



U.S. Census Bureau Partnership and Recruiting Overview

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Census 101: What you need to know

Our Approach to the 2020 Census

The Census Is Important, Safe, and Easy!



- **Important:** The 2020 Census counts every person living in the United States and five U.S. territories—once, only once, and in the right place. The census is conducted every 10 years by the U.S. Census Bureau, a nonpartisan government agency.
- **Safe:** The Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.
- **Easy:** People can respond anytime, anywhere—via the internet, over the phone, or by mail!

The 2020 Census Will Shape America for the Next 10 Years



The U.S. Constitution (Article 1, Section 2) requires a census every 10 years to determine state representation in the U.S. Congress.

Federal funding—currently more than \$675 billion a year—is allocated based on the census.

This funding affects vital local services, including:

- Education
- Housing
- Transportation
- Health care

Census data is used by businesses, governments, and civic organizations to inform decision-making.

Why Participation Matters: Federal Programs Informed by Census Data

- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Section 8 Housing Choice Voucher
- State Children's Health Insurance Program (CHIP)
- School Breakfast Program
- National School Lunch Program
- Unemployment Insurance
- Violence Against Women Formula Grants
- Rural Rental Assistance Payments
- Native American Employment and Training
- Urban Indian Health Services

Overall Timeline

January 2020: The Census Bureau begins counting the population in remote Alaska.

March 12: ISR tool goes live on, and individuals will receive invitations to respond between March 12 and March 20.

April 1, 2020: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. **Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.** When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.

April 2020: Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.

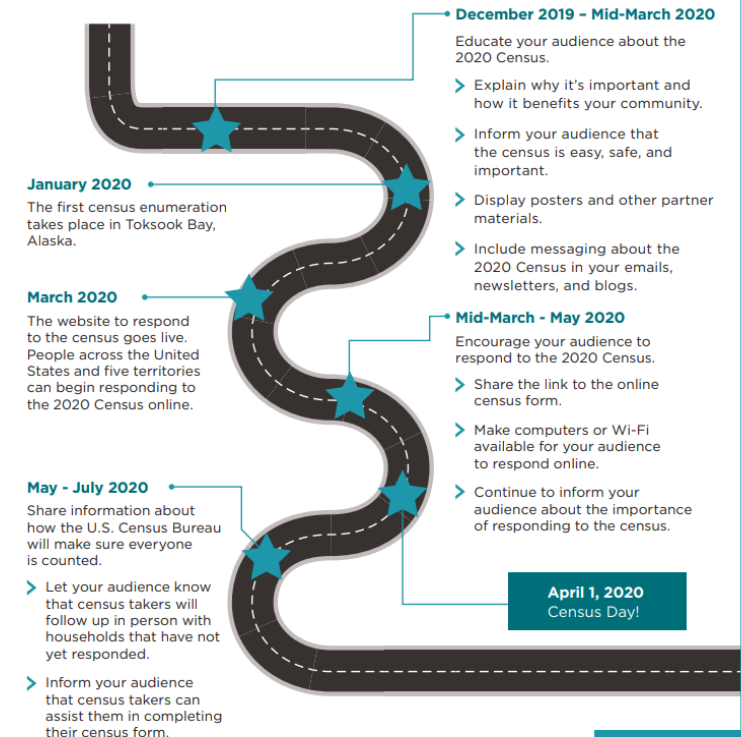
May 2020: Census takers begin visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.

December 2020: The Census Bureau delivers apportionment counts to the President and Congress as required by law.

March 31, 2021: By this date, the Census Bureau sends redistricting counts to states. This information is used to redraw legislative districts based on population changes.

Shape the road ahead.

A timeline and guide to action for partners and stakeholders.



For more information, visit:
2020CENSUS.GOV

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How the 2020 Census Will Invite Everyone to Respond



How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by mail, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census delivered by either a postal worker or a census worker.



