

**Census Day is April 1, 2020.** Through a series of workshops conducted by 2020 Census partnership specialists, join a powerful movement in Colorado of local government, nonprofit, corporate and community organizations finding solutions to count everyone once, only once and in the right place. With full participation, the once-a-decade population count will drive more than \$13 billion dollars in federal funds annually into Colorado, including assistance to schools and their families<sup>1</sup>.

Thousands of Colorado children were missed in the 2010 Census – an estimated 5 percent below the age of 5. We are at risk of losing millions of annual federal dollars and inadequately planning for schools, hospitals and roads. We need your help to close this gap in 2020. Together, we'll engage families in areas that, based on demographic, socioeconomic and housing characteristics, may be hard to count.

### Spring & Summer 2019



**2020 Census Education Workshop (May & July)** — From now until December 2019, join the education phase when it's important to understand how the census is conducted and why. Learn about temporary and flexible job opportunities for parents and teachers to help complete the decennial count. Discover resources at [Census.gov](https://census.gov). Use the [Census ROAM](#) tool to identify hard-to-count tracts. Consider participation barriers. Compile a communications plan with a timetable of events and activities.

**May 10, 1-3 p.m. | Centennial Community Room | 25 Seats**

**July 9, 1-3 p.m. | Centennial Community Room | 25 Seats**

### Fall 2019



**2020 Census Awareness Workshop (November)** — The awareness phase of the 2020 Census officially starts in January 2020. Government and community leaders throughout the nation will participate in activities highlighting the message that the 2020 Census is easy, important and safe. Brainstorm public service announcements and advertising campaigns and identify language translation needs.

**Nov. 19, 1-3 p.m. | Centennial Community Room | 50 Seats**

### Winter 2020



**2020 Census Motivation and "Thank You" Workshop (February)** — The motivation phase is March to April 2020. Review and update plans to increase activities aimed at encouraging households to respond. Invitations to respond online start arriving in March. Coordinate Census Day activities. Plan for the right activities in the right place, at the right time, and prepare to adjust as needed. Importantly, start thinking about ways to thank your community members for their support and response.

**Feb. 20, 1-3 p.m. | Centennial Community Room | 50 Seats**

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<sup>1</sup> Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>.

## 2020 Census

The 2020 Census is fast approaching, and the U.S. Census Bureau is looking for leaders from schools and educational institutions to serve as partners who help us inform everyone in the United States about the importance of being counted.

You are trusted by your students, parents and other community members, and you have a direct line of communication with them. You can get the word out about the importance of participation in the 2020 Census and the benefits of an accurate count. To help your community thrive, it's important that you encourage everyone to participate in the 2020 Census.

Census data are critical to helping our nation — and the businesses and communities in it — make decisions that will fuel our future success. Census data determine your representation in Congress and are used to redraw boundaries of congressional and state legislative districts. They inform more than \$675 billion in annual federal funding that reaches communities across the country. They allocate funding for your community's public resources (e.g., roads, hospitals, schools, senior centers), and Title I funds that provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

A census is a massive and vitally important undertaking. We need your help to ensure a complete and accurate count. Whatever time and resources you can commit, you can make a difference in Colorado.

We welcome you as a Census Bureau partner in making sure your community is accurately represented.



**RSVP for 2020 Census Workshops** – To participate in a workshop, superintendents, public information officers, communications directors and their staff may contact Dustin Senger, 2020 Census partnership specialist, at [dustin.w.senger@2020census.gov](mailto:dustin.w.senger@2020census.gov).

To learn more about the 2020 Census Partnership Program, visit [census.gov/partners](https://census.gov/partners).

For the latest updates on the 2020 Census, visit [2020census.gov](https://2020census.gov).

To apply for 2020 Census jobs, visit [2020census.gov/jobs](https://2020census.gov/jobs).

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