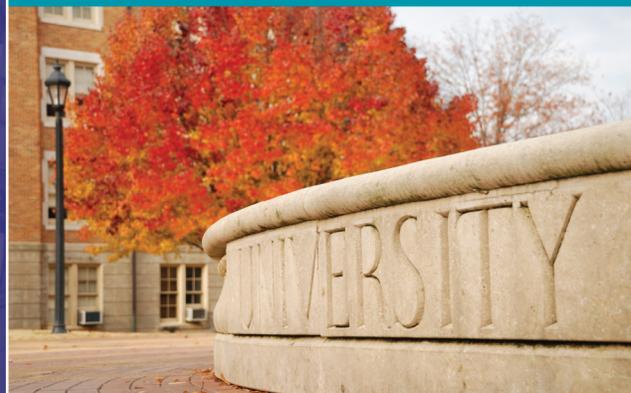


Supporting the 2010 Census

Census on Campus: Toolkit for
Reaching College
and University Students

United States[®]
Census
2010

IT'S IN OUR HANDS



Contents

Welcome from the U.S. Census Bureau Director.....	3
Toolkit Overview	4
Messages That Matter	6
Steps to 2010 Census Participation: Inform. Motivate. Activate.	9
Step 1 - Inform: Activities and Resources.....	12
Step 2 - Motivate: Activities and Resources	19
Step 3 - Activate: Activities and Resources.....	23
Regional Census Center Contact Information	27



Dear 2010 Census Partner,

Thank you for pledging your commitment as a 2010 Census partner. Counting everyone in the United States is an enormous undertaking, and your partnership is critical to help raise awareness and encourage participation among college and university students. Your efforts will activate students – a historically hard-to-count population – to participate and help us achieve a complete and accurate count for a brighter tomorrow.

Census data inform and support important research done by college students and faculty, affect college and university tuition grant and loan programs, and guide businesses to make sound decisions about new locations and recruiting, which could result in jobs for graduates. As a generation driven by opportunities to make a difference, today's college and university students are integral to increase census participation because of their:

- ability to motivate others through grassroots initiatives.
- long-standing status as a hard-to-count group.
- suitability for temporary 2010 Census jobs.

This toolkit is designed to provide post-secondary education partners with turnkey materials, resources and ideas to reach and engage college and university students, build momentum and increase participation in the 2010 Census. Use the information and resources to announce your partnership, to raise awareness and understanding of the census, and to motivate students to get involved by completing and returning their census form.

As a higher education institution, your support of the 2010 Census will provide valuable benefits to your institution's current and prospective students and to the community where your school is located. Census data directly affect how more than \$400 billion in annual federal funding is distributed to state, local and tribal governments.

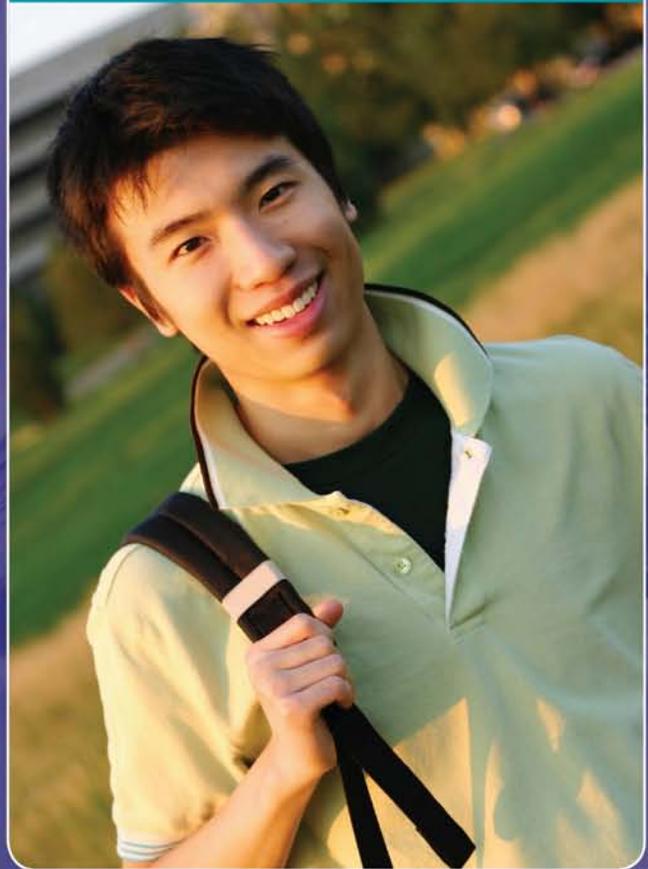
Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010.

