

# NATIONAL PAN-HELLENIC COUNCIL, INC.

## THE 2020 CENSUS

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**National Social Action Commission**  
**Delta Sigma Theta Sorority, Inc.**

The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# NATIONAL PAN-HELLENIC COUNCIL, INC.

## Mission Statement

Unanimity of thought and action as far as possible in the conduct of Greek letter collegiate fraternities and sororities, and to consider problems of mutual interest to its member organizations.

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# AGENDA

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- Overview of Census
- Timeline for the 2020 Census
- Developing a Plan
- Resources for Microtargeting Low Turnout/Hard to Reach
- Additional Resources
- Questions/Answers

# NATIONAL PAN-HELLENIC COUNCIL, INC.

## OVERVIEW OF THE CENSUS

The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# PURPOSE OF THE CENSUS

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**To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.**

**The U.S. Constitution requires an “actual enumeration” of the persons residing in the United States every ten years.**



# DIFFERENT TYPES OF COUNTS

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- The U. S. Census Bureau does many accounting in addition to the Decennial Census
  - ❑ Demographic Programs
    - American Community Survey
    - Current Population Survey
    - American Housing Survey
  - ❑ Economic Programs
    - Economic Census (Years ending in 2 & 7)
    - Census of Governments (Years ending in 2 & 7)

# 2020 CENSUS

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## The Decennial Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Count **every** resident living in the United States
- Increasingly diverse and growing population
  - ❑ 330 million people
  - ❑ Over 140 million housing units
- Private and Confidential
  - ❑ Responses are protected by Federal Law
  - ❑ Responses are only used to produce statistics

# PRIVATE & CONFIDENTIAL

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## **US Title 13, and other federal laws protect Census and other Data**

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life. Violating Title 13 is a serious federal crime. Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.



# USES OF CENSUS INFORMATION

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- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts – redistricting
- Determines the annual allocation of between \$675 and 800 billion dollars in federal funding
- Provides insight to governments, business and community planning groups for planning purposes
- Provides population benchmarks for nearly every other United States survey

# 2020 CENSUS QUESTIONNAIRE

United States  
**Census 2020**

OMB No. 0607-1006; Approval Expires 11/30/2021

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

This is the official questionnaire for this address.  
It is quick and easy to respond, and your answers are protected by law.

FOR OFFICIAL USE ONLY

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

(Form number removed)

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.

Telephone Number  -  -

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below.**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes.  
Month  Day  Year of birth

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

**9. What is Person 1's race?**  
Mark  one or more boxes **AND** print origins.

- White — *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*
- Black or African Am. — *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*
- American Indian or Alaska Native — *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Sarow-Inupiat Traditional Government, Nome Eskimo Community, etc.*
- Chinese  Vietnamese  Native Hawaiian
- Filipino  Korean  Samoan
- Asian Indian  Japanese  Chamorro
- Other Asian — *Print, for example, Pakistani, Cambodian, Hmong, etc.*
- Other Pacific Islander — *Print, for example, Tongan, Fijian, Marshallese, etc.*
- Some other race — *Print race or origin.*

**→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.**



# 2020 CENSUS QUESTIONNAIRE (CON'T)

**1. Print name of Person 2**

First Name MI

\_\_\_\_\_

Last Name(s)

\_\_\_\_\_

**2. Does this person usually live or stay somewhere else?**  
Mark [X] all that apply.

No

Yes, for college

Yes, for a military assignment

Yes, for a job or business

Yes, in a nursing home

Yes, with a parent or other relative

Yes, at a seasonal or second residence

Yes, in a jail or prison

Yes, for another reason

**3. How is this person related to Person 1? Mark [X] ONE box.**

Opposite-sex husband/wife/spouse

Opposite-sex unmarried partner

Same-sex husband/wife/spouse

Same-sex unmarried partner

Biological son or daughter

Adopted son or daughter

Stepson or stepdaughter

Brother or sister

Father or mother

Grandchild

Parent-in-law

Son-in-law or daughter-in-law

Other relative

Roommate or housemate

Foster child

Other nonrelative

**4. What is this person's sex? Mark [X] ONE box.**

Male  Female

**5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020 Print numbers in boxes.

\_\_\_\_\_ years Month Day Year of birth

\_\_\_\_\_

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

**6. Is this person of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ↴

\_\_\_\_\_

**7. What is this person's race?**  
Mark [X] one or more boxes AND print origins.

White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

\_\_\_\_\_

Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

\_\_\_\_\_

American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

\_\_\_\_\_

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc. ↴

Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc. ↴

\_\_\_\_\_

Some other race — Print race or origin. ↴

\_\_\_\_\_

→ **If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.**

# NATIONAL PAN-HELLENIC COUNCIL, INC.

## CENSUS TIMELINE

The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# CENSUS TIMELINE

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- 2020
  - Advertising - Begins in January 2020
  - Census Day - April 1, 2020
  - Nonresponse Follow-up / Enumerators sent to residences - Begins in May and continues through July
  - Apportionment counts due to the President December 31, 2020
- 2021
  - Redistricting Counts to the States - By March 31, 2021
- OTHER NEED TO KNOW
  - Some areas will receive BOTH paper Census form and letter to complete online or via phone in the first mailing\*
  - Off-campus College Students should complete the form BEFORE finishing for the Semester

