



# Statistics in Schools Week: Everyone Counts!

*2020 Census Congressional  
Briefing on Statistics in Schools*

March 2, 2020



STATISTICS  
IN SCHOOLS

[CENSUS.GOV/SCHOOLS](https://www.census.gov/schools)

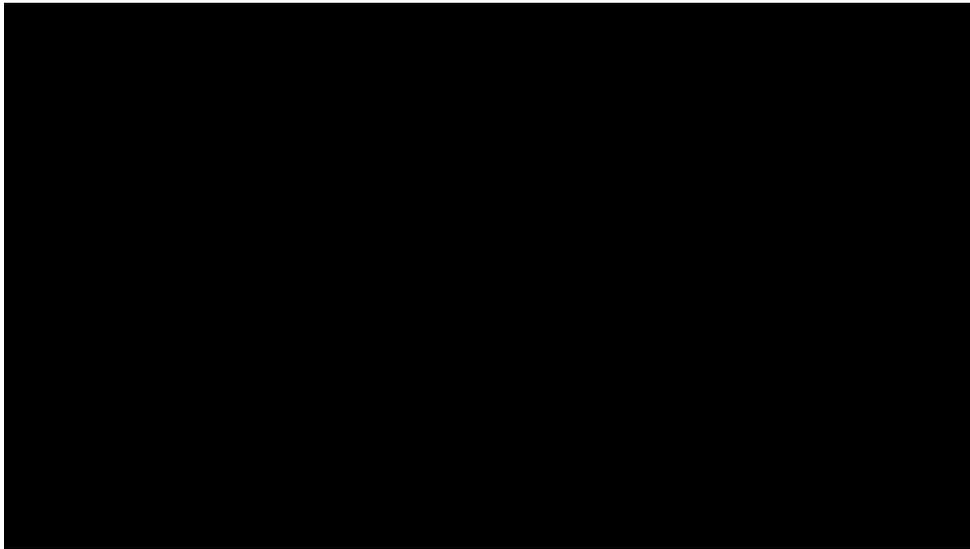
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Census  
2020

# Agenda

- The importance of a complete count
- Statistics in Schools Overview
- Overview of SIS Week: Everyone Counts!
- Beyond the 2020 Census
- Questions?





## ✓ The importance of a complete count

- Refresher on Statistics in Schools
- Overview of SIS Week: Everyone Counts!
- Beyond the 2020 Census
- Questions?



# In 2010, 2 million children went uncounted

– U.S. Census Bureau, 2016



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5

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Census  
2020



Head  
Start

National School  
Lunch Program

Temporary  
Assistance for  
Needy Families

Special  
Education Grants  
to States

Child Care and  
Development  
Block Grant

- The importance of a complete count

## ✓ **Statistics in Schools Overview**

- Overview of SIS Week: Everyone Counts!
- Beyond the 2020 Census
- Questions?



# What Is Statistics in Schools?

- Statistics in Schools (SIS) is an education program fueled by the U.S. Census Bureau and created by teachers, for teachers.
- The program leverages census data to create engaging, free, and easily downloadable classroom activities for students in grades pre-K through 12.
- SIS is an ongoing program that teachers across the country have been using since 2014, and the 2020 Census-related materials will add to the more than 150 resources that are already available.



# SIS and the 2020 Census

- SIS plays a huge role in promoting the 2020 Census, relaying important messages through trusted voices in established school communities.
- New SIS materials highlight the importance of everyone, especially children, being counted in the 2020 Census.
- By educating students about the importance of being counted, we encourage them to share that message with an adult in their home who will complete the census.



# Why the 2020 Census Matters to Education

- An accurate count of ALL children is critical for educators and their students because 2020 Census responses drive decisions about the distribution of federal funds for programs such as:
  - Special education
  - Free and reduced-price lunch
  - Class sizes
  - Classroom technology
  - Teacher training
  - After-school programs
  - Head Start
  - Playground and public parks
  - Public transportation



# Everyone Counts!



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2020 Census



## Statistics in Schools and the 2020 Census

This is your chance to shape the future of your students, school, and community.