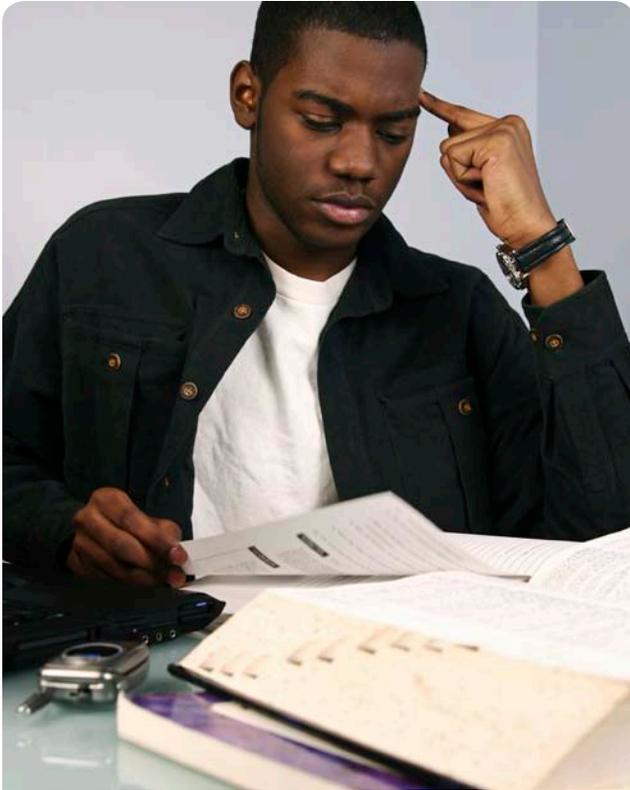
By partnering with the Census Bureau, you are furthering your commitment to providing students with opportunities that will shape their future. With your support, we can work toward ensuring everyone is counted in 2010, and help to create a better community in which to live.

Sincerely,

Dr. Robert M. Groves
Director, U.S. Census Bureau

Toolkit Overview





Toolkit Overview

The 2010 Census is a historic event. It captures a snapshot of our nation's population while providing insight that will influence our future – as individuals, a community and a country. **For college and university students, participating in the 2010 Census gives them a voice and the power to influence change.**

The most efficient ways to reach college and university students with messages about the census are through on-campus communications and activities. This toolkit provides communication ideas, event recommendations, turnkey materials, and other tips for connecting with the nation's college and university students about the importance and benefits of the census.

Enrollment in two- and four-year U.S. colleges and universities reached 20.5 million in 2006, up 3 million since 2000.

– U.S. Census Bureau, August 2008

Messages That Matter



Messages That Matter

Delivering messages that resonate with students and other key audiences throughout your 2010 Census partnership will help raise awareness and encourage participation. Use the following messages in conversations with students, faculty, staff and others when discussing the 2010 Census.

No. 1: 2010 Census: The Basics

- ▲ It's easy, important and confidential, and your participation is vital.
- ▲ The U.S. Constitution requires that a national census be conducted every 10 years. Data will show state and national population counts, determine representation in the U.S. House of Representatives, and guide the annual distribution of more than \$400 billion in federal funds to state, local and tribal governments.
- ▲ Everyone in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ The Census Bureau's goal is to count everyone once, only once, and in the right place.
- ▲ College and university students are key to increasing census participation because of their status as a hard-to-count group, and their suitability for filling temporary 2010 Census jobs.
- ▲ By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.
- ▲ One of the shortest census forms in history, the 2010 Census form takes about 10 minutes to complete.

