HEALTH FOR A CHANGE
2020 Census: Counting On Kentucky's Colleges and Universities

August 1, 2019

https://www.healthy-ky.org/events/health-for-a-change
Foundation for a Healthy Kentucky’s MISSION

To address the unmet health needs of Kentuckians

https://www.healthy-ky.org/events/health-for-a-change

- **Aug 2** Infographics for Social Change: A Graphic Ally Hackathon in Louisville
- **Sept 18** Webinar: Be Heard! Social, Media, & Interviews
- **Dec 3** Webinar: Teens and E-Cigs: What’s the Problem?
Investing in communities.
Informing health policy.

By…
• Developing and influencing policy
• Improving access to care
• Reducing health risks and disparities
• Promoting health equity

www.healthy-ky.org
Regional Community Health Forum: OWENSBORO

Wed. August 14, 2019
2:00 PM-3:30 PM

Location: Green River
Area Development District

Healthy Communities, Healthy Schools:
Making the Case for a School Health Coalition

September 10, 2019
Embassy Suites
1801 Newtown Pike
Lexington, KY

The health and wellness of children and youth will be the driving force for a healthier Kentucky.
www.healthy-ky.org/events/bost-health-policy-forum

Howard L. Bost Memorial Health Policy Forum

MEDICAL MARIJUANA FACT AND FICTION
PRACTICAL PUBLIC HEALTH POLICY CONSIDERATIONS FOR KENTUCKY

Monday, September 23, 2019
Marriott Griffin Gate, Lexington, KY
9:00 a.m. to 4:15 p.m.

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Bounce: Intro to ACES and Trauma-Informed Practices

2 Fridays / Oct. 11 & Nov. 1 / 8 a.m. – noon / $149

Visit our website at https://www.bellarmine.edu/ce/professional/ACES/ or https://www.bounce.louisville.org/
Register online at www.bellarmine.edu/ce/register under CE Professional Development

BOUNCE
Bellarmine University
School of Continuing & Professional Studies
SAVE THE DATE: Data! Forum Nov. 15 Erlanger

DATA! Fostering Health Innovation in Kentucky and Ohio

Presented by

INTERACT FOR HEALTH

FOUNDATION FOR A HEALTHY KENTUCKY

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY
THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Kentucky

Per Capita: $2,021
Contact Information

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Director of Government & Community Relations
Eastern Kentucky University
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ARTICLE I, SECTION II

Census data guides federal spending allocations of over $675 BILLION to state and local governments every year.
CONSIDER THIS:

Over 275,000 KENTUCKY college and university students

Historically STUDENTS have been a Hard-To-Count population

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2000 Census
- Kentucky self-response 72%
- Both short and long form
- 2005 American Community Survey (monthly survey)

2010 Census
- Increased KY’s response 77%
- 192 Complete Count Committees
- Trusted voices in the community

2020 Census
- Online Response Options
- Online Recruiting/Training
- APRIL 1st 2020 IS CENSUS DAY
How Can Your School Help?
Provide information to hard-to-count populations

Examples of Hard-to-Count (HTC) Populations
- Renters
- Homeless
- Low-income HHs
- African American Males
- Foreign-Born
- Children Age 0-4
- College Students
- Etc.

College Student Challenges

Difficult to catch at home
Highly mobile
Spring Break / March Madness / Midterms
Dormitories
Renters
Often live with roommates
First time participating in census
Often list parent’s address on census form (educate parents too!)
Non-response follow-up in May, June, July – vacant houses
Foreign-born population and exchange students
Large Numbers of Students Uncounted
2010 Decennial Census

• Ball's in YOUR court, Kentucky!
• Don't drop the ball!
• Racing to the finish line!
• Coming around the home stretch!
• Run for the money in 2020!

2020 Timeline – March & April

WHAT WE WILL SEND IN THE MAIL

On or between You'll receive:
March 12-20 An invitation to respond
(Move households.
Some households will receive paper
questionnaires.)
March 16-24 A reminder letter.
If you haven’t
responded yet:
March 26-April 3 A reminder postcard.
April 8-16 A reminder letter and
paper questionnaire.
April 20-27 A final reminder postcard
before we follow up in
person.
How Can Your School Help?  
Partner with Athletic Departments

How Can Your School Help?  
Fight misinformation, disinformation, and scams

- The Census Bureau is required by law to keep information confidential.
- All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.
- We will never share a respondent’s personal information with other government agencies.
- Results from the census are reported in statistical summary format only.
- Records are confidential for 72 years by law (Title 44, U.S. Code).
- All Census Bureau employees swear a lifetime oath to protect respondent information.
- Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
How Can Your School Help?
Fight misinformation, disinformation, and scams

WHAT WE ASK

• Name
• Age and Date of Birth
• Sex
• Race
• Ethnicity
• Owner/Renter
• Number of People Living or Staying
• Any Additional People
• Relationship
• Lives or Stays Somewhere Else
• Phone Number (in case we need to contact you)

WHAT WE DO NOT ASK

• Full Social Security Number
• Mothers Maiden Name
• Bank Account Information
• Donation of any kind
• Political Affiliation

* RED FLAG *

How Can Your School Help?
Participate in Complete Count Committees (CCC)
Form a Campus Committee

philadelphia.RCC.partnership@2020census.gov
Phone: 267-780-2530
Schedule a CCC Training
How Can Your School Help?
Promote Census Jobs to Students, Faculty, Alumni

