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United States®
Census
2020

iCount • 2020

Census 2020 Resources for NAU Faculty

Sara Dechter, AICP, CP3
City of Flagstaff

Shape your schools.

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GET INVOLVED

2020census.gov

Census Day countdown:

1 7 6

days until April 1, 2020

Importance of the
Data

Impact in Your
Community

Educators

Educators

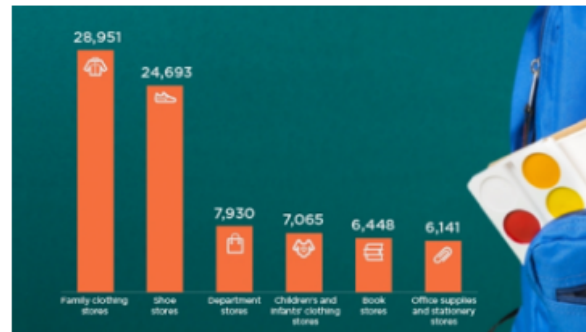
Help your students understand the importance of statistics and explore all of the great data that the U.S. Census Bureau has to offer.

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The Statistics in Schools program provides free activities to educate students about the value and everyday uses of Census Bureau data, including the data collected during the 2020 Census.

Whether you're teaching pre-K students or high schoolers, there are many ways to incorporate census data into your lessons. Discover fun facts about your state and access free activities that incorporate census data into subjects such as math, geography, history, sociology, and English language arts. Get started today!

Classroom Resources



Statistics in Schools

Download data tools, games, maps, videos, and more.

[START HERE >](#)



Data Access Tools

Find popular facts about your community and access statistics through databases, maps, and other helpful resources.

[VIEW MORE >](#)

Subscribe to Newsletters

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Receive Census Bureau news releases and more information from the Public Information Office by email subscription.

We have updated our subscription service to offer you more options including wireless alerts. Contact us if you need assistance.

[Click here to subscribe or modify your existing subscription.](#)

Items available include:

Data on People
Includes data on population, family structure, age, sex, race, ethnic groups, education, health care insurance, marital status, disability, language; income, poverty, commuting, mobility and labor force.

Data on Business, Industry and Government
Includes data on the economy, business ownership, business patterns, industry data, government and tax expenditures.

Data on Housing
Includes data on housing characteristics such as house type, age, size, plumbing, telephone access, ownership and financing.

Communications *En Espanol*

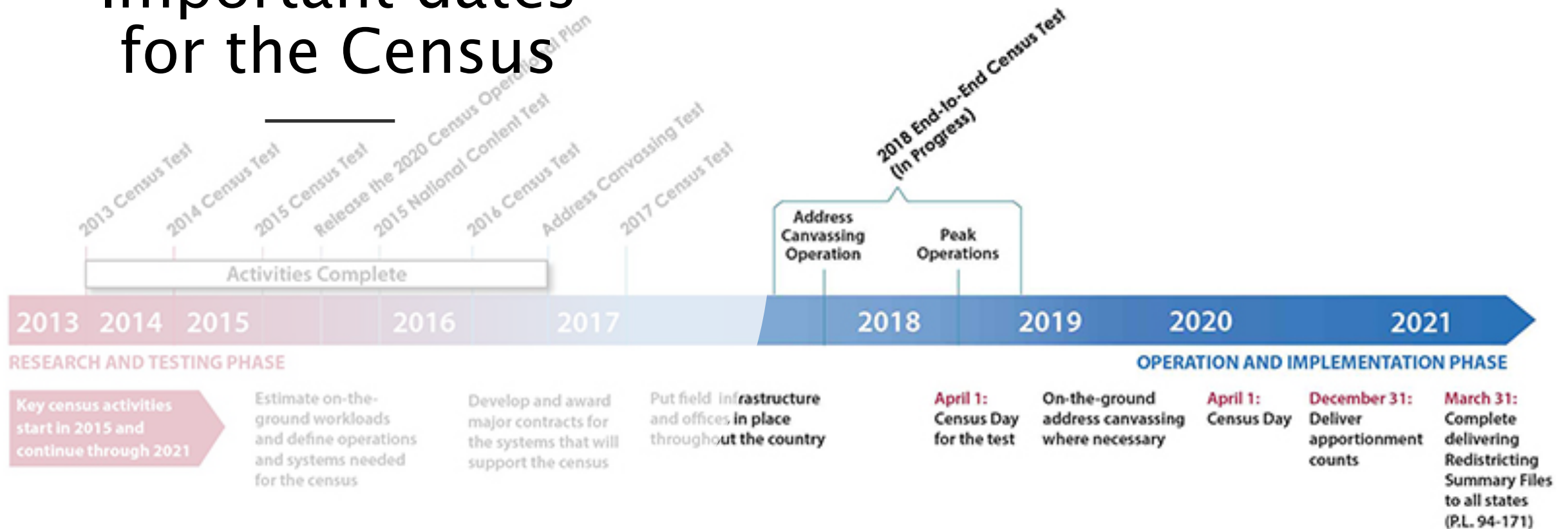
Facts for Features
Statistical factoids about holidays, calendar observances and topics in the news.

Tipsheets
Biweekly newsletter announcing upcoming data releases and reports.

2020 Census Operational Timeline

<https://2020census.gov/en/important-dates.html>

Important dates for the Census





Students' Concerns

"I don't feel comfortable sharing my information."

WHO THIS MIGHT BE

These students wonder: How is my data used and stored?

Are the data really confidential? They are concerned about data privacy or having their information used by other Federal agencies.



MAKE IT ACTIONABLE

Preview Census questions

Walking students through the questions the Census contains before they actually take it can help to:

- Clarify the type of information "the government" is asking them
- Build clarity that there is no identifying information, such as name or social security number



MAKE IT RELEVANT

Start with a sure win

If you acknowledge something you know is a concern for your students, they are more likely to relate to the next thing you

say. For example, try highlighting data security and privacy concerns by explaining how information is protected.



PLAN THE DELIVERY

Connect early

Because students may require more information and discussion, begin outreach with them early in the Fall 2019.

Early outreach will enable more time for forming the trust and confidence with how Census data are used and protected.

Reputation matters

Census 2020 High Education Toolkit

Find Your iCount 2020 Answers

[GENERAL INFORMATION](#)

[UNIQUE CIRCUMSTANCES](#)

[PRIVACY CONCERNS](#)

GENERAL INFORMATION

What is the census?

icount2020.info

When is the census?

The U.S. Census Bureau conducts the decennial census every ten years. The next census will be in 2020 and the Bureau will start mailing invitations on how to respond to every household in March

Census 2020 NAU Subcommittees



DIVERSITY AND
INCLUSION



FACULTY
OUTREACH



MARKETING AND
COMMUNICATIONS



OUTREACH EVENTS



STAFF OUTREACH



STUDENT
OUTREACH

How do I get involved?



Contact **Greg Webb**, the
Community Census Team Event
and Volunteer Coordinator at
greg.webb@coconino.az.gov

Want to work for the Census
Bureau or know someone who
does?
[https://2020census.gov/en/
jobs.html](https://2020census.gov/en/jobs.html)