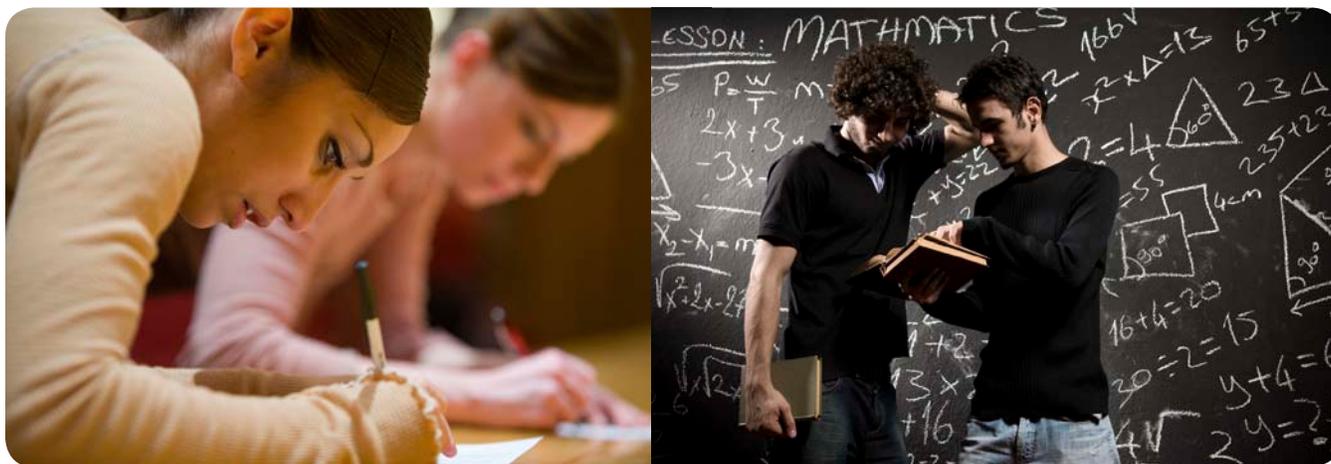


No. 2: Census Participation is Important

- ▲ Participating in the 2010 Census gives students a voice to shape the future of their community and the country.
- ▲ Census data directly affect how the federal government distributes more than \$400 billion in annual funding to state, local and tribal governments. By completing and returning their 2010 Census forms, students can help ensure a brighter future for their school and community.
- ▲ Scientific research depends on census data. College students use census information for reports, statistical profiles and other research projects.
- ▲ Businesses use census data to locate retail stores, new housing and other facilities. They also use census data in employee recruitment efforts.
- ▲ Census information helps establish fair-market rents and enforce fair lending practices.
- ▲ Census data help local decision-makers on where to build new schools, roads, hospitals, child-care and senior centers and more.

No. 3: How to Participate in the 2010 Census

- ▲ The Census Bureau counts students where they attend college or university through a variety of methods.
- ▲ Students residing in group quarters, such as a dormitory, residence hall, sorority or fraternity house, will receive census forms between April 1 and May 21, 2010. Each student should complete and return a form. Residence Life and Housing Staff work with Census Bureau employees to distribute and collect these forms.
- ▲ In March 2010, census forms will be delivered or mailed by street name and house or apartment to students living off campus. All students living at a particular off-campus address are considered part of one household, so **only one form** should be completed. It should include information about all the people living at that address. The form should be returned in the U.S. mail envelope provided.
- ▲ Students who commute to school and reside full-time at their parents' or guardians' household address should be counted on their parents' or guardians' household form.



CENSUS ON CAMPUS: TOOLKIT FOR REACHING COLLEGE AND UNIVERSITY STUDENTS

Inform. Motivate. Activate.

By using this toolkit, create an action plan that outlines how your college or university will raise awareness of the census and its importance, and motivate students to participate. Think of the plan in three steps: 1) inform faculty, students and parents, 2) motivate them to get involved and spread the word, and 3) activate them to respond quickly once they receive their census form by completing and returning the form.

✓ Step 1: Inform

Create a solid foundation of awareness about your institution's partnership with the Census Bureau for the 2010 Census and why census participation is beneficial for everyone in the United States, including college and university students. There are several key audiences to inform and help carry relevant 2010 Census messages, such as:

- ▲ Faculty and staff
- ▲ Students
- ▲ Parents
- ▲ Alumni

The following activities can inform students about the census:

- Announce Your Partnership
- Donate Space
- Immerse Staff and Faculty: 2010 Census 101
- Prepare Students for the 2010 Census
- Get Involved with Parents Weekend
- Raise Alumni Awareness
- Get Connected, Online

For more detailed information on these ideas and available resources, turn to the section beginning on page 12.



About 46 percent of full-time college students were employed, and about 81 percent of part-time college students were employed in 2007.

– *National Center for Education Statistics, U.S. Department of Education Institute of Education Sciences, 2007*

✓ Step 2: Motivate

Build on momentum established during the information stage and focus on motivating students to participate in the 2010 Census. It is likely students will ask questions about the value of their participation, such as,

Why should I care? Why would I shift my focus from academics to learn about the census and participate? What's in it for me?

Infuse the student body with information that responds to their concerns and transforms inquiries into participation. **Equip and inspire students so they act as advocates to share important information about the 2010 Census.** Do this by engaging students through campus-wide and residential life activities, the Greek system or other prominent student-led groups, on- and off-campus TV, radio and newspaper, etc. Possible ideas include:

- Going Greek
- Host Census Classes
- Partner with Student Leaders
- Engage Student Reporters

For more detailed information on these ideas and available resources, turn to the section beginning on page 19.

Spark classroom discussion
 Connect online
 Activate
 Student-led activities
 Volunteer time
 Donate space
 Engage
 Inform



✓ Step 3: Activate

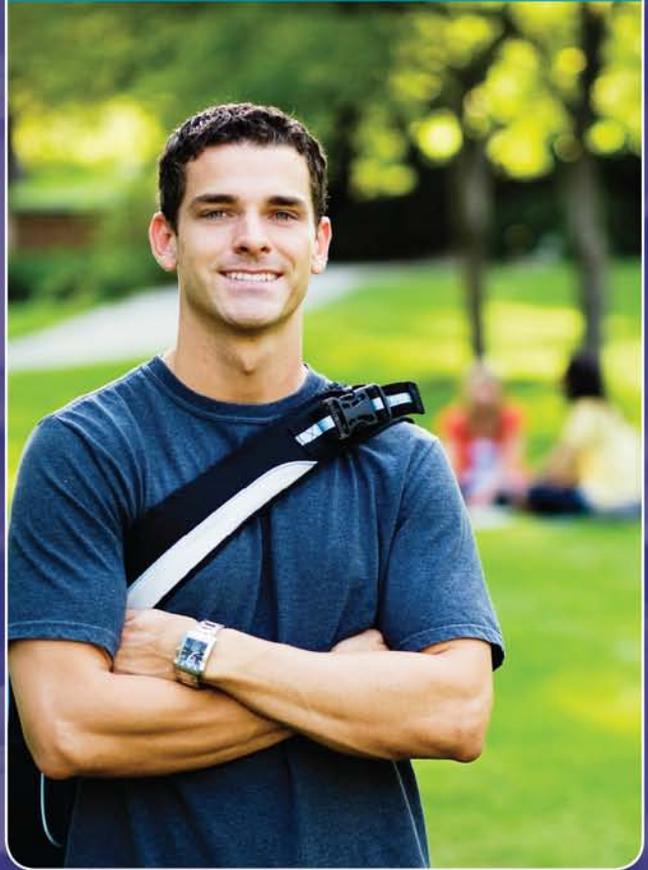
The activation phase is the culmination of raising awareness and building student-led advocacy in support of the census. For students living off campus, the 2010 Census form will be delivered or mailed in March 2010. For students living on campus, forms will be delivered between April - May 2010. During this time frame, continue to promote participation through communications and activities. Ideas include:

