

MONTANA
census **2020**
Make it count

Library Toolkit



MONTANA
**State
Library**



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Find updated information and Census 2020 training from the Montana State Library at <http://libraries.msl.mt.gov/Home/learning>.



Why the 2020 Census Matters to Your Library

Most households will complete the 2020 Census online – it is estimated that less than 1% of households will be counted by a census worker. Libraries have an important role to play to get a complete count in Montana. The Montana State Library asks every library to designate a person as a **Census Champion** for the library.

Your library's Census Champion will:

- Get informed about the Census and watch for news and information;
- Share information with other library staff and volunteers about the Census;
- Plan events, services, and activities to promote a complete count;
- Reach out to the local Complete Count Committee(s); and
- Be sure your library is ready when people in your community want to access the 2020 Census form online to be counted.

DATES TO KNOW:

March 12 – Invitations to complete the online or telephone census will begin to be mailed to households.

March 16 – Reminder letters will be mailed.

April 1 – **Census Day:** Persons residing at a home on this day will be counted at that address.

Through July – Enumeration activities are ongoing; online and phone response options remain available; efforts to follow up in communities where response rates are low continue.



#COUNTONLIBRARIES

Access the American Library Association's Libraries' Guide to the 2020 Census online:

<http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/LibrariesGuide2020Census.pdf>



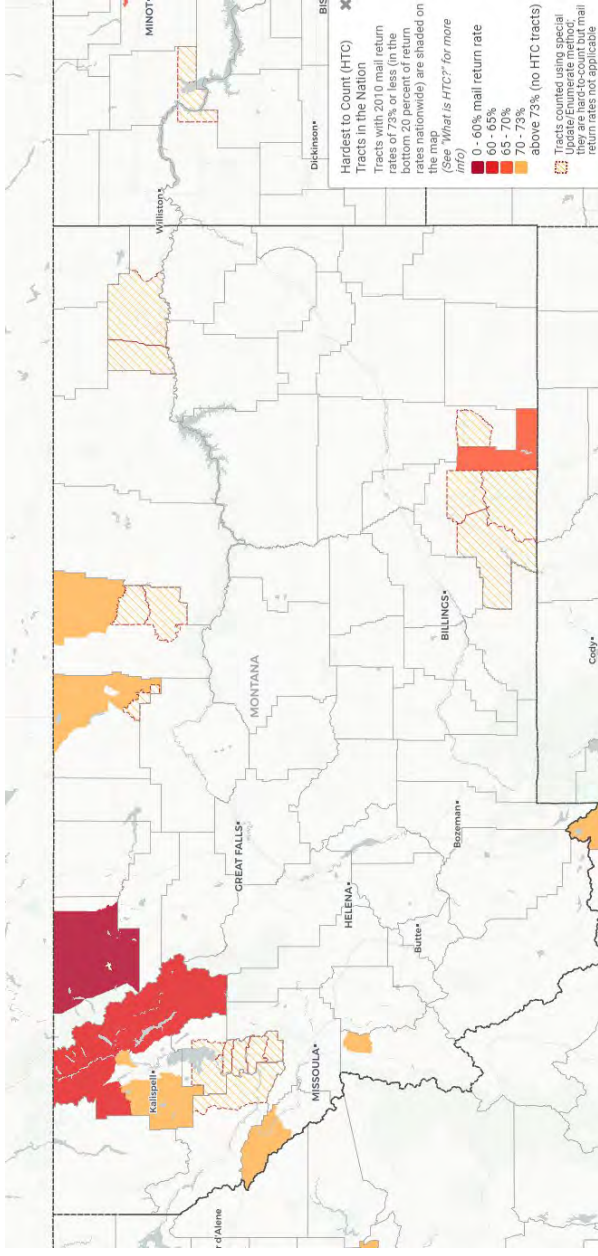
Montana Census and Economic Information Center



In Montana, we have a statewide office that is responsible for coordinating data collection, the Census and Economic Information Center (CEIC). The CEIC is part of the Montana Department of Commerce. For Census 2020, the CEIC has formed a statewide Complete Count Committee which includes your State Librarian, Jennie Stapp. The CEIC is also coordinating information and efforts for all Complete Count Committees across the Treasure State.