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2020 Census

### Diversity: Differences in Communities

**Topic:** Analyzing data, diversity, race, ethnicity, language, ancestral census.

**Grade Levels:** 3-4

**Approx. Time Required:** 30 minutes

#### Learning Objectives

Students will be able to:

- Use a problem-solving process
- Interpret information
- Communicate effectively
- Understand and respect differences
- Make comparisons
- Understand why it is important

#### Introduction

The 2020 Census Statistics in Schools (SIS) program will reach more than 167 million students in the classroom. According to the 2010 Census data, 10 million more people than ever moved each year. These trends suggest that communities are changing, and local assistance. By education complete counts.

#### About the 2020 Census

- The decennial census is a count every 10 years.
- It is important that every household is counted so that each person gets a fair amount of money to help pay for services.
- Make sure an adult in your household is counted.



### 2020 CENSUS TEACHER'S GUIDE

### 2020 CENSUS STUDENT ACTIVITY

### Diversity: Differences in Communities

Name: \_\_\_\_\_

- Using Activity Item: Demographics Across the U.S., work with a partner to fill in the table below.

State	American Indian and Alaska Natives	Speak a language other than English at home
My State		
South Dakota		
Texas		
New Jersey		

- Which of the states in your chart has the highest percentage of...
  - American Indians and Alaska Natives?
  - People who speak a language other than English at home?
  - People who are foreign-born?



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2020 Census

## Statistics in Schools and the 2020 Census

This is your chance to shape the future of every student for the next 10 years.



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2020 Census



U.S. Census Bureau @uscensusbureau

Become a #StatsInSchoolsAmbassador and shape the future for your students and school. Email CLMSO.SISAmbassador@census.gov now to get more info on #StatsInSchools and learn how to apply.



Make a difference today and impact the next 10 years.

census.gov/schools



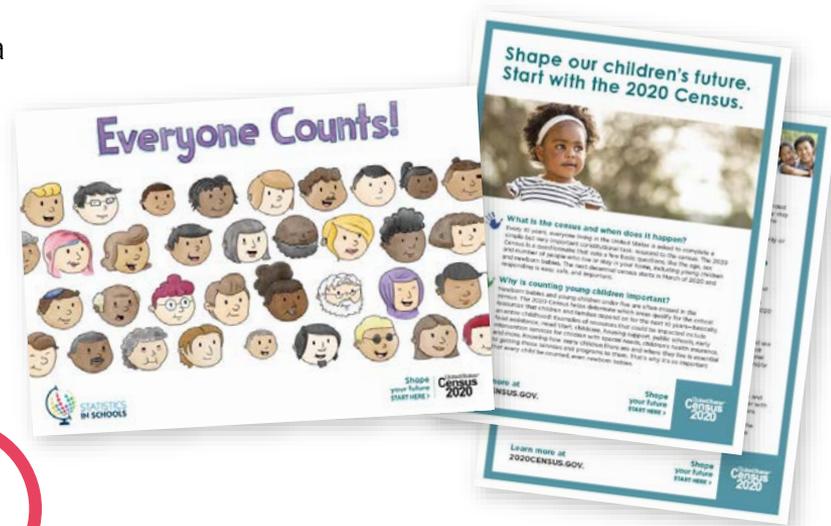
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2020 Census



# SIS Also Has Materials for Young Children

For the 2010 Census, the net undercount for children from birth to age 4 was greater than for any other age range: 4.6 %, or almost 1 million children.

The impact of missing nearly 1 million children can be felt for a decade after the count, including reductions in funding for:



# SIS in the Community

Conferences

Outreach to School Administrators

Digital Outreach Campaign

SIS Ambassadors

PSAs

Partnerships



# Accomplishments

## Statistics in Schools Distribution



14,347 - Administrator booklets mailed to superintendents in October 2019

117,229 - Administrator booklet and 3 large wall maps mailed to schools in January 2020

02.20.2020-An email was sent to the superintendents of the top 50 school districts (based on population) to promote SIS Week

- The importance of a complete count
- Refresher on Statistics in Schools

## ✓ Overview of SIS Week: Everyone Counts!

- Beyond the 2020 Census
- Questions?





March  
2-6

# 2020 CENSUS | SIS WEEK: **EVERYONE COUNTS!**

## SIS Goal:

Unite educators and engage students in a mission to achieve a complete count in the 2020 Census with a focus on hard-to-count communities.

## SIS Week: Everyone Counts! Goal:

Amplify the importance of responding to the 2020 Census through an intensive week of activities and promotion featuring the SIS program and resources.