- Drive Activation Through Social Media
- Tell the 2010 Census Story: Conduct Media Relations
- Conduct March Basketball Activities
- Host Data Dates with the Census Bureau

For more detailed information on these ideas and available resources, turn to the section beginning on page 23.



**Step 1:
Inform**



Step 1: Inform

Announce Your Partnership

- Distribute a partnership news release.**
 Distribute a news release to announce your institution's partnership with the Census Bureau. Post this news release on your Web site and distribute it through wire services and to your existing database of media contacts.

- Send a partnership announcement letter.**
 Announce your partnership with the Census Bureau to your faculty and staff, key academic organizations and alumni groups by sending the template letter, included with this toolkit, on your institution's letterhead or as an e-mail.

Donate Space

- Commit space as a Be Counted site and Questionnaire Assistance Center.** Colleges and universities can donate space for 2010 Census Be Counted sites and Questionnaire Assistance Centers. For more information, contact your Regional Census Center. Specific contact information can be found at the end of this toolkit.

Immerse Staff and Faculty: 2010 Census 101

- Conduct faculty and staff immersion.** At the onset of the 2009 - 2010 academic year, establish the census as an institutional priority and recommend that professors incorporate census information into relevant curriculum and class discussions (i.e. political science, sociology, history). Use existing channels of communication, such as all-staff meetings, department meetings, intranet, newsletters and e-mail blasts, to announce your partnership, discuss the benefits of census participation, direct faculty and staff to additional information, and highlight your key 2010 Census initiatives.

- Form a census committee.** Form a 2010 Census committee with key faculty and staff to act as a liaison between the administration and the entire faculty and staff as well as students. This committee would be charged with executing communications and activities and partnering with student leaders to engage student-led groups that can independently execute activities.

Prepare Students for the 2010 Census



☐ **Announce 2010 Census support.** Announce your institution's support of the 2010 Census. Inform students about the benefits of census data and possible job opportunities. Use existing channels of communication to make this announcement:

- ▲ Send a **campus-wide e-mail** that outlines census benefits and employment opportunities.
- ▲ **Host "welcome back" tables** with information about the 2010 Census and engage student leaders to run the tables.
- ▲ **Post online** announcements and 2010 Census Web banners and buttons on internal and external Web sites.
- ▲ **Hang posters** in dorms, classrooms, lecture halls, the campus library, dining halls, the student union, athletic buildings and other high-traffic areas.
- ▲ **Equip dorm residency advisors** (RAs) with census materials to include in information packets.

☐ **Promote 2010 Census jobs.** With nearly half of full-time college students employed, many students are seeking job opportunities. Work with the campus career center to publicize the availability of temporary census jobs that offer flexible schedules, good pay and resume-building experience.

- ▲ Set-up **information tables and displays** in dorms, the student union, the library, athletic buildings and other central locations.
- ▲ **Post job information** on your school's intranet and provide a direct link to 2010censusjobs.gov.

☐ **Pitch on- and off-campus media.** Work in tandem with on- and off-campus media, such as the newspaper, radio and TV stations, to educate students about the census, its benefits, job opportunities and residency rules. Provide reporters with the talking points in this guide to write a piece for the newspaper or deliver a broadcast announcement.

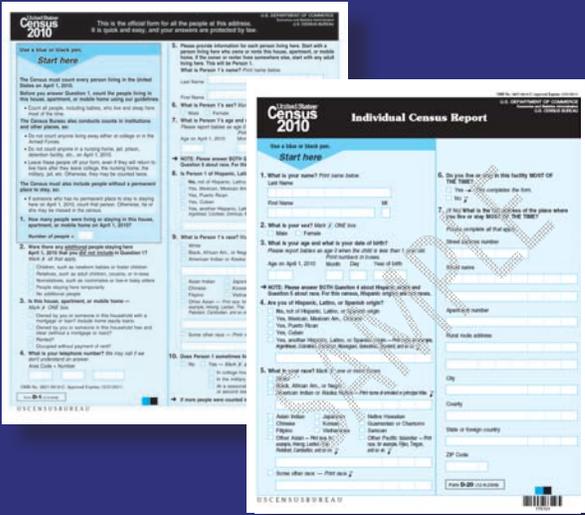


For the 2010 Census, the Census Bureau will hire more people than it takes to fill all 11 of the Big Ten football stadiums.