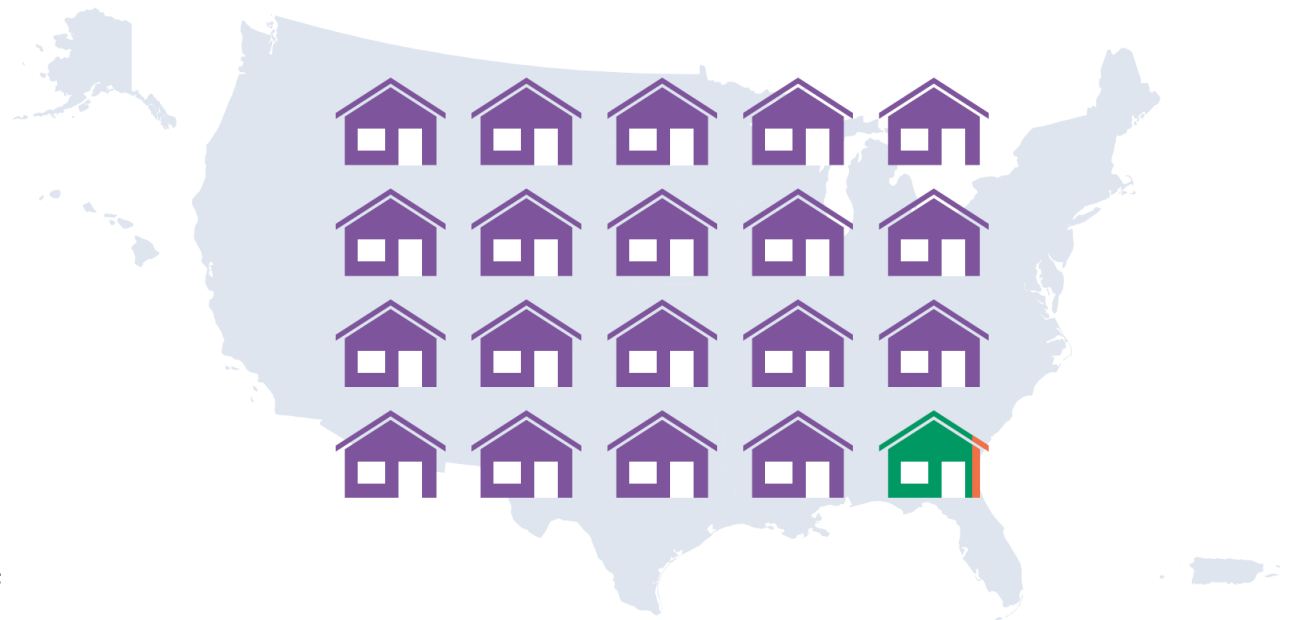
95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. This happens in areas where many households do not receive mail at their home's physical location. They may use post office boxes or live in areas recently affected by natural disasters.



Fewer than 1% of households will be counted in person by a census taker instead of being invited to respond on their own. This is done in very remote areas like parts of northern Maine and Alaska, and in selected American Indian areas that ask for an in-person count.



Cybersecurity—Your Data Is Safe and Secure



Cybersecurity Focus

- From the moment respondents submit their answers to the census, their **data is encrypted**. Census Bureau employees take a lifetime oath to keep all personal data safe and secure.
- The Census Bureau is **partnering with government and industry experts** to protect the data it collects and maintains.
- The Census Bureau continually **identifies, protects, detects, responds, and recovers** from possible cyber threats.


Data Is Confidential

CENSUS 101

Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



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Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law (Title 13 of the U.S. Code) and can be used only for statistical purposes.
- All Census Bureau staff take a lifetime oath to protect your personal information. Any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

- We will not share an individual's responses with immigration enforcement agencies or law enforcement agencies nor allow them to be used to determine eligibility for government benefits.

We will never ask for:

- Your full Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

Avoiding Fraud and Scams

Phishing

The Census Bureau will not send unsolicited emails to request your participation in the 2020 Census **and will never ask for:**

- Your full Social Security number.
- Your bank account or credit card numbers.
- Money or donations.

The Census Bureau will never contact you on behalf of a political party





Verify a Census Taker

If a census taker comes to your home, make sure they have a valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

If you still have questions about the person's identity, you can call 800-923-8282 to speak with a local Census Bureau representative.