# How People Will Be Asked to Respond to the Census

## How the 2020 Census will invite everyone to respond



### What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

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

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

#### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

#### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

#### We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	<b>If you haven't responded yet:</b>
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.

# Counting Everyone Once, And Only Once, And In The Right Place

## Count yourself in the right place.

In general, you should count yourself **where you live and sleep most of the time**. But pay special attention if you are:



### Completing Your Household's Form

When responding, count any children, including newborns, who usually live and sleep at your home--even if they're not your own. If they split time evenly between two households, count them where they are on April 1, 2020."



### A Recent Mover

Count yourself at your new address if you moved in by April 1, 2020.



### A Renter

Count yourself where you live. Even though you don't own the home, you need to participate. Don't forget your family and roommates.



### A College Student

If you don't live in a dorm, count yourself at your off-campus address—even if you go to your parents' home for school breaks. This includes international students.



### A Service Member

If you don't live in military barracks—and you aren't deployed or stationed outside the United States—count yourself where you live and sleep most of the time, whether on or off base.



### A Resident of a Group Facility

For people in the following living situations on April 1, 2020, Census Bureau employees will work with a representative from your building to ensure you are counted. They may or may not ask you to complete an individual census form.

- > College dorms
- > Military barracks
- > Nursing homes
- > Group homes
- > Shelters
- > Psychiatric facilities
- > Correctional facilities

For more details, visit [2020CENSUS.GOV](https://www.census.gov/2020census.gov).



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National Pan-Hellenic Council

# Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p><b>12 Non-English Languages</b></p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <p>Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p><b>12 Non-English Languages</b></p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <p>Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p><b>59 Non-English Languages</b></p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td>Sign Language</td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American	Japanese	Gujarati	Bosnian	Dutch	Sign Language	<p><b>Spanish</b></p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.</p> <p>Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <p><b>During Nonresponse Followup enumerators use:</b></p> <ul style="list-style-type: none"> <li>• A bilingual handheld instrument (English/Spanish)</li> <li>• Bilingual materials (English/Spanish)</li> <li>• Instructions to respond online or by phone in 12 non-English languages</li> <li>• Language Identification Card</li> </ul>
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# OVERVIEW Section RECAP

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- Constitutionally required actual enumeration of RESIDENTS, not Citizens in the Country on April 1 (Census Day)
- Federal law requires confidentiality of Census information—for life—for all Census bureau employees
- Letters/Paper Forms will be sent Mid-March, must respond by July 30
- Data used for Money & Power –Federal Funds and Electoral Power on local, state, and federal level

# NATIONAL PAN-HELLENIC COUNCIL, INC.

## WHAT DO WE NEED TO DO?

The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# Develop A Plan — Now until august 2020

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- Divine Nine Chapters across the country are encouraged to develop a 4-point strategy for the Census
- Point 1—Create a Census TaskForce in your collegiate or alumni/ae chapter
- Point 2—Determine Highest Points of Need for Turnout.
- Point 3—Educate Community w/partner organizations
  - Working with D9, houses of worship, NAACP
- Point 4—Collaborate on gap filling

# For Collegians

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- Living on-campus
  - You will be counted through your college/university. You will not receive a form.
- Living off-campus
  - You will receive a letter in the mail like everyone else. Follow the instructions in the letter to complete the Census online, by phone, or using the form.
- Educate fellow students and the surrounding community about the importance of the Census.
  - Students can remind family, friends, and all personal networks to complete the census.
  - Work with local campus or community organizations.
  - Pell Grants and Student Loans funds are distributed based on Census data.

# Point One... Census Task Force

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- Your Political Action Committee should be laser focused on the Census
- Either have an independent committee or a subcommittee of the Social Action Committee
- Plan an event around April 1 (Census Day)
- Work with your chapter to either create flyers or modify template flyers received from US Census Bureau
- Use your social media accounts to spread the word—in accordance with your organization's Social Media Policy.