Get Involved with Parents Weekend

Host information sessions. To avoid confusion and duplication in counting college and university students, host a series of brief information sessions during Parents Weekend to inform parents about the residency rules and how students are counted. Enlist a spokesperson from your Regional Census Center to host these sessions and hand out or e-mail parents the “How People Are Counted” brochure.





On-Campus Living

The 2010 Census forms will be delivered to on-campus housing in April and May 2010. A college/university administrator working with a Census Bureau contact will determine the distribution and collection process.

Off-Campus Living

Forms will be mailed or delivered to residential addresses in March 2010. Only one 2010 Census form should be completed and mailed back per off-campus household.

Living at Parental Address

Students living at their parental home while attending college/university should be counted on their parental census form.

Raise Alumni Awareness

- ❑ **Inform alumni** about your institution's partnership and support of the 2010 Census by including a news brief in your alumni magazine, e-newsletter and alumni section of your school's Web site. If using social media, such as Facebook, post an announcement and relevant updates on this site.
- ❑ **Coordinate speaking opportunities.** If hosting alumni gatherings, invite a Regional Census Center contact to speak to alumni groups about the importance of census participation. Offer alumni group leaders and committees the opportunity to invite a regional contact to speak at their events. See page 28 for contact information.



In 2008, 59 percent of college student Internet users used social networking sites daily, compared to 33 percent in 2006.

– eMarketer, September 2008

Get Connected, Online

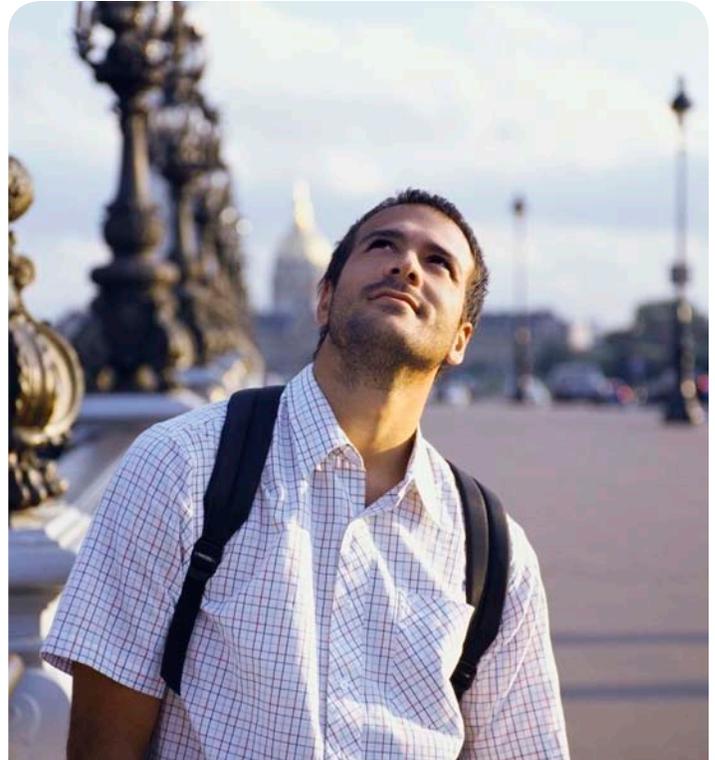
Leverage increased usage and reliance on online communications, social media and mobile devices to connect and share information with college and university students about the 2010 Census.

- ❑ **Post and e-mail census information.** Use existing communication systems, intranet and e-mail blasts to distribute census messages and information about participation.
 - ▲ **Send an e-mail blast** to all students informing them about the 2010 Census, its benefits and when forms will arrive. Emphasize the rules for completing and returning the form.
 - ▲ **Post a 2010 Census Web banner or button** that links directly to 2010census.gov from your college/university Web site.
 - ▲ **Post 2010 Census information** that outlines the importance of student participation **on your school's internal and external Web sites.**
 - ▲ **Devote a section of your blog** to the census.
- ❑ **Engage using social networking.** Social networking is an extension of word-of-mouth communications for college and university students. Explore individual campus opportunities tied to social networking sites, such as Facebook, to reach students to inform, motivate and activate.

❑ Create buzz: Send SMS/text messages.

Develop an SMS/text message campaign, sending messages to students in conjunction with 2010 Census milestones, on-campus events and other key reminders. Refer to sample text messages included as a separate electronic file in this toolkit or draft your own to drive awareness. Remember that most phones accept only 160 characters for a single-screen text message.

- ❑ “Tweet” about the census.** Use Twitter to “tweet” about the 2010 Census to raise awareness among student followers. Refer to the sample “tweets” included as a separate electronic file in this toolkit for ways to get started or draft your own. Remember that “tweets” cannot exceed 140 characters, including spaces.



