



State of New Jersey  
DEPARTMENT OF STATE  
P.O. Box 300  
TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY  
Governor

TAHESHA WAY  
Secretary of State

SHEILA Y. OLIVER  
Lt. Governor

Date: March 5, 2020  
To: Chief School Administrators, Nonpublic School Administrators  
Route to: Public and Nonpublic School Principals  
From: Tahesha Way, Esq.  
Secretary of State

### Call for Schools to participate in US Census Bureau's "Statistics in Schools" week

The US Census Bureau has designated **March 2nd to March 6th as Statistics in School (SIS) week**. As part of SIS week, there are several things that we are asking of our principals and teachers to help ensure that every child in New Jersey is counted:

1. We are asking that every teacher be asked to **distribute the SIS take-home flyer to every student in their school on the final day of SIS Week, Friday, March 6, but no later than Wednesday, March 11th. This flyer, available in 13 languages, is printable, or can be sent by email, and explains to adults the importance of the 2020 Census and how to count every child in their home. The flyers can be found on the US Census [K-12 Take-Home Flyer webpage](#).**
2. We also ask that your teachers be encouraged to take part in Statistics in Schools Week: Everyone Counts! This is a weeklong series of fun classroom activities provided by the U.S. Census Bureau's Statistics in Schools (SIS) program to educate students about the importance of the once-a-decade count. **The ["SIS Week: Everyone Counts" webpage](#) contains examples of activities from the SIS program that can be used, as well as access to the entire program.**
3. If possible, please post a link to the same SIS flyers on your district and school's website and social media pages.

This is our one chance until 2030 to ensure that every New Jersey child gets the resources they need for a quality education. Educators are trusted voices in our communities, so our participation is important to share accurate information and shape positive attitudes about the census.

Additional Information is available at [census.nj.gov](https://census.nj.gov).

For questions or more information about Census 2020, contact the NJ Department of State: Lauren Zyriek, Deputy Chief of Staff, (609) 633-1230, [Lauren.Zyriek@sos.nj.gov](mailto:Lauren.Zyriek@sos.nj.gov) or Yumiko Mishima, Census Outreach Specialist, (609) 292-5574, [Yumiko.Mishima@sos.nj.gov](mailto:Yumiko.Mishima@sos.nj.gov)