

# Beyond the Decennial

Census Engagement in non-Decennial Years



*U.S. Census Bureau*  
Chicago Region

*U.S. Census Bureau*

# A Message from the Director

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After a decade of work and preparation, responses to the 2020 Census questionnaire have been collected and the careful process of formulating has begun. The findings will help shape communities across the country over the next decade. Now we look beyond the Decennial as we continue our work as the nation's leading provider of quality data about America's people, places and economy.

Every year, the Census publishes population estimates and demographic changes such as births, deaths, and migration. The Census provides comprehensive data about nearly 90,000 state and local governments in the nation and works to ensure accurate spatial data to properly collect data in our communities. We also provide vital statistics for virtually every industry and geographic area in the country.

In addition, the Bureau conducts ongoing surveys, including the American Community Survey (ACS), demographic surveys that measure income, poverty, education, housing and many other subjects; and Economic surveys that yield more than 400 annual economic reports.

Finally, we provide the tools necessary to access and navigate the data we collect. We ask for your continued support as we move beyond the Decennial.



**Marilyn A. Sanders**  
*Chicago Regional Director*

# Beyond the Decennial

## Partnership in non-Decennial Years

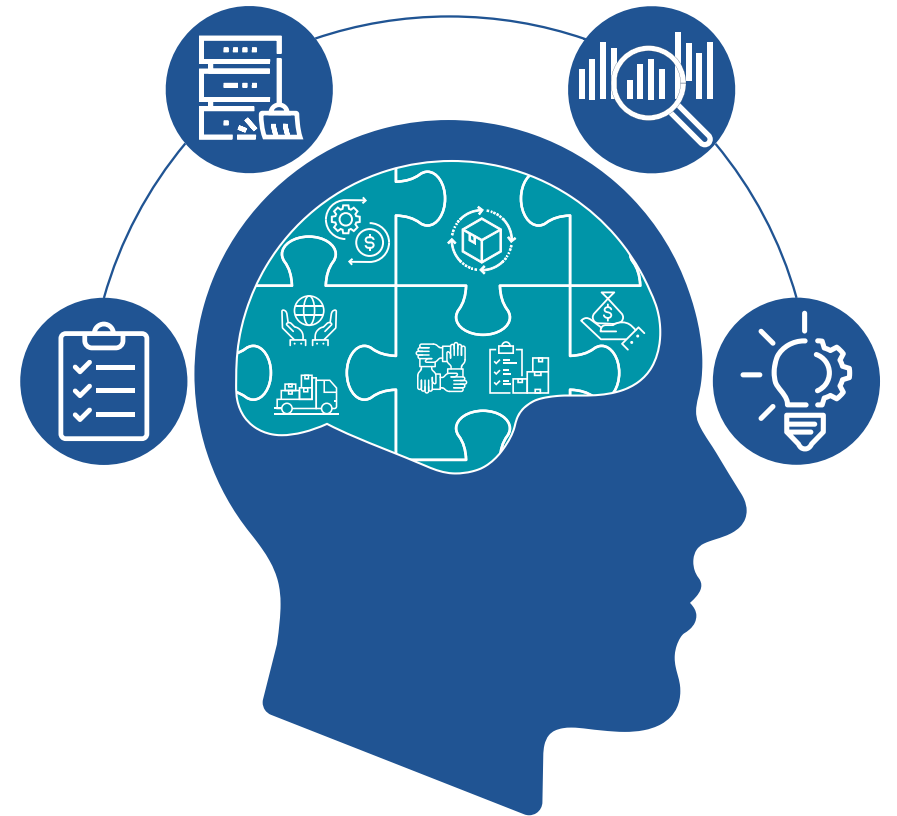
### How 2020 Census Data will be Used

Data from the 2020 Census will be used to:

- Determine congressional representation
- Inform the allocation of hundreds of billions in federal funding
- Provide data that affects communities for the next decade.

### Census Survey Data Year-Round

**Surveys** are useful in describing the characteristics of a large population. No other research method can provide this broad capability, which ensures a more accurate sample in which to draw conclusions and make **important** decisions.



# Confidentiality and Data Security

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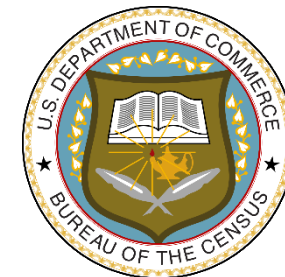
## How the Census Bureau protects the information we collect

The Census Bureau operates under Title 13 and Title 26 of the U.S. Code.