How You Can Help Protect the Count in 2020

-  Report suspicious information and tips to: rumors@census.gov
-  Flag suspicious information on Facebook, Twitter, Instagram, YouTube and other platforms.
-  Call the Census Bureau Customer Service Hotline at 1-800-923-8282 to report suspicious activity.
-  Reach out to us on our verified social media accounts (@uscensusbureau).

Partnerships: How you can get involved

Share Outreach Materials


Outreach materials are available at <https://2020census.gov/en/partners/outreach-materials.html>




Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

 Count every person living or staying in your home.

 Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:
2020CENSUS.GOV

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The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.




Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.


To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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Cómo el Censo del 2020 Invitará a todos a responder





Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

 El 95% de los hogares recibirán su invitación del censo por correo.



 Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 A menos del 1% de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

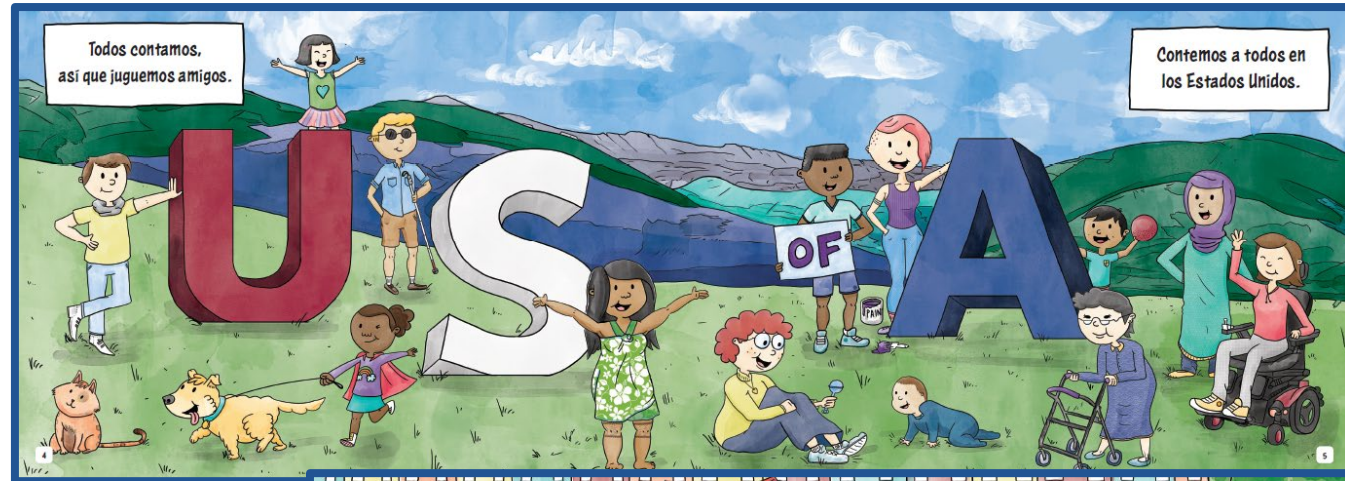
Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

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Share Statistics in Schools Materials

SIS classroom resources include materials in English and Spanish, like these:

- Student storybook.
- Song and video.
- Activities that teach about the census and the use of statistics in everyday life.



United States Census Bureau

ACTIVITIES RESOURCES STANDARDS ABOUT

Statistics in Schools

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources



Connect to your local Complete Count Committee (CCC)

Find a Complete Count Committee in your community

WHY?