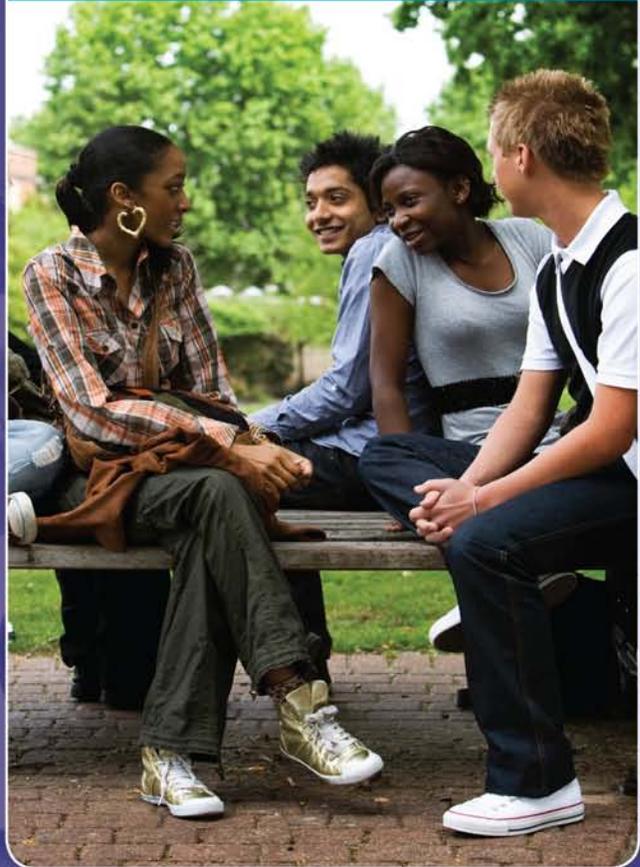
Students Studying Abroad

If students are studying or living abroad in the spring of 2010 and not living in the United States on April 1, 2010, they will not be counted in the 2010 Census. Census Day is April 1, 2010, the official day of the population count when all 2010 Census responses should represent the household as it exists on this day.

International Students/Non- U.S. Citizens

Everyone in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.

Step 2: Motivate



Step 2: Motivate

Going Greek

Many college students are actively involved in fraternities and sororities. Enlist the support of on-campus Greek associations to help communicate information about the 2010 Census during fall and winter Recruitment, when many students become acquainted with the various houses on campus before making “pledges.” Specifically:

- ❑ Encourage fraternity and sorority leaders **to include census messages and information in their digital communications** with members and pledges.
- ❑ Work with the Greek leadership to **set up an information table during Recruitment Week**. Distribute census materials, such as fact sheets, brochures and fliers.
- ❑ Ask Greek houses to **put up census posters and other informational materials** in high-traffic areas, such as the foyer, dining room or meeting rooms.
- ❑ **Request the opportunity to speak** to members at weekly sorority/fraternity meetings using the 2010 Census PowerPoint and other materials.

Host Census Classes

- ❑ **Invite Census Bureau representatives to be guest speakers.** Faculty whose curriculum centers on data, statistics and research can invite a Census Bureau partnership specialist to speak about the census during class. The presentation should focus on the importance of census data to students, and how and why students should participate. Speakers can use the PowerPoint deck in this toolkit as the basis of their discussion.
- ❑ **Host “census 101” courses.** Work with the campus career center and other key student service offices to host a “census 101” class in which students learn about the impact of the census, the many uses of census data, temporary employment opportunities, and how students living on or off campus should respond to the 2010 Census form. Publicize the “census 101” class through fliers, posters and online communications.



Nearly 2.3 million people live in college/university housing.

– U.S. Census Bureau, 2007 American Community Survey

Partner with Student Leaders

- ❑ **Empower student leaders.** To increase on-campus grassroots efforts, work in partnership with student leaders. Engage these students to plan their own activities (i.e. invite an elected official to campus to speak about the broader benefits of census participation) and support them with resources, guidance and authorization.

Engage Student Reporters

- ❑ **Conduct an editorial board with reporters.** Meet with student reporters to brief them on the importance of 2010 Census participation by college and university students. Discuss the impact of census data on their future and temporary job opportunities made available by this historic event. Provide a high-level overview of your institution's partnership with the Census Bureau, highlight 2010 Census milestones and provide contact information for your Regional Census Center.



Available Materials for the Motivation Phase

The following turnkey materials are available to you to help spread the word about the 2010 Census and motivate student participation. These materials are available as separate electronic files in this toolkit on the “Partner With Us” section at 2010census.gov/partners.

2010 Census PowerPoint – Use this customizable PowerPoint deck in presentations to college/university students, faculty and administration. Slides showcase the importance of student participation in the census and feature some key operational milestones. Edit the slides to include additional information about your own planned events and activities.

2010 Census fact sheets – This toolkit includes two fact sheets: one tailored for college/university students with an overview of the 2010 Census, and one that offers general information about the 2010 Census.