Responses to the U.S. Census Bureau household and business **surveys are kept completely confidential.**

It is against the law to disclose or publish any private information that identifies an individual or business including names, addresses, social security numbers and telephone numbers.

Census workers are **sworn for life** to protect information they collect. Violations include severe penalties, including up to five years imprisonment and up to \$250,000 fine.



# Taking the Pulse of the Community

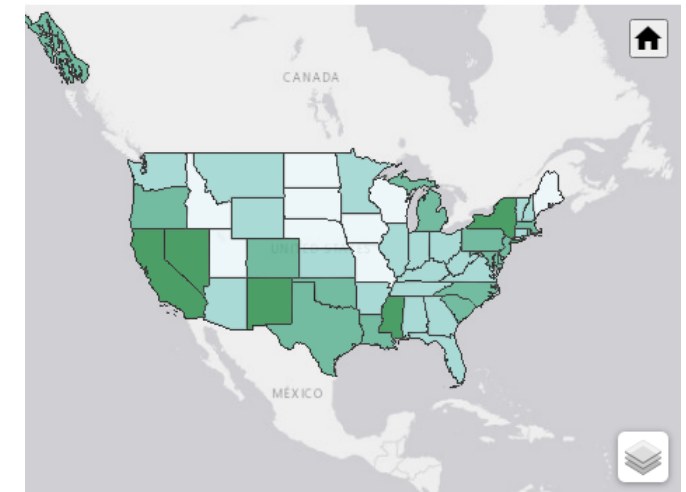
## Measuring Household Experiences during the Coronavirus Pandemic

### What is the Household Pulse Survey?

In response to the unprecedented circumstances presented by COVID-19 and the urgent need for data, the U.S. Census Bureau launched two experimental surveys to measure temporary social and economic trends in households and small businesses.

**The household survey** includes information on how households are changing as the pandemic continues, application and receipt of benefits, spending patterns, availability of financial resources, education disruptions, capacity to telework, and travel practices.

**The small business survey** includes information on small business operations and finances, assistance, and overall well-being and expectations for recovery.



<https://www.census.gov/data-tools/demo/hhp/#/table>

# ACS and other Census Surveys

## Understanding changes taking place in communities

The U.S. Census Bureau conducts **more than 130 surveys** and programs each year, including our nation's largest, the American Community Survey.

The [American Community Survey](#) (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

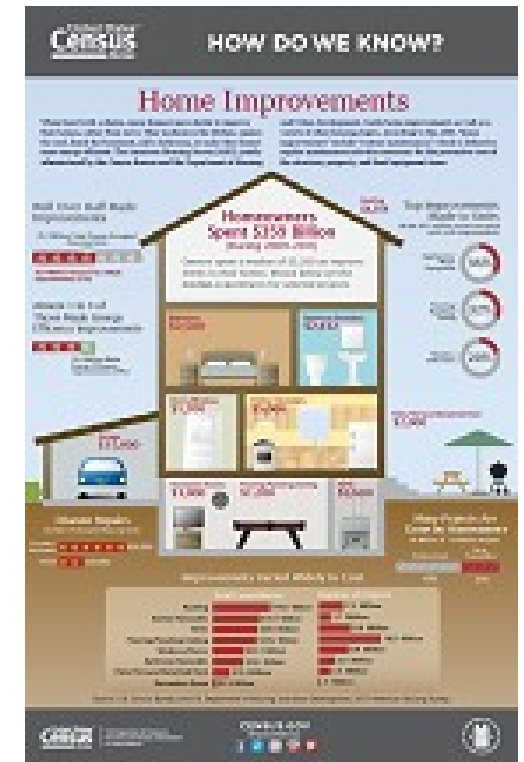
**Over 3.5 million households across the country participate in the American Community Survey.** We release new data every year, in the form of estimates, in a variety of tables, tools, and analytical reports.



# American Housing Survey (AHS)

## Facts about the American Housing Survey

- The American Housing Survey (AHS) is sponsored by the Department of Housing and Urban Development (HUD) and conducted by the U.S. Census Bureau. The survey is the most comprehensive national housing survey in the United States.
- The AHS provides a current and continuous series of data on selected housing and demographic characteristics.
- Policy analysts, program managers, budget analysts, and Congressional staff use AHS data to monitor supply and demand, as well as changes in housing conditions and costs, in order to assess housing needs.
- The AHS is conducted every 2 years between May and September in odd-numbered years. We collect data between the months of May and September. HUD sometimes adjusts this schedule and/or sample depending on budget constraints.