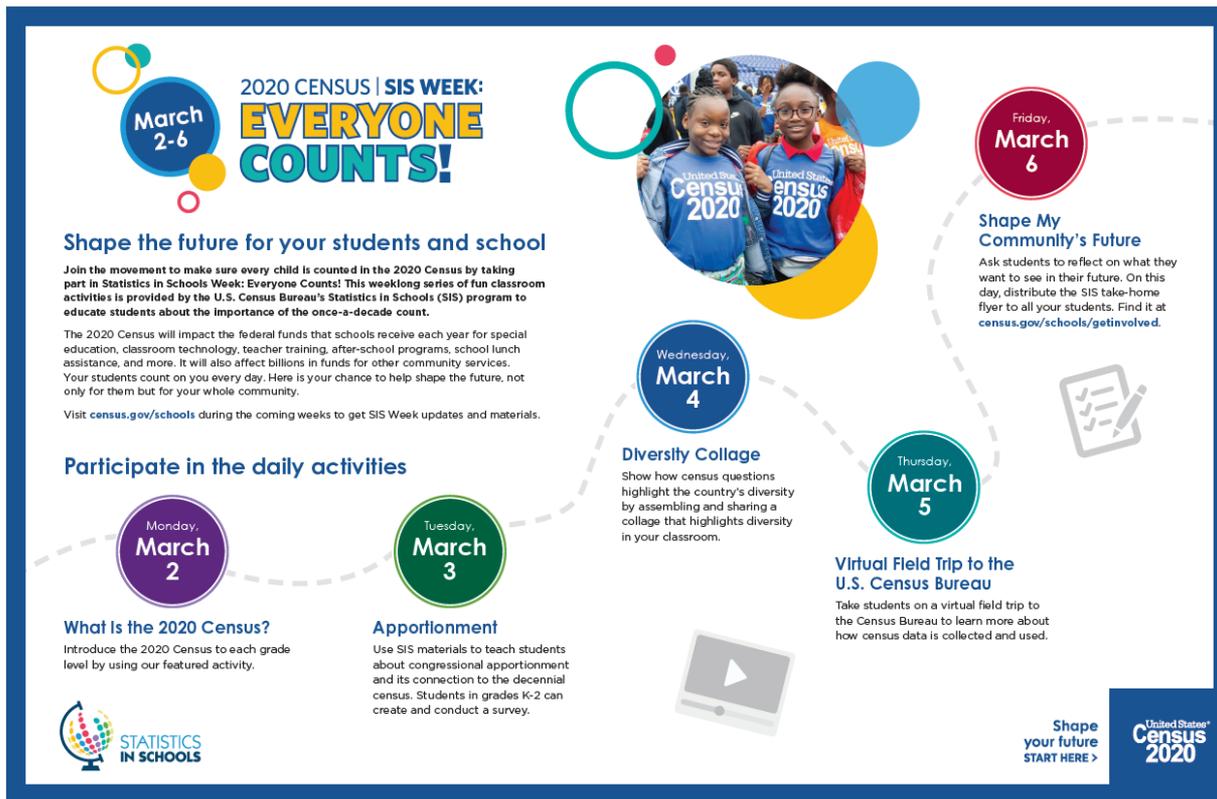
# Daily Themes

The daily themes outline a week of integrated activities and promotion featuring the SIS program and its resources. Audiences can participate each day or opt in for just some.

MARCH 2020	MONDAY 02	TUESDAY 03	WEDNESDAY 04
	What is the 2020 Census?	Apportionment	Diversity Collage
THURSDAY 05	FRIDAY 06	NOTES	
Virtual Field Trip to the U.S. Census Bureau	Shape My Community's Future		

- You can promote the week as a whole, while the daily themes provide additional detail on what will happen each day.
- Teachers can participate in all days of the week or just some.
- All daily themes and activities will fit into any classroom, regardless of grade level or subject.
- Themes will be adjusted for Puerto Rico and the four Island Areas. Separate pages on the SIS website will outline details for those activities.

# Educator Roadmap



CENSUS.GOV/SCHOOLS

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United States Census 2020

What is the  
2020 Census?

# March 2: What Is the 2020 Census?

Introduce the 2020 Census to each grade level by showcasing new SIS materials. This day will highlight the featured activities for each grade level. Activities are available on the [SIS website](#).