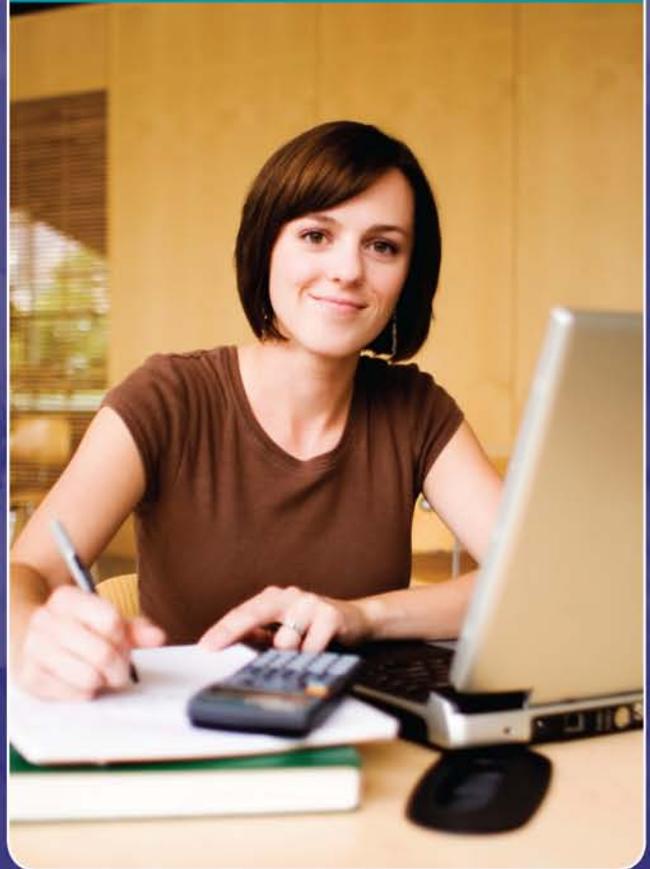
Brochure: How People Are Counted – This brochure describes the process by which the Census Bureau counts everyone in the United States – both citizens and noncitizens.

Confidentiality poster – This poster helps educate students, staff, faculty and others that census form responses are confidential, secure and private. Display the poster in high-traffic areas. Download and print an electronic file or contact your regional partnership specialist to obtain a print version.

2010 Census poster/flier template – Use this template to create your own poster or flier highlighting on-campus, census-related events and activities.



Step 3: Activate



Step 3: Activate

Drive Activation Through Social Media



□ Create buzz: Send SMS/text messages. Build on the SMS/text message campaign initiated in Step 1 by sending messages to students as a reminder about the fast-approaching census and the importance of their participation. Refer to sample text messages included as a separate electronic file in this toolkit or draft your own to drive activation. Remember that most phones accept only 160 characters for a single-screen text message.

□ “Tweet” about the census. Use Twitter to “tweet” about the 2010 Census to activate student participation. Refer to the sample “tweets” included as a separate electronic file in this toolkit or draft your own. Remember that “tweets” cannot exceed 140 characters, including spaces.

Tell the 2010 Census Story: Conduct Media Relations

Continue working with on- and off-campus media to pitch story angles and interview opportunities that inform and activate students to participate and encourage their peers to do the same.

Conduct March Basketball Activities

- ▲ **Add 2010 Census to game programs.** March is a time for some of college basketball’s greatest tournaments. During this time, include a 2010 Census logo and messaging on game programs.
- ▲ **Coordinate in-game PA announcements.** During all sporting events, make PA announcements to communicate the upcoming arrival of census forms and encourage participation.
- ▲ **Promote 2010 Census on Jumbotron.** Work with arena staff to post census-related messages on the jumbotron screen.



Host Data Dates with the Census Bureau

- Host “Census Nights.”** In partnership with residential life, student-led groups and Greek associations, host “census nights” in March – May 2010 to continue momentum surrounding 2010 Census participation. Promote “census nights” in online communications and posted materials in high-traffic areas on campus using the poster/flier template in this toolkit. Consider event ideas including the following:
 - Census sundae socials.** All students who complete and return a census form receive an ice cream sundae upon completion.
 - Invite Census Bureau guest speakers.** Have Census Bureau representatives and members of other partner organizations speak to the benefits of census participation in a manner that is relevant and motivating to students. Give students class credit for attending.



“Partners’ grassroots networks can make a difference – that was demonstrated in the success of Census 2000 – now it really is ‘up to us’ to ensure success in 2010.”

– National Education Association of the United States

Available Materials for the Activation Phase

The following turnkey materials are available to help activate students to complete their 2010 Census form. These materials are available as separate electronic files in this toolkit on the “Partner With Us” section at 2010census.gov/partners.

2010 Census brochure template – Use this template to develop your own brochure centered on your institution’s involvement in 2010 Census outreach efforts. Highlight the importance of obtaining a complete count, how census data affect everyone’s quality of life, how students will be counted, and ways students can get involved in spreading the word.