For updates, visit <https://ceic.mt.gov/Census2020/MapofCompleteCountCommittees>.

Hard to Count Communities in Montana



<https://www.censushardtocountmaps2020.us/>

Montana's Indian Reservations are considered areas that are hard to count. In these areas, there are efforts to hire more people to canvas the community. Libraries serving these areas can also promote a complete count by offering programs and making sure local persons know that they can access WiFi and public computers at the library. Tribal governments appoint their own Complete Count Committees.

Children are often undercounted. Libraries can help get the word out that children in households need to be counted.

People in transition between homes or those experiencing homelessness should also be counted. The Census Bureau provides guidance on how to correctly complete the form, depending upon the circumstance.

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

United States[®]
Census
2020

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There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.



Connect with us
[@uscensusbureau](https://twitter.com/uscensusbureau)

How to Assist Patrons to Access and Complete the 2020 Census

Households/persons may complete their form online in the library, using their own computer, tablet, or smart phone, or by calling the Census call center (numbers will be posted in 2020) or by printing, completing, and mailing a paper form. In most cases, paper forms will not be mailed to households as they have been in the past.

Please keep in mind the following:

- Explain that you can assist in locating the Census form for the patron, but that they need to complete the survey themselves.
- Access the online or printable form at 2020census.gov.
- Count everyone who is living or staying at a home of April 1, 2020:
 - Include children living in the home.
 - Everyone living in a community, including those who may be in transition or may be temporarily away or experiencing homelessness, should be counted.
 - For details about special circumstances and on who to count where, visit <https://2020census.gov/en/who-to-count.html>.
- Refer the patron to your local Complete Count Committee if they have questions or contact your Regional Census Center (a number will be available in 2020).
- Forms can be completed online until July 2020.

How to Identify a Census Field Representative

Census representatives are in communities starting in Fall 2020 to verify address information. Here are some recognition tips to assure the validity of the field representative:

- Must present an ID badge that contains a photograph of the field representative, a Department of Commerce watermark, and an expiration date.
- Will provide you with supervisor contact information and/or the regional office phone number for verification, if asked.
- Will provide you with a letter from the director of the Census Bureau on U.S. Census Bureau letterhead.
- May be carrying a laptop and/or bag with a Census Bureau logo.

When in doubt, contact the regional Census Office at 800-852-6159.

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

Sample 2020 Census Form

OMB No. 0607-1006; Approval Expires 11/30/2021

United States
Census
2020

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FOR
OFFICIAL
USE ONLY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box

- ☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ☒ ONE box.

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 *Print numbers in boxes.*
 Month Day Year of birth
 years

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

9. What is Person 1's race?

Mark ☒ one or more boxes AND print origins.

☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

☐ Chinese ☐ Vietnamese ☐ Native Hawaiian

☒ Filipino ☐ Korean ☐ Samoan

☒ Asian Indian ☐ Japanese ☐ Chamorro

☒ Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ☐ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*

☐ Some other race – *Print race or origin.*

→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.

Census 2020 Program Ideas

- Invite local representatives from both political parties to a panel discussion about the potential for Montana to gain a seat in the U.S. House of Representatives.
- Play the Census Academy webinar “Navigating a New Site for Census Bureau Data” (<https://www.census.gov/data/academy/webinars/2019/navigating-census-data.html>) and conduct practice sessions with patrons on how to access and use Census data.
- Display the MT Census and Economic Information Center’s story map on digital displays in the library: <https://ceic.mt.gov/Census2020>.
- Create a book display or sponsor a book club with Census-related books using this list from the Pew Research Center: <https://www.pewsocialtrends.org/2010/05/24/books-about-the-u-s-census/>.
- CHILDREN: Print Fun Facts sheets for handouts at holiday activities: <https://www.census.gov/programs-surveys/sis/resources/fun-facts.html>.
- AFTER SCHOOL: Lesson plans for activity ideas found at Statistics in Schools: <https://www.census.gov/schools/>.

Visit learning.msl.mt.gov for more information, training information, supplements to this toolkit, access to slide decks or resources, and updates.

