**2020 Census Train the Trainer Script**

**Slide 1-Cover Slide**

**Slide 2-Overview**

**Slide 3-Why Does the Census Matter?**

* **The U.S. Census Bureau's mission to serve as the nation's leading provider of data about its people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct work openly**
* Since 1790's United States has conducted a Census
* Every 10 years, the decennial census counts each person in each household
* Data collected provides basis for decision making on the national, state, and local community level

**Slide 4-National Level**

* Determines how $675 billion in federal funding is dispersed across the country
* Determines what places are considered rural or urban and where counties fall
* Determines political representation like number of congressional seats

**Slide 5-State Level**

* Arkansas receives $6 -$7 billion for federally funded programs like SNAP and Medicaid
* 55 federally funded programs targeted at rural communities
* Arkansas 6th most rural state in the nation
* $480 million federal funds dedicated to loans and programs that help with rental assistance, businesses, housing & rural electrification

**Slide 6-Community Level**

* Residents use census data to support community initiatives involving legislation, quality of life and consumer advocacy
* Local County Government officials use census data to ensure public safety, plan for new schools and infrastructure
* Businesses and real estate developers use census data to plan new homes, improve neighborhoods, and decide what communities to invest in

**Slide 7-Success of the Census**

* Vital to growth and development of state and communities
* Important that all members of Arkansas are counted
* Success depends on participation and coordinated cross-sector collaboration

**Slide 8-Ways to Report**

* Online: the majority of us will be asked to complete online the Census survey questions online by following a special link and instructions
* Phone: Others may hear from a Census taker over the phone
* Mail: Some Arkansans will receive a paper questionnaire in the mail with an envelope to mail it back

**Slide 9-Important Dates**

* April 1, 2020: Census Day
* May 2020: Census workers begin visiting homes
* September 18: Website closes down

**Slide 10-Who is Counted?**

* Include EVERYONE living in your home on April 1st
* Every resident in every household
* Group quarters are places where people live or stay in a group living arrangement, including group homes, nursing facilities, college/university housing, correctional facilities, hospitals, etc.

**Slide 11- Data Security**

* Census Bureau is bound by law to protect your answers and keep them strictly confidential.
* Whether you fill out the 2020 U.S. Census online, by mail, over the phone or in person, Census workers will never ask you for your Social Security Number, Money or donations or your bank or credit card numbers
* [2020 US Census Form Example](https://www2.census.gov/programs-surveys/decennial/2020/technical-documentation/questionnaires-and-instructions/questionnaires/2020-informational-questionnaire.pdf)

**Slide 12-Local Community Involvement & Best Practices**

* Local Complete Count Committees
  + City of Pine Bluff LCCC is focusing on Get Out the Count (GOTC) efforts through the Mayor’s office, local churches, University of Arkansas at Pine Bluff, and others.
  + City of Magnolia LCCC (Pop 11-12K) focuses on economic growth and development in Columbia County and maintaining the $175,000 that Magnolia receives from the Arkansas state government each year for general operations.
* Best Practices
  + Contact U.S. Census Partnership Specialist
  + Identify community leaders who can advise you and help build support for the Census
  + Spread the word to recruit for census jobs
* Community Engagement Strategies
  + Create and implement a public relations campaign with local media partners
  + Get Out the Count through door-by-door, business, and church canvassing
  + Create technology-based kiosks with WiFi access at schools, libraries, places of employment, and churches
* Other Resources
  + [Hard to Count Map](https://www.censushardtocountmaps2020.us/)
  + Arkansas Economic Development Institute on the campus of the University of Arkansas at Little Rock

**Final Slide**-Questions & Wrap Up

**Additional Slides**

* These blank slides are available for you to tailor census messaging and content to fit the context of your community or group
* [Counting for Dollars Resource](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_AR.pdf) shows you what programs are funded by the census. This guide can help tailor messaging to fit certain groups needs and help align census messaging with various programs funded by the census
* We encourage you to contact Emily Smith at [elsmith@uaex.edu](mailto:elsmith@uaex.edu) or 501-671-2138 for help tailoring your census content to fit different groups.