**2020 CENSUS TEACHER'S GUIDE**

## Featured Activity: Population Change Over Time

**Topic:** Decennial census, data collection, bar and line graphs, population

**Grade Level:** 3-4

**Approx. Time Required:** 35 minutes

**Learning Objectives:** Students will be able to:

- Identify trends in data over time.
- Draw conclusions from data in a table or graph.
- Make predictions based on data.
- Describe the connection between population and the distribution of resources within their community.
- Understand why it's important that they are counted in the 2020 Census.

**Introduction**

The 2020 Census Statistics in Schools (SIS) program is designed to educate students about the decennial census and to teach them educational concepts and skills, such as data literacy, through use of census data in the classroom. Responding to the census helps your community get its fair share of funding. Census data guides how more than \$675 billion in federal funding is distributed to states and communities each year. Those funds support vital community programs that help children, such as schools, hospitals, housing, and food assistance. By educating students about the 2020 Census, you can help encourage a complete count.

The 2020 Census SIS program can be used with educational standards across the United States. You can use the topics and learning objectives above to determine which subject and unit plan or theme this activity will best fit into.

**About the 2020 Census**

In addition to the information that is built into instructions for this activity, the following points provide an easy, grade-appropriate way to explain the census to your students.

- The decennial census is a count of every person living in the United States that occurs every 10 years.
- It is important that every person be counted to make sure the government can provide money to each community for things like roads and parks.
- Make sure an adult in your home counts you in the 2020 Census.

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**2020 CENSUS STUDENT ACTIVITY**

Name \_\_\_\_\_

## Featured Activity: How the Census Impacts My Community

Read Article 1, Section 2 of the Constitution with your class.

*Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers ... The actual Enumeration shall be made within three Years in such Manner as they shall by Law direct.*

- What was the purpose of the census, as written into the Constitution?

- Complete the following table, using data from *American Factfinder* (<https://factfinder.census.gov/lookup/table/1/0/en/ACS/17,19R/04007>).

Number of People in the U.S. 3 Years or Older	Number of People in My State 3 Years or Older	Number of High School Students in the U.S.	Number of High School Students in My State	High School Students in the U.S. (% of total population 3 years or older)	High School Students in My State (% of total population 3 years or older)
38,600,000					

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**2020 CENSUS STUDENT ACTIVITY**

Name \_\_\_\_\_

## Featured Activity: Exploring Questions for the 2020 Census

1. In **Activity Item: Questions Planned for the 2020 Census**, read the information on your group's category quickly and identify the main ideas. As a group, determine why this information is important and draw conclusions based on the data for your category provided by your teacher. Record your answers on the table below.

Category	Data Collected	Why is that information important?
Age	Percentage (%) of the population in your age range (link one for the group)	
Race	Percentage (%) of the population with 2 or more races	
Relationship	Percentage (%) of the population who are cohabiters or live-in partners	
Sex	Percentage (%) of the population that is not and percentage (%) of the population that is female	
Housing Types	Percentage (%) of rental-occupied housing units	

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Apportionment

# March 3: Apportionment

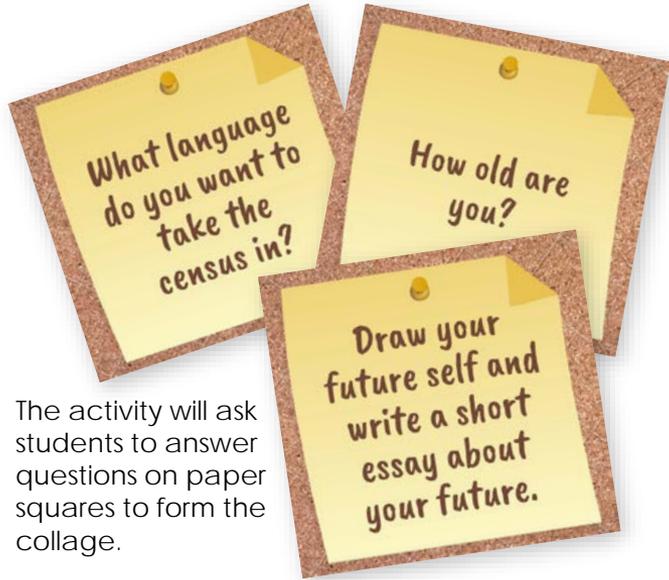
Students will learn what congressional apportionment is, how it works, why it is important, and how it relates to the decennial census. Students in grades K-2 will create and take a survey to explain the concept of the census. All materials for this day will be available on the SIS website.