# Example Of Card From Census Bureau

A photograph of a woman and a young girl in a grocery store. The woman is smiling and looking at a card she is holding. The girl is looking at the card with a serious expression. They are standing in front of a shopping cart filled with groceries, including oranges and lettuce. The background shows shelves of fresh produce.

Help your community get the funding it needs for programs and services like the Supplemental Nutrition Assistance Program, or SNAP, Medicaid, health clinics, education, and much more.

Complete the 2020 Census online, by phone, or by mail. It's easy, safe, and important.

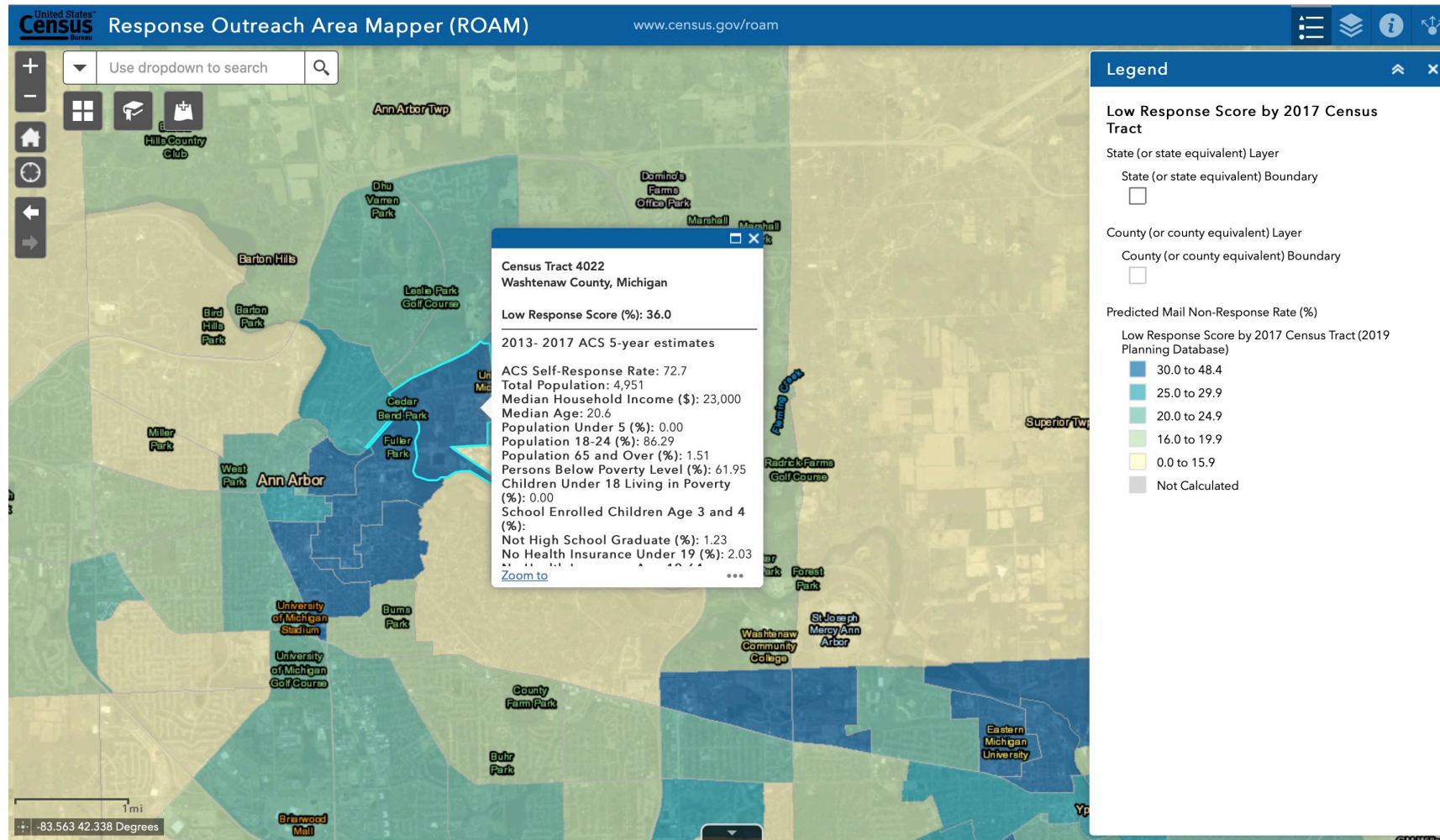
For more information, visit:  
**2020CENSUS.GOV**

