

Census 2020 College & University Ambassador Talking Points

April 1, 2020, is “Census Day.” The enumeration starts in Waco and McLennan County in March 2020. Our goal is to ensure every adult and child in Waco is counted, regardless of race, faith tradition, immigration status or economic status.

Who is Hard to Count?

On college campuses, the following students are traditionally considered hard-to-count:

- College students between the ages of 18 and 24
- College students from low-income backgrounds
- College students of recent immigrants First generation college students
- College students from homes who speak English with limited or no proficiency
- College students who are non-White
- College students who are homeless or lack stable housing
- College students living off campus and rent
- College students living off campus with their families
- College students living on campus

Talking Points

- 1. Home is where your stuff is.** Students are counted where they reside on April 1, 2020 *AND* where they spend most of their time, which means that the majority of students will be counted in their dorm room or off-campus apartment.
- 2. The Census is completely confidential.** When you fill out the Census survey, your personally identifiable information will not be shared outside the Census Bureau with any other government agencies. Everything is confidential and protected by ironclad laws. Personal census information is only public after 72 years, and historians often use those data for important research.
- 3. The 2020 Census is the first high-tech Census with an online response option.** That means you can fill out your Census questionnaire from anywhere, even on-the-go.
- 4. Census data affects a number of things that college and university students rely on.** In fact, more than \$800 billion in annual federal funding is distributed based on the 2020 Census, including:

- Federal student aid
- Federal research grants
- Campus funding
- Campus improvements, including labs, buildings, and classrooms
- Health and social services
- Federal legislation
- Students' future careers – many professionals are heavily dependent on Federal funding (e.g., medicine, social work, nursing, science, research, or public health)

5. As an adult, you have a voice in the voting process. But an undercount could affect your vote since the Census affects our state representation. After each Census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts. If we get undercounted, we get underfunded and underrepresented.

6. As a consequence of systemic racism, people of color have historically been undercounted in the Census.

- In the 2010 Census, 3.7 million African Americans and 3.8 million Hispanics were not counted.
- The legacy of racist systems that have privileged white communities with access to capital and education have contributed to people of color being harder to count.
- Ensuring everyone is counted in the 2020 Census is a matter of racial justice long overdue.

6. We have a legal and moral responsibility to participate in the Census.

- Part of being an adult is engaging in the democratic process, and the Census is part of that.
- We have to work together to ensure that everyone in our community is counted.

7. Businesses use Census data to decide where to build stores and restaurants that make Waco an enjoyable place to spend your college years . What's more, corporations like Amazon and Apple consider Census data when moving to new cities, creating higher-paying jobs for new grads.

8. City planners and real estate developers use the Census to improve transportation and infrastructure, including affordable housing.

Ideas for spreading the word on campus

Here are some ideas for spreading the word so that we can ensure everyone is counted.

- Place Census Day (April 1, 2020) on school calendars and marquees
- Provide students with a Census Survey link on campus websites when students:
 - Register for classes
 - Apply for financial aid
 - Remit payments
 - Sign on to campus Wi-Fi
 - Purchase books and supplies online
 - Access the college library
- Make Census information available when students:
 - Attend student orientations
 - Register for classes
 - Borrow books from the library
 - Make purchases at the bookstore
 - Attend counseling or advising sessions
 - Use student peers and support staff resource centers (e.g., counselors, international students, veterans, LGBTQ, Dreamers)
- Use the Census for incorporating student-learning experiences outside of the classroom by encouraging them to volunteer to help with the Census as part of community service
- Provide incentives or giveaways to encourage students' participation
- Integrate 2020 Census outreach into existing events on campus
- Integrate 2020 Census outreach into existing events and conferences hosted by the school offcampus or hosted by affiliate organizations
- Promote Census job opportunities to students
- Set up Census kiosks for students to fill out the Census
- Have a prominent faculty or staff member record a PSA to students
- Give out stickers to students who complete the Census
- Give incentives to students who show their Census stickers to get a free coffee, a bookstore discount or something else that appeals to students
- Post flyers in the student union, libraries, dorms, bookstore, cafes, coffee shops, bus stops and other areas where students frequent