Good afternoon-- Please feel free to share this with Kansas Ed Leaders and Schools! Thank you!

A MONTH FROM TODAY, 2020 Census invitations will begin hitting mailboxes across our country and online response will open! Ensuring each Kansan counts holds significance for everyone in Kansas—but especially Kansas schools as the 2020 Census counts affect federal funding for a number of education programs, like School Breakfast and Lunch programs. These counts affect federal funding for the next 10 years for Kansas schools, communities, and our state. Let’s ensure that #EachKansanCounts!

EARLY CHILDHOOD
Ensuring that our youngest Kansans, those aged 0 to 5, are counted with their families is essential when it comes to federal early childhood program funding. An estimated 10% of children aged 0 to 5 were missed in 2010—more than any other population group--and as our state continues to focus on early childhood success, we must ensure they are included and funding is there to support early childhood education. Did you know Headstart funding and other federal funding programs associated with Preschool aged children are funded through census counts?

OTHER HARD-TO-REACH KANSANS include students in poverty, diverse populations, migrant and immigrant students, non-English speaking students, homeless students, disabled students, and highly mobile students. Will you help reach these students and their families? Many of these population groups may fear retribution or have a distrust that their information will be kept confidential. The 2020 Census is safe and confidential. A confidentiality flyer is included in the resources below and is available in 13 languages online.

SO WHAT CAN KANSAS SCHOOLS DO? As a trusted voice, educators can play a significant role to help families understand why the 2020 Census is important. Below are a few ideas along with associated resources that Kansas school districts can use to ensure that #EachKansanCounts in this exceedingly important 2020 Census!

Consider raising awareness about the 2020 Census and its impact by:

- Sharing information with parents at Parent-Teacher Conferences and school events
- Host an information night or an information table at school events
- Sharing the importance of the 2020 Census in District publications, school news, via social media, websites, digital signs, marquis, parent portals,etc.
- Issuing a Board proclamation about the importance of the Census
- Teach about the 2020 Census. **March 2-6 is Statistics in Schools Week** –teach students about Civic Engagement, Funding & Apportionment
- Become a Response Assistance Center by sharing school computer access for families to respond
- **April 1 is Census Day**—Plan a 2020 Census Day event!
Let's ensure that #EachKansanCounts for the 2020 Census! I've included a wealth of targeted resources below my signature line for your convenience!

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(Filter by language, audience, and more)

Kansas Counts: [www.kansascounts.org](http://www.kansascounts.org)


#EachKansanCounts initiative

**FLYERS:**

- Census 101  
- Census 101 Spanish  
- Confidentiality  
- Confidentiality Spanish  
- How The 2020 Census will Invite Everyone to Respond  
- How The 2020 Census will Invite Everyone to Respond Spanish

**POSTERS:**

- K-12 Poster  
- K-12 Poster Spanish  
- Shape the Next Generation K-12 Poster  
- The Benefit of Counting Everyone  
- Confidentiality Poster

**EARLY CHILDHOOD**

- PreSchool - Early childhood Materials for English & Spanish:  
- PreSchool TakeHome Flyer  
- PreSchool Education Flyer  
- Everyone Counts!  Printable Storybook:  
- Everyone Counts!  Song  
- We Count! Free hard cover storybook from We Count Kids nonprofit initiative  
- PreSchool – Spanish materials main page
TALKING POINTS

- The Census is safe, secure, and important.
- The Census is confidential.
- The Census is required to be conducted every 10 years by Article 1 Section 2 of the U.S. Constitution.
- The Census is conducted to inform apportionment and how federal funds are distributed.
- The 2020 Census asks 10 questions, takes ~10 minutes, and the counts last for 10 years.
- The 2020 Census counts everyone residing in the United States on April 1, 2020.
- Households should include everyone living in the household including newborns (born by April 1, 2020), foster children, nieces/nephews, grandchildren, grandparents, and individuals who are temporarily staying there on April 1, 2020 (that have no other usual place to live)—family or not.
- Children who split time between households should be counted where they spend the majority of their time (50.1% or more). If they split time equally (50-50) they should be counted where they are April 1.
- The 2020 Census Response Window is March 12 through July 31, 2020.
- Households can respond online, by phone, by paper, or in person (through an enumerator).
- The U.S. Census Bureau conducts special operations for Group Quarters (like college dormitories, hospitals, skilled nursing centers, hotels/motels, correctional facilities, homeless shelters, and to ensure we count everyone including those in communal, transitory and unsheltered living situations).