# Point Two ... Assess The Needs

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- Many communities that are serviced by Divine Nine chapters have “Hard to Count” areas.—children, communities of color, low-income communities, etc.
- Census has online tool “ROAM” ([Response Outreach Area Mapper](#)) to determine low response areas/ Hard to Count
  - ❑ **Barriers** for communities to complete the Census
    - Fear of Gov't
    - Lack of Internet Access, Reliable Cell Phone Access
    - Lack of Knowledge about the importance of Census
  - ❑ **Opportunities** to work with like-minded groups (fellow Divine Nine organizations, NAACP, National Urban League) to bridge the gaps
  - ❑ Resources available (monetary and otherwise)
  - ❑ [Mail Contact Strategies](#)

# Response Outreach Area Mapper Census.gov/room



The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# Point Three — Accurate Information Is Key... Disinformation Is Real

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- The confusion and scare tactics over the past year is threatening a low response in the Census.
- Getting information out to vulnerable communities is KEY
- Goals:
  - Hold at least two townhalls in your service community
  - Use Census Bureau ([www.2020Census.gov](http://www.2020Census.gov)), Coalition partners, and/or other reputable information sources to inform the community about the Census
  - Use public gatherings to your advantage
    - High School football / basketball games\*
    - Grocery Stores\*
    - Major Concert events\*
    - Religious institutions

\* check your local laws for any permits that may be required.

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



## It's in the constitution.

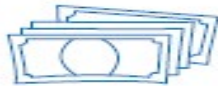
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



## It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

## Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"





## Every renter can take ownership of the 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**

D-OP-RE-EN-122

Shape  
your future  
START HERE >

United States\*  
Census  
2020



## Everyone counts in group housing.

No matter where you live, it is important that you are counted in the 2020 Census. Information collected in the census will help determine funding for vital community resources, congressional representation, and more.

You should be counted where you live and sleep most of the time. If you live in a group facility, like a dorm, military barracks, or shelter, U.S. Census Bureau employees will work with a representative from your building to make sure you are counted. You may be asked to complete an individual census form.

### Your building may include you in its count.

Those living in most group facilities, including college dorms, nursing homes, psychiatric and other medical facilities, correctional facilities, group homes, and some shelters, will be counted in one of the following ways:

- A representative from your building will electronically submit your information to the Census Bureau. It will be encrypted to make sure it remains confidential.
- A Census Bureau employee will interview a representative from your building in person.
- A Census Bureau employee will drop off paper census forms for residents to complete, and pick them up later.
- At some medical and correctional facilities, a representative from your building will work as a census taker to collect information from the facility's residents.

For more information, visit:  
**2020CENSUS.GOV**

D-OP-GR-EN-419

Shape  
your future  
START HERE >

United States<sup>®</sup>  
Census  
2020

# Point Four—Fill In The Gaps

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- Based on your assessment in point 2, there maybe barriers for persons to complete the Census.
- Partner w/ libraries, schools to provide Census Internet Hotspots
- Reduce fear via information
- Continue past April 1
  - ❑ Census day is the beginning, NOT the end of the work. Have a plan through the end of July
- Contact gov't and non-profit orgs to determine if monetary and other resources are available

\* Remember, Delta is a non-partisan organization. If you have a question if you can be granted money from an org, contact the  
NSAC

# Plan Recap

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- Have a dedicated group within your local and state entities to concentrate on the Census outreach—it is an undertaking
- Assess the need—not all areas are equal. Prioritizing on lower response areas would be most important. USE ROAM on Census Website
- Information is King. With lingering questions about citizenship question, information sharing with law enforcement, etc., counteracting misinformation will help maintain, if not increase turnout.
- Fill IN the gaps. How we are able to succeed

# NATIONAL PAN-HELLENIC COUNCIL, INC.

## MONEY & POWER

The National Pan-Hellenic Council, Incorporated (NPHC) is currently composed of nine (9) International Greek letter Sororities and Fraternities: Alpha Kappa Alpha Sorority, Inc. Alpha Phi Alpha Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Zeta Phi Beta Sorority, Inc., Iota Phi Theta Fraternity, Inc., Kappa Alpha Psi Fraternity, Inc., Sigma Gamma Rho Sorority, Inc. Phi Beta Sigma Fraternity, Inc. and Omega Psi Phi Fraternity, Inc. NPHC promotes interaction through forums, meetings and other mediums for the exchange of information and engages in cooperative programming and initiatives through various activities and functions



# Money, Power, ...

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- Census Data is used for two major purposes
  - ❑ Money—almost 800 BILLION dollars spent by federal government over 134 programs
    - Medicare, Title 1 Funding, Workforce Development Programs, Transportation, etc.
  - ❑ Power—Electoral Power on local, state, and federal level
    - Reapportionment—Census data used for determining number of members of Congress each state receives
    - Based on the reapportionment, States use data (modified or unmodified) to draw district lines for number of state House and Senators, as well as members of U.S. House
    - Electoral College—used to elect the President—is based upon state's Congressional delegation