# Benefits of Census Surveys

## Leading Provider of Quality Data

### Survey Data helps communities by:

- Producing accurate, reliable statistics on **employment, infrastructure, education, economic opportunities**, and other important **characteristics of your community**.
- Providing local and national leaders with the information they need for programs, economic development, emergency management, and understanding local issues and conditions.
- Providing equal opportunity achievement and compliance with Federal law by monitoring affirmative action and anti-discrimination plans.
- Providing data to help advocacy organizations obtain resources for certain neighborhoods or groups.
- Providing communities information on crime, violent trends, costs and response by law enforcement.





# The Role of Community Organizations in Supporting Census Surveys

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**Leaders of community, faith-based and grassroots organizations are critical in ensuring survey cooperation.**

- As “**trusted voices**” in your community, your continued partnership with the Census Bureau ensures households understand the importance of their participation, the safety of their responses, and the community benefits of their participation.
- Your role in promoting Census Bureau surveys also serves to substantiate the authenticity of the work that we do.

# Special Census

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## Population and Housing Counts Requested by Governmental Units

**A Special Census** is a basic enumeration of population, housing units, group quarters, and transitory locations conducted by the U.S. Census Bureau at the request of a governmental unit.

### **When Can Local Government Conduct a Special Census after the 2020 Decennial?**

The Special Census Program will resume in **2022**. The Special Census is typically on hiatus two years before and two years after the Decennial Census. During this time program materials and systems are updated.

### **What is the purpose of a Special Census?**

When local officials believe there has been a significant population change in their community due to growth or annexation, a Special Census may be in order. The Official Census statistics produced by conducting a Special Census may produce an increase in state revenue sharing or other benefits. This could also offset the cost of actually conducting the Special Census, but much depends on the individual state's laws or regulations.

# Data Summits

## ... Because Data Means So Much More in Your Hands

Data Summits are aimed at teaching partners how to access and utilize the data the Census Bureau collects year-round to transform communities.

- Partnership, in conjunction with the Data Dissemination and User Branch, will host a series of data summits with partners.
- Partners can request specific data trainings based on individual needs.
- Partnership will collect human interest features from partners that would like to share the power of data summits for their organization.
- Partners can become Data Ambassadors and train other users in the community.



# Data Summits

## Planned Chicago Region Summits

Race, Ethnicity, and Ancestry	Level 3	6/17/2021
Data Workshop for Reporters, Communication Directors, and Public Relations Managers	Level 3	7/1/2021
Accessing Community Health Needs ACS for Health Care Professionals	Level 2	7/20/2021
Census Business Builder for Small Business Retailers and Service Establishments	Level 3	7/27/2021
Census Data for Philanthropic and Non-Profit Organizations	Level 3	8/9/2021


**VISIT [Census.gov](https://www.census.gov/data-summits) Data Summit Series Section for the full List of Sessions – Recordings will be posted when available.**

# Become a Data Ambassador

## Share your experience using data and its benefits

Sharing your experiences accessing, navigating and utilizing census data and sharing the benefits of the power of data for your organization, helps other organizations become more empowered.

As a Data Ambassador, you can share your know-how locating the right data sources and the tips and tricks for accessing data on a variety of topics. In addition, your user highlight story can inspire many non-data users to attend data summits that may help save money, direct resources, identify greater revenue streams and identify needed program changes.



**Births, Deaths, Migration: How We Estimate the Population in the U.S.**



**How to Get Assistance with Census data from your Local SDC**



**How to Customize and Download Tables Using data.census.gov**



**How to Access Data about the Hispanic Population on data.census.gov**

# Statistics in Schools (SIS)

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**The Statistics in Schools (SIS) program** brings K-12 school subjects to life using real-world Census Bureau statistics for use year after year.