<table>
<thead>
<tr>
<th>Area Census Office Louisville and Lexington</th>
<th>Proposed ACO Pay Rate (subject to change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Census Office Manager</td>
<td>$26.50 - $29.00</td>
</tr>
<tr>
<td>Census Field Manager</td>
<td>$19.50 - $21.50</td>
</tr>
<tr>
<td>Administration Manager</td>
<td>$19.50 - $21.50</td>
</tr>
<tr>
<td>IT Manager</td>
<td>$19.50 - $21.50</td>
</tr>
<tr>
<td>Recruiting Manager</td>
<td>$19.50 - $21.50</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$15.50 - $18.50</td>
</tr>
<tr>
<td>Census Field Supervisor</td>
<td>$17.00</td>
</tr>
<tr>
<td>Office Operations Supervisor</td>
<td>$16.00</td>
</tr>
<tr>
<td>Address Canvassers</td>
<td>$15.50</td>
</tr>
<tr>
<td>Enumerators</td>
<td>$15.50</td>
</tr>
<tr>
<td>Clerk</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

How Can Your School Help?
Promote Census Jobs to Students, Faculty, Alumni

<table>
<thead>
<tr>
<th>National Processing Center</th>
<th>Pay rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance Mechanic Helper</td>
<td>$19.28 - $22.50</td>
</tr>
<tr>
<td>A/C Mechanic</td>
<td>$25.60 - $29.86</td>
</tr>
<tr>
<td>Pipefitter</td>
<td>$25.60 - $29.86</td>
</tr>
<tr>
<td>Statistical Assistant</td>
<td>$16.27</td>
</tr>
<tr>
<td>Lead Statistical Assistant</td>
<td>$18.14 - $26.21</td>
</tr>
<tr>
<td>Training Specialist</td>
<td>$24.66 - $32.06</td>
</tr>
<tr>
<td>Inventory Control (Supply Technician)</td>
<td>$18.14 - $26.21</td>
</tr>
<tr>
<td>Cartographic Technician</td>
<td>$16.27</td>
</tr>
<tr>
<td>Laborer (Warehouse)</td>
<td>$16.63 - $19.38</td>
</tr>
<tr>
<td>Clerk (Office &amp; Warehouse)</td>
<td>$14.54</td>
</tr>
</tbody>
</table>
How Can Your School Help?  
Connect with us online and on Social Media

Sign up for and manage alerts at  
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:  

More information on the 2020 Census:  
http://www.census.gov/2020Census

More information on the American Community Survey:  
http://www.census.gov/programs-surveys/acs/

Connect with Us

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

printers.com/uscensusbureau

Print Materials

2020census.gov/partners

Everyone off campus should get in on the census.


If you are an employer, host an event encouraging your employees to participate in the 2020 Census. Use this toolkit to help support your employees in completing the Census!

U.S. Department of Commerce  
Economic and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov
Suggestions for 2020 Census
Student Engagement

- Lead a Census 101 session on campus 2019-2020
- Host "Census Solutions Workshop"
- Hang census posters and distribute flyers
- Contests – Art, Essay, PSA
- Drive activation through social media
- Distribute census info at basketball games
- Provide language assistance
- Volunteer for local Complete Count Committee
- Facilitate a campus contest or community event
- Community service hours for students
- Promote temporary jobs
- Work census information booth at events
- Provide assistance in computer labs
- Design census website, flyers, promotions
- Engage student reporters and campus media
- Civic engagement
- Constitution Week – September 16th-20th

Northern Kentucky University

NKU.edu/beCounted

Powered by Qualtrics

Festivities included the importance of the Constitution and the 2020 Census and ended with a game of Constitution Jeopardy!
Learning the importance of the U.S. Census was part of three events at Hazard Community and Technical College. The Constitution Day celebration at HCTC’s Technical Campus on Sept. 11 attracted about 250 students and college employees. A table was set aside at the entrance, displaying important information about how the census needed to be completed in 2020.

Big Sandy Community and Technical College

CONSTITUTION DAY
WHO COUNTS? EVERYONE!
SEPTEMBER 17, 2018
12:00PM - 12:30PM
BIG SANDY TECHNICAL CENTER
CAMPUS | JOHNSON BUILDING | RODEM LUC

Big Sandy
Community and Technical College
Henderson and Hopkinsville Community Colleges

Henderson and Hopkinsville Community Colleges will celebrate Constitution Day at noon Monday, Sept. 17, at the library in the History Club of Hopkinsville Learning Resource Center on campus.

Henderson Community College Professor Emeritus William Turner will present “The Contributions of James Madison to the Constitution.”

Constitution Day became a national observance in 2004, when Senator Robert Mathias introduced a bill designating Sept. 17 as the day for citizens to commemorate the signing of the U.S. Constitution and to learn more about the country’s founding document.

HCC will also be distributing educational materials about the upcoming 2020 U.S. Census. A light lunch will be provided by HCC’s History Department and Student Engagement Department. This public event is free to attend.

Gateway & Bluegrass Community & Technical College

Gateway & Bluegrass Community & Technical College

Somerset Community College

Celebrate CONSTITUTION DAY
September 17

Gateway & Bluegrass Community & Technical College

Somerset Community College

Gateway & Bluegrass Community & Technical College

Somerset Community College

Constitution Day is a national observance that celebrates the adoption of the U.S. Constitution on September 17, 1787. It is a day to honor the importance of the Constitution and its role in shaping the United States. The event includes educational materials about the upcoming 2020 U.S. Census, provides a free light lunch, and offers voter registration services.

U.S. Department of Commerce
Economic and Statistics Administration
Census.gov

census.gov

08/01/2019
Post-event Survey

- Your feedback is important to me
- Share future webinars
- Only 3 minutes
Foundation for a Healthy Kentucky

Investing in Communities. Informing Health Policy.

@kyhealthfacts

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www.healthy-ky.org

www.kentuckyhealthfacts.org

@healthyky

See you soon!

CONTACT

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