# NATIONAL PAN-HELLENIC COUNCIL, INC.

## What is Your State's Share of: \$800 Billion?

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National Pan-Hellenic Council

# The Census & Federal Funding

The screenshot shows the top navigation bar of the GW Institute of Public Policy website. It includes the university logo and a menu with links for 'ABOUT', 'POLICY RESEARCH AREAS', 'EXPERTS', 'PUBLICATIONS', and 'NEWS & EVENTS'. Below the navigation is a breadcrumb trail: 'You are here: Home / Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds'. The main heading is 'Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds', dated 'February 13, 2019'. A paragraph begins with 'As directed by Congress, several hundred federal financial assistance programs rely on data derived from the Decennial Census to'. At the bottom of the screenshot is a blue cookie consent banner.

The [George Washington Institute of Public Policy](#) has calculated the distribution of federal funds based on Census data.

There is overview on the top 55 programs, and the top 5 programs to help show real world impact.

# Counting For Dollars

Visit [Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds](#).

Scroll to “**#5 Distribution of Funding from 55 Large-Census-guided Programs by State**”. #6 For 5 Large Census guided programs.

Click on your state to learn how much funding your state receives for programs based on 2010 Decennial Census data.

## #5 Distribution of Funding from 55 Large Census-guided Programs by State

This forthcoming report describes the FY2016 distribution by state of \$883.1 billion from 55 large federal expenditure programs based on data derived from the 2010 Census.

In the box below, a one-sheet handout is available for the nation and each state.

<u>United States</u>			
<a href="#">Alabama</a>	<a href="#">Illinois</a>	<a href="#">Montana</a>	<a href="#">Rhode Island</a>
<a href="#">Alaska</a>	<a href="#">Indiana</a>	<a href="#">Nebraska</a>	<a href="#">South Carolina</a>
<a href="#">Arizona</a>	<a href="#">Iowa</a>	<a href="#">Nevada</a>	<a href="#">South Dakota</a>
<a href="#">Arkansas</a>	<a href="#">Kansas</a>	<a href="#">New Hampshire</a>	<a href="#">Tennessee</a>
<a href="#">California</a>	<a href="#">Kentucky</a>	<a href="#">New Jersey</a>	<a href="#">Texas</a>
<a href="#">Colorado</a>	<a href="#">Louisiana</a>	<a href="#">New Mexico</a>	<a href="#">Utah</a>
<a href="#">Connecticut</a>	<a href="#">Maine</a>	<a href="#">New York</a>	<a href="#">Vermont</a>
<a href="#">Delaware</a>	<a href="#">Maryland</a>	<a href="#">North Carolina</a>	<a href="#">Virginia</a>
<a href="#">District of Columbia</a>	<a href="#">Massachusetts</a>	<a href="#">North Dakota</a>	<a href="#">Washington</a>
<a href="#">Florida</a>	<a href="#">Michigan</a>	<a href="#">Ohio</a>	<a href="#">West Virginia</a>
<a href="#">Georgia</a>	<a href="#">Minnesota</a>	<a href="#">Oklahoma</a>	<a href="#">Wisconsin</a>
<a href="#">Hawaii</a>	<a href="#">Mississippi</a>	<a href="#">Oregon</a>	<a href="#">Wyoming</a>
<a href="#">Idaho</a>	<a href="#">Missouri</a>	<a href="#">Pennsylvania</a>	

# Counting For Dollars

## Counting for Dollars 2020 The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

### ALABAMA

In FY2016, Alabama received  
**\$13,072,790,109**

through 55 federal spending programs  
guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:



#### Reports of the Counting for Dollars 2020 Project:

- > **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)\*
- > **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)\*
- > **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)\*
- > **Report #4:** Census-derived Datasets