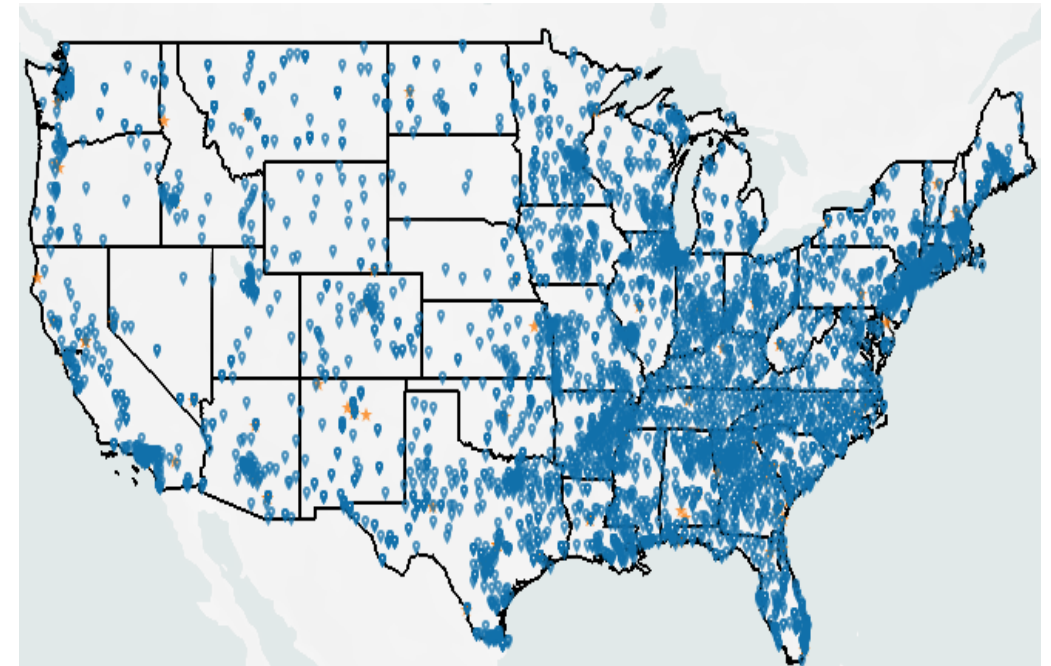
Community influencers on Complete Count Committees (CCC) create localized messaging that resonates with the population in their area. These influencers are trusted voices who are well suited to mobilize community resources efficiently.

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations and local influencers also establish CCCs that reach out to their constituents.

WHAT?

A CCC comprises a broad spectrum of government and community leaders from education, business, health care, and other sectors of the community. These trusted voices develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage people to respond.



census.gov/2020completecount

Encourage people to apply for a job with the Census Bureau

- We are hiring an estimated 500,000 people from local communities for temporary positions.
- Both full-time and flexible part-time positions are available.
- Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors, and census takers.



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APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau Is an
Equal Opportunity Employer.

Recruitment: 2020 Census job opportunities

The Census Bureau is Hiring!

The Census Field Operations and Census National Processing Center are both ramping up hiring efforts to support the 2020 Decennial.

Field Operations

The field operation teams develop partnerships with local community organizations, to strategically reduce enumeration barriers in support of the decennial census. The teams will be collecting census data from every local community across the country.

National Processing Center (NPC)

NPC is the primary center for mail processing, survey processing, data capture, imaging, scanning, and warehouse operations for the Census Bureau and has locations in Jeffersonville, IN, Phoenix, AZ, and Tucson, AZ.



The Census Bureau is Hiring!

The Census Field Operations is hiring nationwide, and the National Processing Center is hiring in Indiana and Arizona. Both paths are vital to a successful count and provide job opportunities for virtually anyone.

	National Processing Centers <i>Indiana & Arizona</i>	Field Operations <i>Nationwide</i>
Types of Jobs:	<ul style="list-style-type: none">• Work onsite at NPC in Indiana or Phoenix• Clerks (<i>Office, Warehouse, Data Entry</i>)• Leads, Supervisors, Managers, IT, HR, Maintenance, Forklift, etc.	<ul style="list-style-type: none">• Enumerators• Office Clerks• Field & Operations Supervisors• Recruiting Assistants
Job Details:	<ul style="list-style-type: none">• Full time & part time set schedules• Benefits available• Long-term temporary through Fall 2020• Hourly wage varies by position and locality	<ul style="list-style-type: none">• Flexible part time schedules• Working with the public• Short-term temporary thru Summer 2020• Hourly wage varies by position and locality
Apply Online:	USAjobs.gov <i>Search keyword: NPC</i>	2020Census.gov/jobs

National Processing Centers

Our Mission

In business since 1958, the National Processing Center (NPC) is a data processing facility featuring the latest in telecommunications and computer processing technologies to support the nation's economic and demographic indicators.

