

2020 Census Georgia Partners



Community Partnership & Engagement Program
Atlanta Region (AL, FL, GA, LA, MS, NC, SC)
George Grandy Jr. – Regional Director

**Shape
your future
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Thank you. Gracias. Merci. 游ゴシツ. 谢谢. Cám Ơn Quý Vị.



Special Thank You Message to GA Partners from Atlanta Regional Director George Grandy Jr.

- Words cannot express our gratitude for the ...
 - Resources you allocated
 - Events you organized
 - Speeches you made
 - Messages you disseminated
 - Flyers you distributed
 - Press conferences you held
 - Communities you engaged
 - Myths you dispelled
 - Texts you sent
 - Op-eds you wrote
 - Awareness you raised...and
 - Staff hours you logged...just to name a few.
- Your contributions have made a difference in the lives of so many Georgians. Those contributions will endure throughout the coming decade.
- Thanks for choosing to be involved in the nation's largest civilian mobilization: the 2020 Census.

The 2020 Census Different, Busy, & Challenging...

- **At-a-glance...**

- Our telephone questionnaire assistance centers received more than 13 million calls and were successful in enumerating 2 million households in 14 languages
- The National Processing Center processed over 21 million paper questionnaires
- We hired nearly 500K workers to follow up with nonresponding households to secure interviews
- The online response instrument completed 90.1 million Internet responses, without any downtime



Your Outreach Efforts Made A Difference



- Local involvement from community leaders, community organizations and municipalities was the key to success in the 2020 Census, against all odds (hurricanes and a pandemic)
- You helped to educate the community about the importance of working for the Census Bureau, in our first time using an online instrument for the application process
- Your immediate pivot to virtual outreach census activities, due to the pandemic, was masterful and greatly appreciated
- Your commitment to only disseminating the facts about the 2020 Census, helped to minimize myths, rumors, and misinformation

We highlighted your work and shared it nationwide.

June 2019

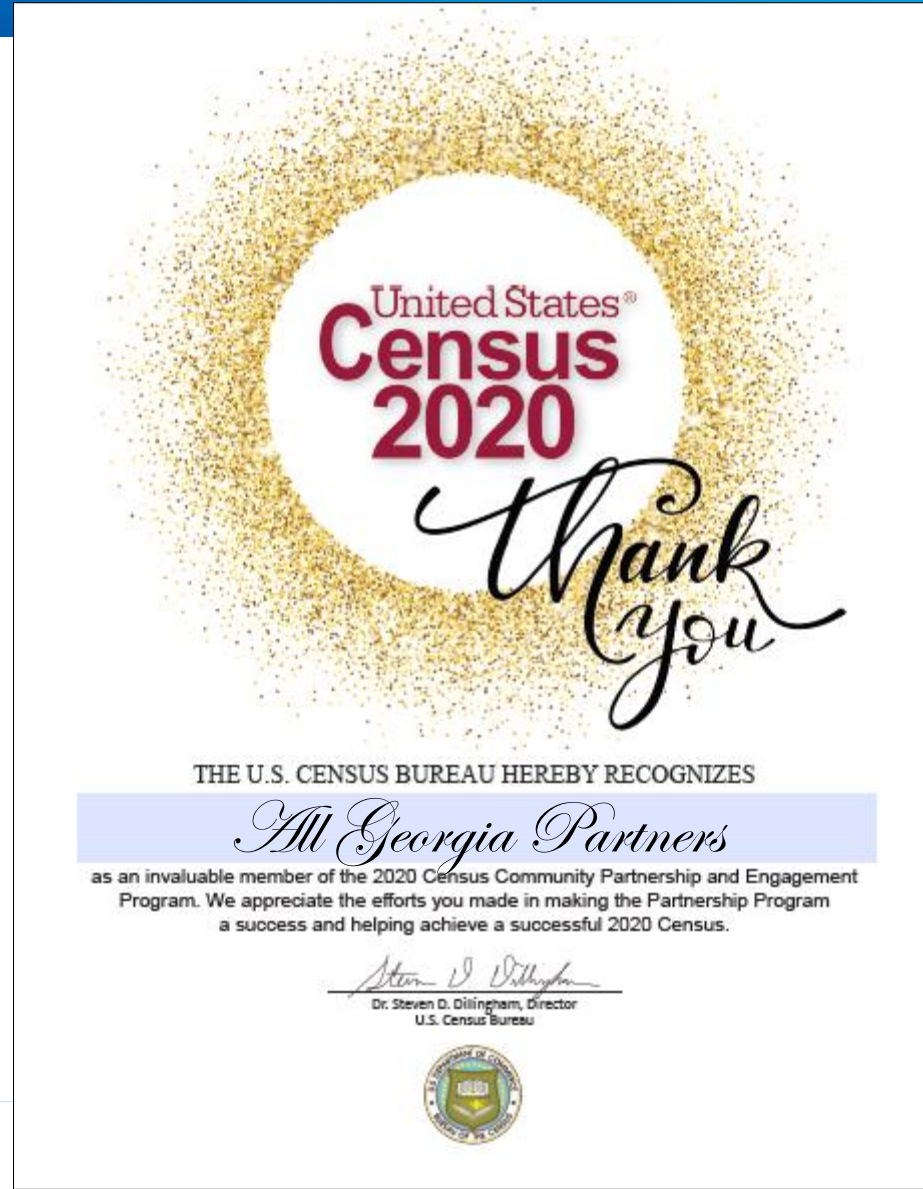
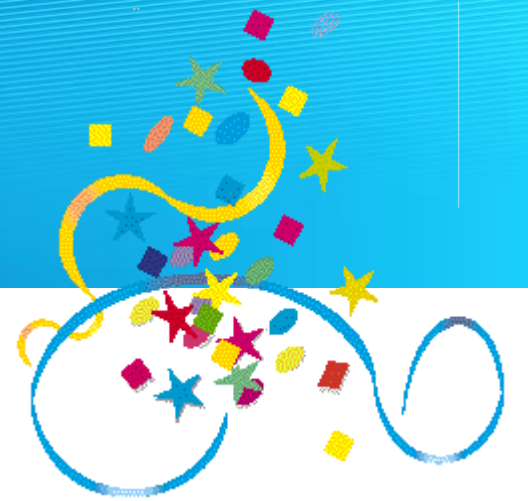
BUILDING PARTNERSHIPS IN & AROUND GEORGIA