# Counting For Dollars Alabama (con't)

Program	Dept.	Obligations	Program	Dept.	Obligations
<b>Financial Assistance Programs</b>		<b>\$12,651,737,574</b>			
Medical Assistance Program (Medicaid)	HHS	\$3,964,085,000	Community Facilities Loans/Grants	USDA	\$57,429,948
Federal Direct Student Loans	ED	\$1,641,282,698	Supporting Effective Instruction State Grants	ED	\$35,651,018
Supplemental Nutrition Assistance Program	USDA	\$1,254,835,320	Crime Victim Assistance	DOJ	\$33,244,704
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,129,410,997	CDBG Entitlement Grants	HUD	\$18,606,250
Highway Planning and Construction	DOT	\$797,046,829	Public Housing Capital Fund	HUD	\$58,683,000
Federal Pell Grant Program	ED	\$471,200,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$23,089,486
Section 8 Housing Choice Vouchers	HUD	\$194,272,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$23,568,371
Temporary Assistance for Needy Families	HHS	\$102,479,587	Social Services Block Grant	HHS	\$23,961,910
Very Low to Moderate Income Housing Loans	USDA	\$435,108,296	Rural Rental Assistance Payments	USDA	\$36,851,627
Title I Grants to LEAs	ED	\$230,728,658	Business and Industry Loans	USDA	\$18,597,000
State Children's Health Insurance Program	HHS	\$457,272,000	Career and Technical Education - Basic Grants to States	ED	\$19,175,065
National School Lunch Program	USDA	\$219,343,000	Homeland Security Grant Program	DHS	\$4,708,211
Special Education Grants	ED	\$185,979,742	WIOA Dislocated Worker Grants	DOL	\$15,302,706
Section 8 Housing Assistance Payments Program	HUD	\$105,166,471	HOME	HUD	\$13,345,170
Federal Transit Formula Grants	DOT	\$48,224,000	State CDBG	HUD	\$21,904,212
Head Start	HHS	\$138,342,659	WIOA Youth Activities	DOL	\$13,242,811
WIC	USDA	\$110,726,000	WIOA Adult Activities	DOL	\$11,443,717
Title IV-E Foster Care	HHS	\$11,111,295	Employment Service/Wagner-Peyser	DOL	\$9,474,618
Health Care Centers	HHS	\$76,252,531	Community Services Block Grant	HHS	\$13,132,186
School Breakfast Program	USDA	\$78,780,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$10,105,139
Rural Electrification Loans and Loan Guarantees	USDA	\$111,161,000	Cooperative Extension Service	USDA	\$17,919,631
Public and Indian Housing	HUD	\$121,380,000	Native Amer. Employment & Training	DOL	\$353,807
Low Income Home Energy Assistance	HHS	\$43,520,240			
Child and Adult Care Food Program	USDA	\$52,539,000	<b>Federal Tax Expenditures</b>		<b>\$170,936,120</b>
Vocational Rehabilitation Grants to the States	ED	\$62,250,495	Low Income Housing Tax Credit	Treas	\$130,397,849
Child Care Mandatory and Matching Funds	HHS	\$41,247,000	New Markets Tax Credit	Treas	\$40,538,271
Unemployment Insurance Administration	DOL	\$29,926,000			
Federal Transit - Capital Investment Grants	DOT	\$137,000	<b>Federal Procurement Programs</b>		<b>\$250,116,414</b>
Child Care and Development Block Grant	HHS	\$50,468,000	HUBZones Program	SBA	\$250,116,414
Adoption Assistance	HHS	\$7,671,170			

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# NORTH CAROLINA

## 2017 Title I Allocations

To learn more about these programs and how census data guides these allocations, visit [pogo.org/census-project](http://pogo.org/census-project)

County	Title I Allocation	Percent of State Total	County	Title I Allocation	Percent of State Total
Mecklenburg County	\$45,926,196	10.2%	Rowan County	\$6,489,004	1.4%
Wake County	\$33,521,723	7.4%	Iredell County	\$6,129,741	1.4%
Guilford County	\$25,422,425	5.6%	Catawba County	\$5,885,681	1.3%
Forsyth County	\$23,191,601	5.2%	Nash County	\$5,742,953	1.3%
Cumberland County	\$19,313,801	4.3%	Union County	\$5,694,327	1.3%
Durham County	\$13,141,409	2.9%	Wilson County	\$5,672,619	1.3%
Robeson County	\$12,948,913	2.9%	Cleveland County	\$5,040,114	1.1%
Pitt County	\$10,235,882	2.3%	Duplin County	\$4,479,203	1.0%
Gaston County	\$10,199,994	2.3%	Craven County	\$4,417,345	1.0%
Buncombe County	\$9,783,721	2.2%	Brunswick County	\$4,098,461	0.9%
Onslow County	\$8,081,546	1.8%	Sampson County	\$4,076,580	0.9%
New Hanover County	\$7,759,961	1.7%	Rockingham County	\$3,947,091	0.9%
Alamance County	\$7,751,064	1.7%	Halifax County	\$3,911,137	0.9%
Johnston County	\$7,288,787	1.6%	Lenoir County	\$3,850,655	0.9%
Wayne County	\$7,181,652	1.6%	Richmond County	\$3,763,386	0.8%
Davidson County	\$7,157,066	1.6%	Henderson County	\$3,758,989	0.8%
Randolph County	\$6,653,476	1.5%	Columbus County	\$3,355,111	0.7%
Harnett County	\$6,574,158	1.5%	Burke County	\$3,338,053	0.7%

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## North Carolina

### Federal Funds from Five Key Census-Guided Programs

To ensure that each North Carolina community receives its fair share of federal funds, an accurate 2020 Census is necessary. So that communities can better understand the ways their federal program funds are guided by census data, this brief describes how funds from five key census-guided federal programs are allocated.

