



STATE OF NEW JERSEY

DEPARTMENT OF EDUCATION

A Memo from the New Jersey Department of Education

Date: February 19, 2020
To: Chief School Administrators, Charter School and Renaissance School Project Leads, Nonpublic School Administrators
Route To: Public and Nonpublic School Principals
From: Lamont O. Repollet, Ed.D.
Commissioner of Education

Call for Schools to Promote Census Awareness and Encourage Participation

Every decade, the U.S. Constitution requires a nationwide census of everyone who resides in our country. Census data is used to guide decisions for the next 10 years, from Congressional representation and legislative districts for each state, to allocating over \$675 billion dollars in federal funding annually to states and communities. Federal assistance to schools includes Title I funds, special education, school lunches, teacher training, classroom technology, afterschool programs, and much more. Federally funded programs for children include WIC (food stamps), Head Start, CHIP Children's Health Insurance Program, childcare subsidies, Child Development Block Grants, etc.

Starting in mid-March, households will receive a mailing inviting them to fill out their census form online. It is imperative that all New Jersey residents are counted so that we can receive our fair share of political representation and federal funding. People considered hard-to-count are often low income, non-English speaking, minority, immigrants, or families with very young children. Each person who is not counted is missed for the next decade, and an uncounted baby is missed for most of their childhood.

This is our chance to shape New Jersey's future so that every child gets the resources they need. Educators are trusted voices in our communities, so our participation is important to share accurate information and shape positive attitudes about the census. Information is available at census.nj.gov and census.gov.

What educators can do to help NJ achieve a complete count for Census 2020:

- Celebrate **April 1, 2020** as National Official Census Day
- Educate your students about the importance and benefits of census participation
- Emphasize that all children get counted, including newborns still in the hospital
- Send information home with students to explain why and how to complete the 2020 Census
- Use U.S. Census Bureau tools to inform, and share their messages on social media
- Use [Statistics in Schools](#) (SIS) resources to creatively teach students statistical literacy. Statistics in Schools, was developed for teachers by teachers, is a free U.S. Census Bureau program that uses census statistics to create classroom activities for preschool to grade 12 in math, English, history, geography and sociology. There are over 200 activities that do not require special knowledge of statistics – with a list of materials, student worksheets, and easy-to-follow instructor directions. SIS activities are designed to enhance student learning and boost statistical literacy to prepare students for a data-driven world. It is easy to tie in the importance of the census as students are engaged in these enrichment activities. SIS resources are also available in Spanish and for ELL/ESL learners.

For questions or more information about Census 2020, please contact the New Jersey Department of State:

- Lauren Zyriek, Deputy Chief of Staff, (609) 633-1230, Lauren.Zyriek@sos.nj.gov
- Yumiko Mishima, Census Outreach Specialist, (609) 292-5574, Yumiko.Mishima@sos.nj.gov.

c: Members, State Board of Education
NJDOE Staff
Statewide Parent Advocacy Network
Garden State Coalition of Schools
NJ LEE Group