Books About the U.S. Census

D’Vera Cohn

For general readers who want to dig further into how the decennial Census has changed over the years, here is a short list of selected books that explore its past. Included are general histories of census-taking and demographic findings, memoirs of Census Bureau directors, detailed analyses of changes in race and ethnicity categories and several books about the politically charged debate over census undercounts.

The reading list was provided by Margo J. Anderson, professor of history and urban studies at the University of Wisconsin-Milwaukee. Her own book, *“The American Census: A Social History”* (Yale University Press, 1988) is a thorough and well-written account of the census from colonial days through the 20th century.

In suggesting the list, Anderson wrote, “The materials listed below provide a window into a much larger literature on the history and politics of census taking, American demographic history and the political uses of the census in the United States. All of them have extensive footnotes and bibliography for the reader searching for more information. Follow their leads! The census is one of those invisible American institutions (like the Post Office) that spans our nation’s history and thus rewards the intrepid explorer with great insights about American life.”

In addition to Anderson’s reading list, the Census Bureau website includes a history section that includes overviews of questions asked through the decades, links to legislation pertaining to the Census Bureau and other material.

Books about demographic history: *“The First Measured Century: An Illustrated Guide to Trends in America, 1900-2000,”* by Theodore Caplow, Louis Hicks, and Ben J. Wattenberg (AEI Press, 2000; the book also was the basis for a PBS TV program) and *“A Population History of the United States,”* by Herbert S. Klein (Cambridge University Press, 2004).

Books about the politics and history of population counting in the United States: *“Demography in Early America: Beginnings of the Statistical Mind, 1600-1800,”* by James H. Cassedy (Harvard University Press, 1969); *“A Calculating People: The Spread of Numeracy in Early America,”* by Patricia Cline Cohen (University of Chicago Press, 1983; Routledge, 1999); and *“The Politics of Numbers,”* edited by William Alonso and Paul Starr (Russell Sage Foundation, 1986).

Memoirs and histories by former Census Bureau directors, beginning with the most recent: *“The Hard Count: The Political and Social Challenges of Census Mobilization,”* by D. Sunshine Hillygus, Norman H. Nie, Kenneth Prewitt and Heili Pals (Russell Sage Foundation, 2006; Prewitt also wrote *“Politics and Science in Census Taking,”* published in 2003 by the Russell Sage Foundation and Population Reference Bureau); *“Moving Power and Money,”* by Barbara Everitt Bryant and William Dunn (New Strategist Publications, 1995); *“Census 1980: Policymaking Amid Turbulence,”* by Ian I. Mitroff, Richard O. Mason and Vincent P. Barabba (Lexington Books, 1983); and *“The Bureau of the Census,”* by A. Ross Eckler (Praeger, 1972).

Race and Ethnicity in the census: *“Changing Race: Latinos, the Census and the History of Ethnicity,”* by Clara Rodriguez (New York University Press, 2000); *“Shades of Citizenship: Race and the Census in*

Modern Politics,” by Melissa Nobles (Stanford University Press, 2000); and “Mark One or More: Civil Rights in Multiracial America,” by Kim M. Williams (University of Michigan Press, 2006).

Undercount controversies: “Looking for the Last Percent: The Controversy Over Census Undercounts,” by Harvey M. Choldin (Rutgers University Press, 1994); “Sampling and the Census,” by Kenneth Darga (AEI Press, 1999); “Counting on the Census?” by Peter Skerry (Brookings, 2000); and “Who Counts? The Politics of Census Taking in Contemporary America,” by Anderson and Stephen E. Fienberg, (Russell Sage Foundation, 2001).

“Books About the U.S. Census.” Pew Research Center, Washington, D.C. (May 24, 2010)
<https://www.pewsocialtrends.org/2010/05/24/books-about-the-u-s-census/>. Used with permission.

Census Flyer

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.



It means \$675 billion.

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



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

Census Buttons



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(From Community Outreach Toolkit, [census.gov](https://www.census.gov))

All materials contained in this toolkit may be duplicated and distributed.

Find more information on the Montana State Library's website: msl.mt.gov and the Montana Census and Economic Information office ceic.mt.gov

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