre sí
Si alguna persona a veces vive en otro lugar
Número de teléfono
Si la casa es propria o alquilada

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 or call 800-923-8282.

United States® Census 2020 — CVIIC — Central Valley Immigrant Integration Collaborative

- Los empleados del censo han jurado proteger las respuestas individuales o enfrentan multas o prisión si no lo hacen.
- Los empleados del censo tienen una credencial de identificación de la Oficina del Censo con nombre, foto, marca de agua del Departamento de Comercio y fecha de vencimiento.
- Puede verificar la identificación en el sitio web de la Oficina del Censo en www.census.gov/cgi-bin/main/email.cgi o llamar al 800-923-8282.

United States® Census 2020 — CVIIC — Central Valley Immigrant Integration Collaborative

Census Enumerator Course Development

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- AE subject matter experts: K12 AE, community college, AE regional consortium ESL Navigator, Burlington English
- Understand and describe enumerator skills
- CASAS Indicators alignment (key to scaling and implementation)
- Target Population: U.S. Citizens/Right to Work, High Intermediate EFL
- Benefits to participants: A job. Good pay. Flexible work hours. Dislocated worker status
- Recruitment and the SAEC ESL Navigator (PR Kit)
- It is enumerator prep to ready people to apply. The actual enumerator training is 2 weeks paid training by the Census Bureau

Census 2020 Enumerator Prep Course Skills (30 hours)

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Interpersonal Skills

- Communication
- Fundamentals of Customer Service
- Handling Irate Customers
- Employability

Digital Skills

- Employability
- Portable Devices (overview)
- Online Forms (Burlington)

Self Management Skills

- Orientation & Safety
- Critical Thinking



Census 2020 Enumerator Prep Course Skills (30 hours)

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Critical Thinking Skills

- Critical Thinking (adroit decision making)
- Employability (interview specific)

Clerical Skills

- Business Math
- Communication
- Employability

Policy Compliance Skills

- Orientation and Safety
- Communication
- Handling Irate Customers
- Employability
- Driving License Required



Language Skills

- Communications (Primarily speaking and listening)

Community of Practice:

https://caladulted.org/Educators/412

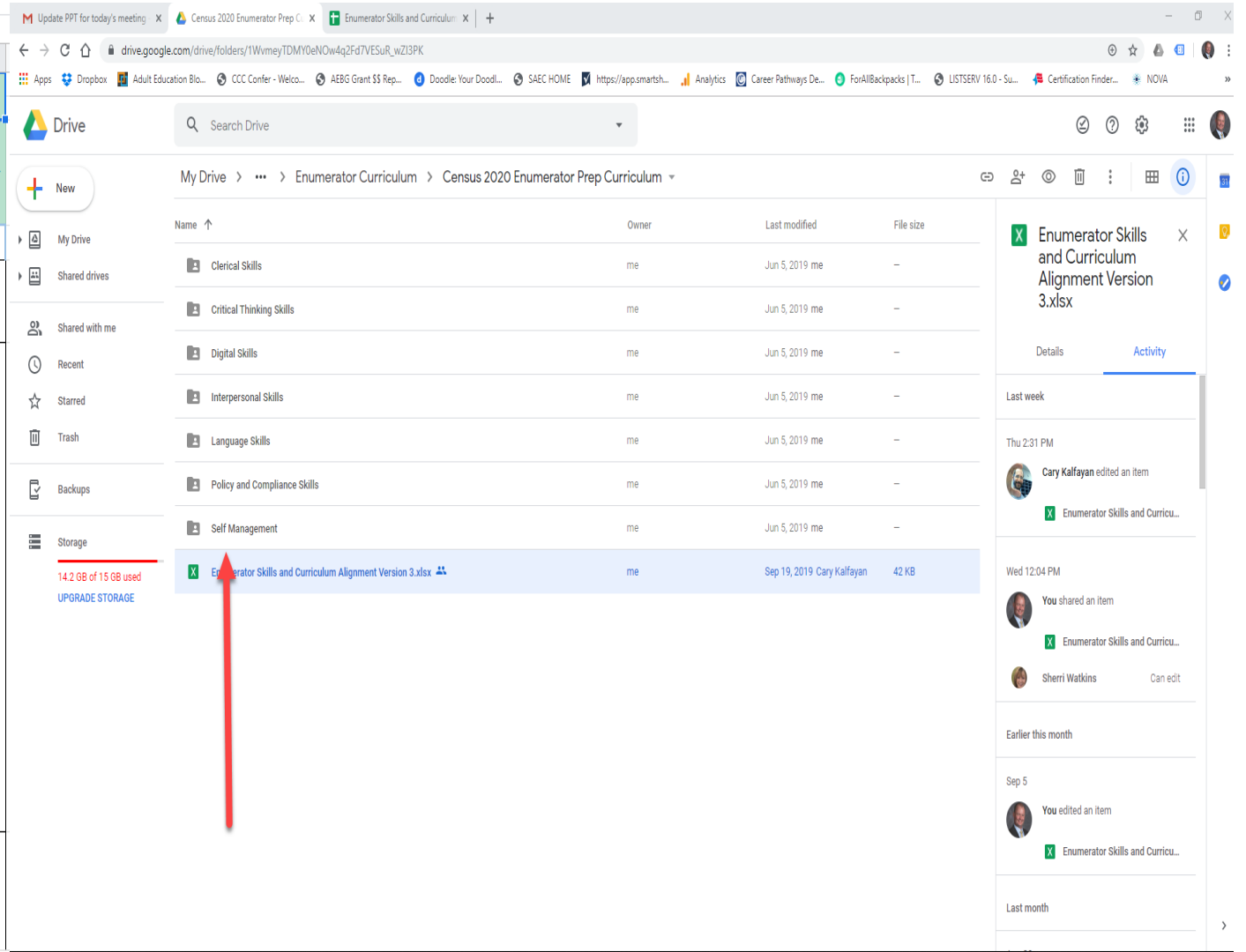
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Enumerator Skills and Curriculum Alignment Version 3 .XLSX

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Census 2020 Enumerator Skills Curriculum Aligment

Census 2020 Enumerator Skills Curriculum Aligment				
Enumerator 2020 Skill Areas	**Enumerator Skill Subsets**	**Learning Outcome/Minimum Compentencies**	**Burlington Support**	**CASAS Compentencies: Search at CASAS Quick Search https://www.casas.org/product-overviews/curriculum-management-instruction/quicksearch-online**
Interpersonal Skills				
Ability to communicate patiently and respectfully with a broad range of individuals. Strong interpersonal skills, cultural compentency, problem solving abilities. Good listening skills to understand and obtain information. Interview skills for enumerator data collection (not job interview). Collect enumerator interviews. Participate in role plays.	C. Communication Skills	1: Define Communication	• Career Exploration & Soft Skills, Advanced: Module 4, Lesson 1	
	C. Communication Skills	2. Describe the following stages of the communication process: a. sending/source: i. reason for sending the message ii. content of the message b. message c. encoding: i. avoid cultural issues ii. eliminate mistaken assumptions iii. fill in missing information d. channel: i. face-to-face meetings ii. telephone and videoconferencing iii. written channels including letters, emails, memos and reports e. decoding - the time to read a message carefully or listen actively to it f. receiving g. feedback - verbal and nonverbal reactions to the communicated message h. context: i. surrounding environment ii. broader culture (corporate culture, international cultures, etc.)		Communicate in interpersonal interactions 0.1.1 0.1.2 0.1.7 Communicate effectively in the workplace 4.6.2 Demonstrate effectiveness in working with other people 4.8.3 4.8.7 Demonstrate the ability to use information and communication technology 7.7.4
	C. Communication Skills	3. Describe and demonstrate the following techniques to remove barriers in communication: a. using clear verbal and body language to avoid confusion b. being mindful of the demands on other	• Career Exploration & Soft Skills, Advanced: Module 4, Lessons 1-4 • English in America, Advanced: Module	Communicate in interpersonal interactions 0.1.1 0.1.3 0.1.7 Understand concepts and materials related to job performance and training