These five programs, and their associated FY 2017 funding in North Carolina, are:

**Title I Grants to Local Education Agencies**

**CFDA Number<sup>1</sup>:** 84.010

**Total:** \$450,232,389

**Community Development Block Grants (CDBG) – Entitlement Program**

**CFDA Number:** 14.218

**Total:** \$27,722,798

**Workforce Innovation and Opportunity Act (WIOA)**

**Total:** \$67,213,143

**WIOA Youth Activities**

**CFDA Number:** 17.259

**Total:** \$24,434,871

**WIOA Adult Activities**

**CFDA Number:** 17.258

**Total:** \$23,156,880

**WIOA Dislocated Worker Program**

**CFDA Number:** 17.278

**Total:** \$19,621,392

To learn more about each program's purpose, uses, allocation formulas, census-derived datasets, and vulnerabilities to a miscount, please refer to the cover brief for this data, "The Distribution of Census-Guided Federal Funds to U.S. Communities: Five Program Examples" at [pogo.org/census-project](http://pogo.org/census-project).

This data is provided by the Project On Government Oversight in partnership with the George Washington Institute of Public Policy at The George Washington University. For further information, please contact Sean Moulton at [smoulton@pogo.org](mailto:smoulton@pogo.org) or Andrew Reamer at [areamer@gwu.edu](mailto:areamer@gwu.edu).

# Money & Power Recap

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- Census Data is used for two major purposes
  - ❑ Money—almost **\$800 BILLION** dollars spent by federal government over 134 programs
    - Medicare, Title 1 Funding, Workforce Development Programs, Transportation, etc.
  - ❑ Power—Electoral Power on local, state, and federal level
    - Reapportionment—Census data used for determining number of members of Congress each state receives
    - Based on the reapportionment, States use data (modified or unmodified) to draw district lines for number of state House and Senators, as well as members of U.S. House
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# NATIONAL PAN-HELLENIC COUNCIL, INC.

## How to Connect with the Census Bureau

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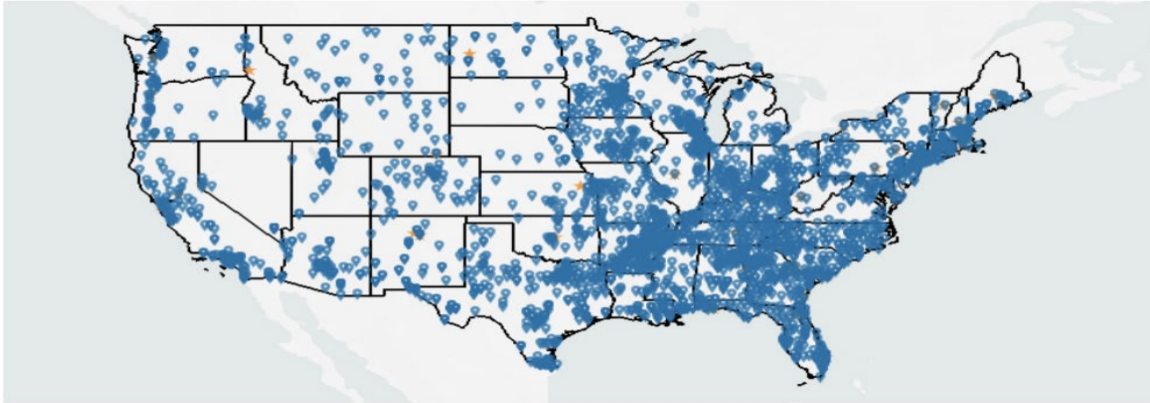
# Complete Count Committee & Partner Resources

## Complete Count Committee Resources

Complete Count Committees help increase awareness of the 2020 Census and motivate the public to respond.

SHARE: [f](#) [t](#) [in](#)

The committees are established by tribal, state, and local governments and by community leaders and organizations. They can include representatives of businesses, schools, community organizations, and faith-based groups. Learn more about [joining or starting a Complete Count Committee](#).