- **SIS activities can impact school funding.** SIS activities support a complete count of children in the 2020 Census. Census data guides how more than \$675 billion in federal funding is distributed to states and communities each year, including money for Title 1, special education, free and reduced-price lunches, and Head Start.
- **All SIS activities were developed by teachers for teachers.** Teachers and subject matter experts from across the country helped create and review each activity to make sure it is valuable and engaging.
- **SIS offers a wide choice of resources and tools** through non-decennial years. Teachers can use activities, maps, videos, infographics, data tools, news articles, historical documents and images, and more. Explore [census.gov](https://www.census.gov) for engaging resources and activities in social studies, math, English, geography, sociology, plus other subjects.



# Become a SIS Ambassador

## SIS Ambassador Program

The Statistics in Schools Ambassador Program is a collaborative effort by the Census Bureau and educators designed to:

- Increase statistical literacy in students at a young age with SIS materials.
- Empower educators to use real-life data in the classroom, no matter what subject they teach.
- Create an open discussion between teachers and Census Bureau subject-matter experts on the needs of educators and students in today's data-driven world.
- Share SIS materials with teachers and students so they become champions of the SIS program.
- Give a voice to SIS in classrooms through peer-to-peer recommendations on instructional materials.



**Statistics in Schools Ambassador Program**

**What is Statistics in Schools?**

*The Statistics in Schools program:*

- Is a free education program fueled by the U.S. Census Bureau.
- Has activities that were created by teachers, for teachers.
- Leverages census data to create engaging and easily downloadable classroom activities for students in grades K through 12.
- Offers more than 150 resources readily available for classroom and at-home learning.
- Shows teachers that statistics are not just for math class, but easily supplement existing lesson plans in history, English, geography and more.

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**Ambassadors are encouraged to:**

- Engage with professional networks on social media and through email to promote the use of SIS resources and participate in select SIS virtual events.
- Integrate SIS into existing classroom lessons.

# Geography Year-Round

## Promote Boundary and Annexation Survey (BAS)

- **Boundary and Annexation Survey (BAS)** – Encourage tribal, state, county and local governments to review and update their legal boundaries each year in the Census Bureau’s geographic database.
- Support the **Geographic Support System (GSS)** – Encourage tribal, state and local governments to send addresses and road data to the Census Bureau throughout the decade. This allows new addresses to be included in the ACS and PE programs.





# Recruitment for Survey Jobs

## Field Representative Positions



For current job openings, visit:

[www.census.gov/about/regions/chicago/jobs.html](http://www.census.gov/about/regions/chicago/jobs.html)

or email us at [chicago.recruiting@census.gov](mailto:chicago.recruiting@census.gov) or  
call 1-800-865-6384 ext. 15



**HOURS:** Flexible hours, varies based on Survey

### REQUIREMENTS

- Must complete an assessment and a mock and structured job interview
- Must have six months of general experience and/or education
- Must be a U.S. Citizen
- Must be at least 18 years old
- Must have a valid driver's license
- Must have an insured and working automobile
- Must pass a security background check

**DUTY LOCATION:** Applicants selected for this position will have their home as their Duty Station and will be required to

# Data Dissemination Specialists

Data Dissemination Specialists play a vital role for the U.S. Census Bureau. They deal directly with the public, individuals, organizations, government officials and others – to help them understand and work with the data the Census Bureau collects.

- Schedule a one-on-one virtual data training on **Census Academy Virtual Hub** on **Census.gov**



# THANK YOU!

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- Please use the links provided during this presentation and on the next screen to learn more on how Census data can help in your community.
- Attend one or more of the over 20 Data Summits offered between now through August 2021 covering relevant topics in your community (register early – space is limited)
- Contact your Partnership Specialist for additional information

**Thank YOU for your Partnership.**



U.S. Census Bureau

# Connect With Us

Census Homepage

[census.gov/](https://www.census.gov/)

Census Alerts

[public.govdelivery.com/accounts/USCENSUS/  
subscriber/new](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new)

Census Surveys Help

<https://www.census.gov/programs-surveys/surveyhelp.html>

Census Data Dissemination

<https://www.census.gov/library/video/data-dissemination-1.html>

American Community Survey

[census.gov/programs-surveys/acs/](https://www.census.gov/programs-surveys/acs/)

*Why We Ask*

<https://www.census.gov/acs/www/about/why-we-ask-each-question/>

Census Jobs

<https://www.census.gov/about/regions/chicago/jobs.html>

If you would like to receive regular Census updates, you can sign up for alerts at: [public.govdelivery.com/accounts/USCENSUS/  
subscriber/new](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new)

uscensusbureau