Diversity  
collage

# March 4: Diversity Collage

Have schools develop their own diversity collage to highlight diversity in the classroom and make the connection to how the census questionnaire highlights diversity in our country. All materials for this day will be available on the SIS website.



The activity will ask students to answer questions on paper squares to form the collage.



The activity will ask teachers to assemble a classroom collage from individual student paper squares. A classroom discussion guide will explore diversity and aspirations of the class. Teachers will be asked to photograph and share their collages online.

Virtual Field Trip  
to the U.S.  
Census Bureau

# March 5: Virtual Field Trip

Schools will participate in a virtual field trip allowing students to visit the U.S. Census Bureau to learn more about how census data is collected and used. The field trip will be accessible via the SIS website, along with all other materials for this day.

- The field trip will be a 15-minute pre-taped “show” broken into four or five segments woven together with host commentary.
- This activity will provide unique access to behind-the-scenes interviews with Census Bureau experts (e.g., members of the geography and data visualization teams) and key partners.
- Classrooms will be provided with pre- and post-trip activities to further engage students.
- A live Twitter Chat will accompany the field trip on March 5 to promote online conversation and extend SIS promotion.

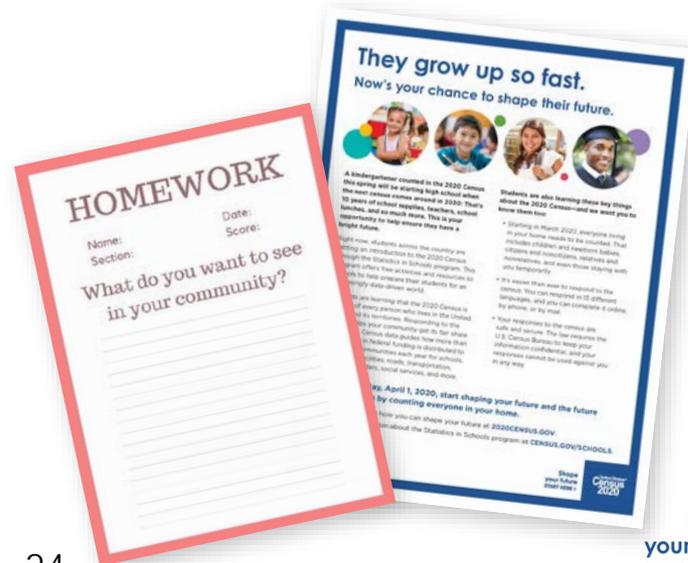
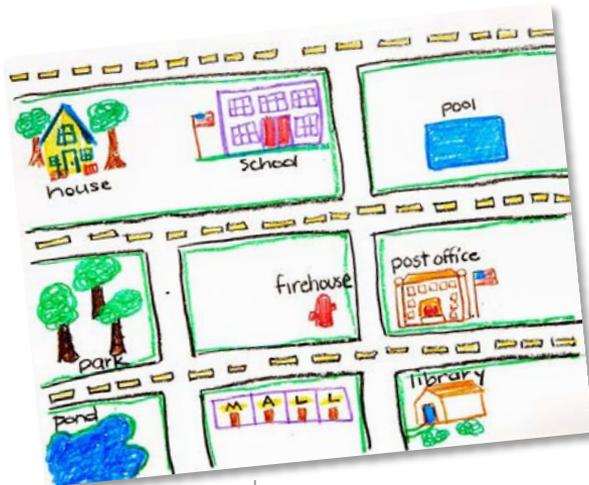


Shape My  
Community's  
Future

# March 6: Shape My Community's Future

Younger students will draw and write about what they want to see in their community and will give the adults in their home homework by asking them to answer brief questions about what they want to see in their community. Older students will write a letter to a community leader to encourage them to complete the 2020 Census and spread the word. All materials for this day will be available on the SIS website.

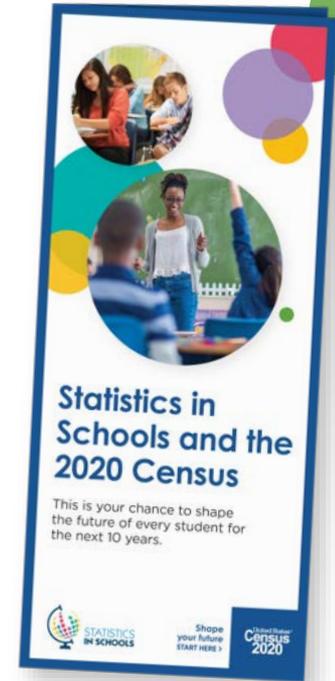
The key ask on this day is for educators to send home the SIS take home flyer with all students after they complete the Friday activity.