Action poster – This poster is the second in a unique series of posters designed to build awareness of and drive participation in the 2010 Census. Display the poster in high-traffic areas to inspire students to “take action” and participate in the 2010 Census. Contact your regional partnership specialist to obtain a print version measuring 16” X 20” or download and print.

SMS/Text message and Twitter scripts – Use these sample text messages and “tweets” or draft your own to encourage participation among college and university students.



We thank you again for your commitment to the
2010 Census and appreciate your partnership.

Let your voice be heard. Make a difference.
Participate in the 2010 Census.

Regional Census Center Contact Information

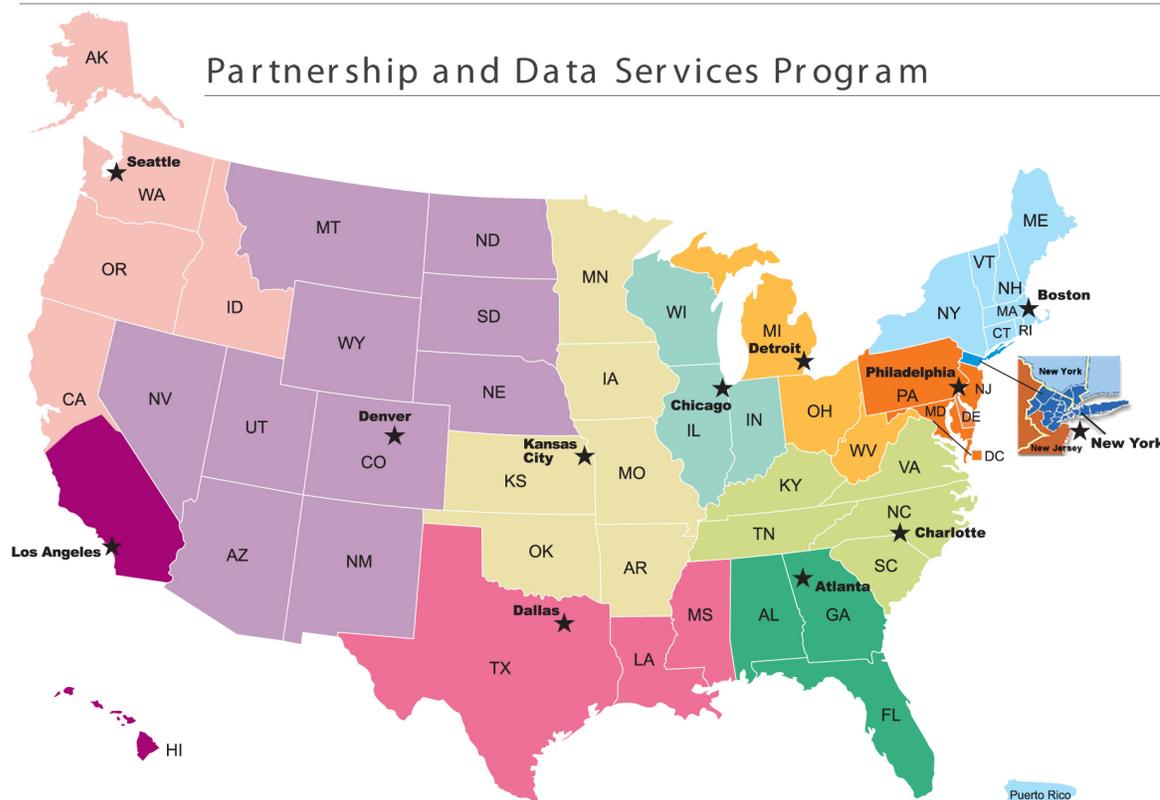


U.S. Census Bureau Regions

August 2009

Partnership and Data Services Program

FLDPDS/09-2



Phone Numbers for the Partnership and Data Services Program

Atlanta
404-335-1467

Boston
617-223-3610

Charlotte
704-936-5330

Chicago
312-454-2770

Dallas
214-637-9680

Denver
720-475-3670

Detroit
313-392-6500

Kansas City
816-994-2045

Los Angeles
818-717-5820

New York
212-356-3100

Philadelphia
215-717-1020

Seattle
425-908-3060

American Samoa,
Commonwealth of the
Northern Mariana Islands
(CNMI), Guam, and the
U.S. Virgin Islands
301-763-4033

- ATLANTA** - www.census.gov/atlanta
Alabama, Florida, Georgia
- BOSTON** - www.census.gov/boston
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont
- CHARLOTTE** - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - www.census.gov/chicago
Illinois, Indiana, Wisconsin
- DALLAS** - www.census.gov/dallas
Louisiana, Mississippi, Texas
- DENVER** - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - www.census.gov/detroit
Michigan, Ohio, West Virginia
- KANSAS CITY** - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - www.census.gov/losangeles
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)
- NEW YORK** - www.census.gov/newyork
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)
- PHILADELPHIA** - www.census.gov/philadelphia
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania
- SEATTLE** - www.census.gov/seattle
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

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