Larry B. Carter, Vicki R. Mack, Partnership Coordinators
Lindy Studds, Media Specialist

ATLANTA REGIONAL DIRECTOR & TEAM MEET WITH PRESIDENT & BOARD OF DIRECTORS OF THE GEORGIA AQUARIUM & ESTABLISH A 2020 PARTNERSHIP



Thank You Certificate to...



The 2020 Census is Over, What Comes Next?

- **Census Surveys**
 - The “other nine years”
- **Statistics in Schools**
 - K-12 online materials for teachers, parents, and students
- **Data Summits**
 - Webinar-based data workshops conducted by Census subject matter experts (SME) to train partners on census data products and how to extract census data





The Other Nine Years: Census Surveys

- Many Americans think the Census Bureau's mission is to conduct the once every 10-year census.
- However, the Census Bureau conducts surveys every month involving thousands of households and businesses across the country
- These surveys collect data on labor force participation, income, crime victimization, incarceration rates, and measures of health
- Other Federal agencies contract with the Census Bureau to collect the survey data



Current Surveys Being Conducted

- **The American Community Survey (ACS)** – Eliminated the need for a long form in the 2020 Census. Data is published annually. The best data for market research, grant writing, and emergency preparedness.
- **Consumer Expenditure Survey (CE)** – Collects information on the buying habits of American consumers. The Census Bureau collects this data for the U.S. Bureau of Labor Statistics
- **Current Population Survey (CPS)** – Collects up-to-date data figures on people who have jobs, those who want jobs and those who are not in the market for jobs. This survey is conducted for the U.S. Department of Labor



Current Surveys Being Conducted (cont'd)

- **National Crime Victimization Survey (NCVS)** – This survey is used to assess the impact of crime on society, and it is the primary source of information on criminal victimization. This survey is conducted for the Bureau of Justice Statistics, which is part of the U.S. Department of Justice
- **National Health Interview Survey (HIS)** – The principal source on the health of the civilian noninstitutionalized U.S. population. Conducted for the National Center for Health Statistics, which is part of the Centers for Disease Control and Prevention (CDC).
- **Survey of Income and Program Participation (SIPP)** – Collects information income received from a variety of sources and on other data related to government program participation and eligibility.



Statistics In Schools (SIS)

Statistics in Schools (SIS) brings school subjects to life using real-world Census Bureau statistics to create materials for use year after year for K-12 students. Resources and activities in social studies, math, English, geography, sociology and more.



Teacher-designed. Teachers helped create and review each activity to make sure it is valuable and engaging.



Easy to use. Materials are free, easily customized, and supportive of existing lesson plans.



Valuable. SIS enhances learning, boosts statistical literacy, and prepares students for a data-driven world.



Introducing the Statistics In Schools Ambassador Program

- **Statistics in Schools Ambassador Program is a collaborative effort by the Census Bureau and educators**
- Who can be an Ambassador?
 - K-12th grade teachers
 - Librarians
- 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 over the next 10 years
 - For additional information, visit this site:
 - <https://www.census.gov/programs-surveys/sis/activities/distance-learning.html>

What's
Next?

Data Summits

- A series of web-based data workshops to assist partners understand and access the vast amount of census data
- Data Summits are open to the public. However, partners can request a summit for their network, exclusively.
- Attendance maybe limited.
- Interested partners should put their contact information in the Chat Room. We will contact you with details.
- Also, we will consider dates that are convenient for you

What's
Next?

Data Summits

- ***Census subject matter experts will cover census data from:***
 - **The American Community Survey**
 - Demographic data down to the zip code and census tract level
 - Grant writers & Non profit resources
 - **Economic Census**
 - Census Business Builder data tool
 - Creating a business plan
 - County business patterns
 - **Decennial Censuses and Population Estimates**
 - **AND, MUCH, MUCH MORE!**



Cannot Say It Enough...

There was no census
success without you
and your network