# How You Can Get Involved

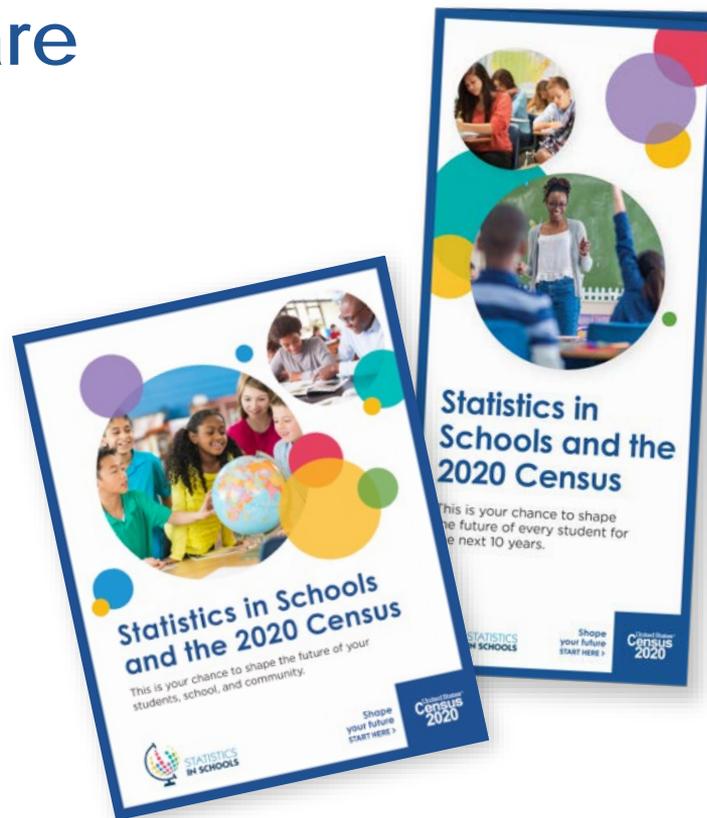
We want educators to get excited for SIS Week and agree to have their teachers and students participate. You can support this goal by using resources in our Partner Toolkit to take the following actions:

- Reach out to state superintendents and principals to utilize our SIS materials in their schools.
- Request local schools pledge to send home the take home flyer.
- Promote the SIS Week: Everyone Counts! webpage.
- Include 2020 Census messaging in your existing communications channels.



# Materials You Can Share

- All materials available for download can be found at [census.gov/schools](https://census.gov/schools)
- SIS general brochure
- Frequently Asked Questions flyer
- Resources for Every Age flyer
- Census SIS Roadmap
- SIS Administrators Kit



- The importance of a complete count
- Statistics in Schools Overview
- Overview of SIS Week: Everyone Counts!

## ✓ **Beyond the 2020 Census**

- Questions?

# Beyond the 2020 Census

- The Statistics in Schools program offers many materials that can be used well beyond the 2020 Census.
- These materials include classroom activities categorized by subject area and grade level, Fun Facts for various holidays, Warm-Up Activities, and more.
- Visit [census.gov/schools](https://census.gov/schools) to explore all SIS materials — both ongoing program materials and 2020-specific materials.



Shape your future.

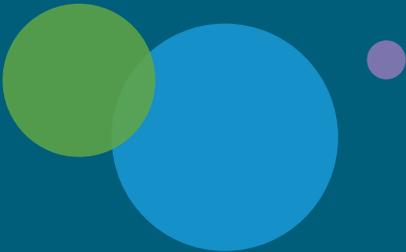
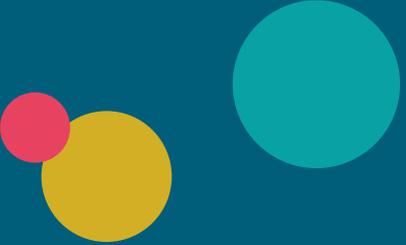
START HERE.

GET INVOLVED



- The importance of a complete count
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## ✓ Questions?



# Thank you!