



# What Educators and Campus Leaders Need to Know About the 2010 Census

In 2010, the Decennial Census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As 2010 Census partners, educators and campus leaders can engage college students, who have historically been hard to count. As an education partner, you can help convey the importance of participating in this historic event to ensure that no one is left uncounted. **Achieving a complete and accurate 2010 Census is in our hands.**

## The Census: A Snapshot

- ▲ **What:** The census is a count of everyone residing in the United States.
- ▲ **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- ▲ **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day.
- ▲ **Why:** The U.S. Constitution requires a national census once every 10 years to update state population counts and to determine representation in the U.S. House of Representatives.
- ▲ **How:** Census questionnaires will be delivered or mailed to residential addresses in March 2010. Individual census questionnaires will be delivered to on-campus housing in April and May 2010. Census takers coordinate with Residence Life and Housing Staff to distribute and collect these questionnaires.

## A Complete Count: The Importance of Census Data

- ▲ Every year, billions of dollars in federal funds are allocated to states and communities based on census data.
- ▲ Census data affect college tuition grant and loan programs.
- ▲ Census data inform decisions about funding for critical services in your academic community, like transportation, public safety, medical care, and road repairs.
- ▲ Census data inform and support important research done by college faculty, students, librarians, and community leaders.
- ▲ Census data affect your voice in Congress, as well as the redistricting of state legislatures and local voting districts.

## 2010 Census Questionnaire: Easy, Important, and Safe

- ▲ The 2010 Census questionnaire is one of the shortest questionnaires in history and takes about 10 minutes to complete.
- ▲ By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other governmental agencies, courts, and law enforcement entities.

## YOU CAN MAKE A DIFFERENCE.

As an influential education or campus leader, you can raise awareness of and encourage participation in this critical undertaking. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.

## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Ensure accurate census data, which guide funding decisions for your academic community and affect your representation in Congress.
- ▲ Assure people that it is important – and safe – to answer the 2010 Census.
- ▲ Spread the word about temporary census jobs in your community.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to be counted. You can:

- ▲ Promote the 2010 Census to students and encourage them to complete the questionnaire.
- ▲ Post 2010 Census messages on campus marquees, at events and activities, and in campus lobbies.
- ▲ Plan and implement awareness and visibility events during orientation, fall Welcome Week (Aug./Sept. 2009), and Census on Campus Week (March 2010).
- ▲ Host a census information table at an event such as an activities fair, festival, orientation, homecoming, large campus-wide event, sports event, or family weekend.
- ▲ Include 2010 Census information in class discussions, Blackboard pages, web sites, blogs, Facebook pages, email announcements, and college or university newsletters and newspapers.
- ▲ Create and manage a 2010 Census fan page or profile for your college or university on Facebook, Twitter, etc. or create a blog about your academic institution's involvement in the census.

## Key Times to Reach College Students With Census Messaging

- ▲ June – September 2009 – Freshman & Transfer Student Orientation
- ▲ Late Summer 2009 – Residence Life training
- ▲ September 2009 – Fall Welcome Week
- ▲ Fall – Winter 2009 – Student organizations, clubs, and group events
- ▲ March 2010 – Census on Campus Week/“March Madness”

## 2010 Census Time Line: Key Dates

<b>Spring 2009</b>	Census employees go door-to-door to update address lists nationwide.
<b>Fall 2009</b>	Census employees visit Group Quarters (such as dormitories, residence halls, fraternities, and sororities) to collect information about each location.
<b>February – March 2010</b>	Census questionnaires are mailed or delivered to residential addresses.
<b>April – May 2010</b>	Individual questionnaires are delivered to on-campus housing for students to complete.
<b>May – July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to the President.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.