Connection to IELCE/ESL outside of enumerator prep

General Census Awareness COAPP: 54.1



IET: Opportunity for development

California Adult Education Program Outcomes

- Certificate Gain
- Literacy Gain
- Employment Gain
- Earnings Gain

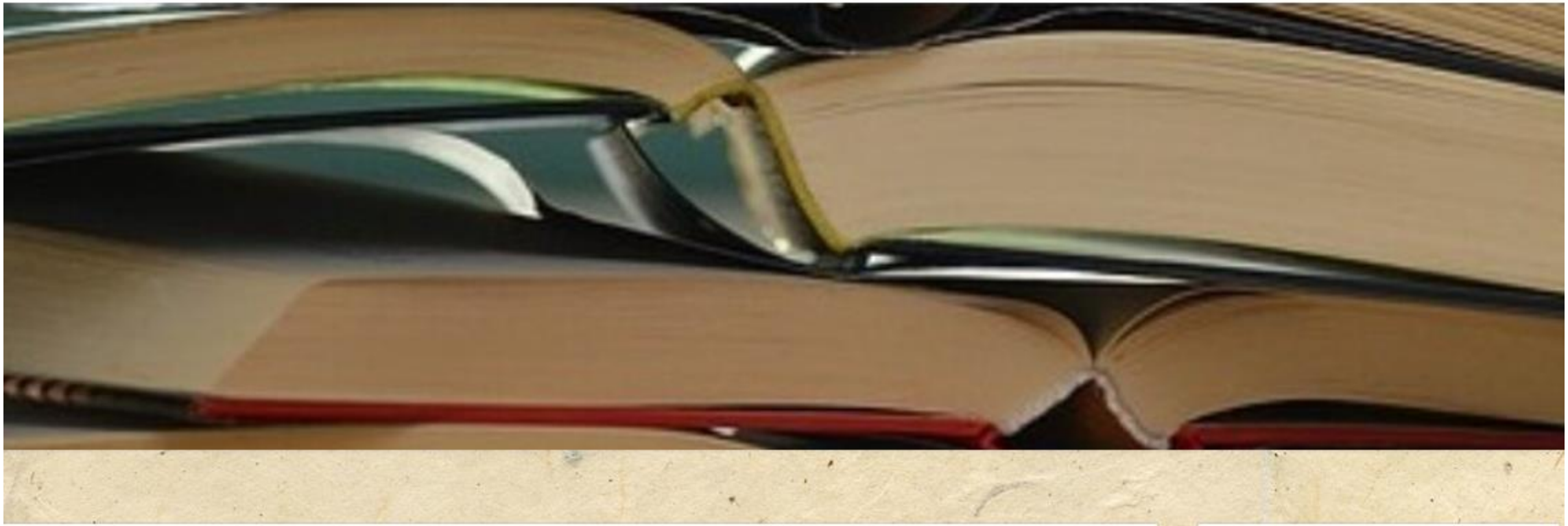
Questions?

- Slide deck and recording will be on national-coalition-literacy.org Census 2020 webinar page
- California Census Awareness 20 hour course – available?
- California Enumerator Prep Objectives – Google folders

National-coalition-literacy.org

NATIONAL COALITION FOR LITERACY

ABOUT | NCL BLOG | ISSUES AND RESOURCES | HOUSE ADULT LITERACY CAUCUS | AEFL WEEK | AWARDS | JOIN US | SUPPORT OUR WORK



CENSUS 2020 RESOURCE LINKS

Search …



nelrc.org/census2020

- Curated for adult educators and students
- Materials adapted for clarity and length
- Updated regularly
- Info & FAQs about census jobs and the application process



THE CHANGE AGENT

Adult Education for Social Justice: News, Issues, and Ideas

CALL FOR ARTICLES: "Stand Up and Be Counted" (Issue #50)

https://changeagent.nelrc.org/wp-content/uploads/2019/08/Call-for-articles-Issue-50.pdf

STAND UP and BE COUNTED

CENSUS2020

Thanks!

Keep in touch…

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John Werner, sequoiaadulteddirector@gmail.com