While many people associate the NPS with decennial census operations, it also collects and processes data for more than 150 demographic and economic surveys annually.

Now hiring hundreds of clerks, lead clerks, supervisors, managers, IT, human resources, maintenance, and material handlers.

Job opportunities are posted on: [USAJobs.gov](https://www.usajobs.gov),
keyword search: NPC



Nationwide Field Opportunities

- 2 million+ applicants needed for an estimated 500K positions.
- Majority of positions are field workers, who visit homes and facilities in their local area.
- Office support staff needed in the 248 temporary area census offices around the country.
- Flexible hours and days for field and office workers. Field work is assigned based on the availability of the worker.

Nationwide Field Opportunities

Job Qualifications

- Applicants must have an email account and access to the internet to apply.
- Job information and flyers are available online to distribute to tenants.
- Local census recruiting staff can provide on-site support and conduct in-person recruiting sessions.
- Additional qualifications can be found at 2020Census.gov/jobs/job-details.

Additional Information:

- 2020 Census workers get locality pay rates, paid training, mileage reimbursement (field staff).
- Selected applicants must complete background check.
- Time is of the essence, and selections are currently in progress – **apply today!**
- Most jobs are expected to end in July 2020.

Apply online: 2020Census.gov/jobs

Apply Online

Field Operations:

2020Census.gov/jobs

National Processing Center:

USAJobs.gov

Keyword Search: NPC

If you have any questions, please call [1-855-JOB-2020](tel:1-855-JOB-2020) (1-855-562-2020) and press 1 for technical help with your application or press 3 to reach your area census office. You may also use the Federal Relay Service at [1-800-877-8339](tel:1-800-877-8339) for TTY/ASCII.

Be Counted!

Current
ongoing
surveys &
One-
time
surveys

- The American Housing Survey
- The American Community Survey
- The Consumer Expenditure Survey
- The Current Population Survey
- The Health Interview Survey
- The National Crime Victimization Survey
- The Survey of Income and Program Participation

Be Counted!



Field Staff

- Field Supervisors: GG 06,07
 - First-level supervisor for a group of approx. 6-15 FRs; responsible for data collection in an assigned geography
- Field Representatives: GG 04, 05
 - Interviews respondents to collect survey data for current, on-going surveys, one-time surveys, and special censuses

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instagram.com/uscensusbureau



twitter.com/uscensusbureau



pinterest.com/uscensusbureau



youtube.com/user/uscensusbureau

Questions? Contact Us!

National organizations can share ideas about how they can work with us by contacting the 2020 Census Partnership Program at census.partners@census.gov.

State and local organizations can contact their [regional census center](#) to speak with U.S. Census Bureau Staff in their area.

Atlanta (AL, FL, GA, LA, MS, NC, SC)

404-889-6520

Atlanta.rcc.partnership@2020census.gov

Los Angeles (AK, CA, HI, ID, NV, OR, WA)

213-314-6500

Los.Angeles.rcc.partnership@2020census.gov

Chicago (AR, IL, IN, IA, MI, MN, MO, WI)

312-579-1605

Chicago.rcc.partnership@2020census.gov

New York (CT, ME, MA, NH, NJ, NY, RI, VT, PR)

212-882-2130

New.York.rcc.partnership@2020census.gov

Dallas (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY)

972-510-1800

Dallas.rcc.partnership@2020census.gov

Philadelphia (DE, DC, KY, MD, OH, PA, TN, VA, WV)

267-780-2530

Philadelphia.rcc.partnership@2020census.gov

We want to hear from YOU!

Have an idea of how we can partner to better reach your audience?

Have a suggestion on who we can partner with at the national level?

Willing to provide a warm contact at an organization?

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THANK YOU!