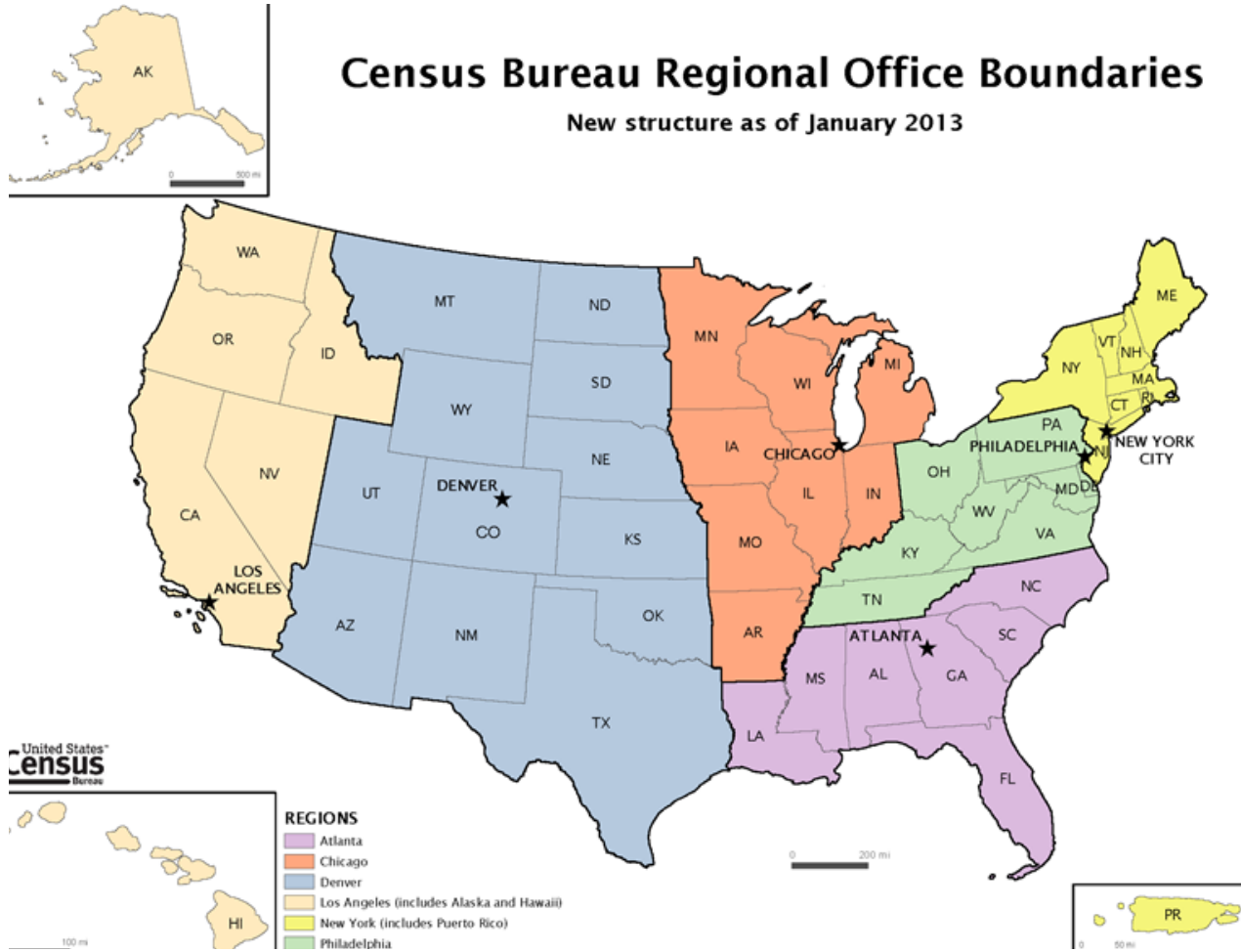


[FIND A COMPLETE COUNT COMMITTEE IN YOUR COMMUNITY >](#)

There are 6 regional offices. Contact information for each office can be found by visiting [www.census.gov/regions](http://www.census.gov/regions). Find the local Partnership Specialist.

Several members of the Divine Nine are Partnership Specialists throughout the country.

# Census Regional Offices



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# Regional Partnerships

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ATLANTA

[Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

CHICAGO

[Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

DALLAS

[Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

LOS ANGELES

[Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

NEW YORK

[New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

PHILADELPHIA

[Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

# NATIONAL PAN-HELLENIC COUNCIL, INC.

Questions?  
Contact Delta Sigma Theta  
Census Task Force at  
[socialaction@deltasigmatheta.org](mailto:socialaction@deltasigmatheta.org)  
Subject: CENSUS