

**Census
2020
NJ**



Census Ambassador Toolkit





Census Ambassador Training

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Welcome to the Census Ambassador Training!

Thank you for joining us to disseminate information
about the 2020 Census in your community!

Feel free to [download](#), [print](#) and [share](#) the pages of this toolkit!



New Jersey Counts 2020



www.census2020nj.org



Welcome!

ACNJ is coordinating the statewide, non-profit Census outreach effort.

Though we are looking at Census issues broadly, we are also focused on the undercount of young children. Today's presentation will address some of the issues relating directly to children under age 5.



YOU can be a Census Ambassador!



Download and **print** this toolkit to **share** with the families you serve.

Spread the word on why the Census matters.

www.census2020nj.org



The goal for today is for everyone to become a “Census Ambassador.” As a group that regularly interacts with families with young children, you have an opportunity to share information. Feel free to download, print, and photocopy the materials in this binder to distribute to the families you serve.

Consider the different networks you are a part of--both professionally and personally--and think of ways you can share messages about the Census. Groups like houses of worship, community service organizations, clubs, etc, are all useful outlets to tap into to spread information about the census.

Topics for Today:

- Census 101
- Census Operations
- Challenges to a Complete Count in NJ
- Young Child Undercount
- How to Get Involved
- Wrap-Up

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Here is the rough layout for today's presentation.

First we will give you some background on the Census--what it is and why it is important

Then we will discuss some of the more technical aspects of Census operations--when they will start, what the form will look like, etc.

Then we will start to talk about some of the difficulties in obtaining a complete count--both for the population at large *and* for young children

We will then break for questions and then we will jump into a discussion of what you as early childhood professionals can do to ensure young children are counted.

Finally, we will wrap up with a quick exit survey to get your feedback on today's training.

Census 101



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**What is the
Census? Why is it
important?**

Let's begin with some background on the Census

What is the Census?

- The U.S. Census is a national survey conducted every ten years by the U.S. Census Bureau to count EVERY living person in the United States
 - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted

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Many of you have probably heard of the Census.

It is a constitutionally mandated count of every person living in the United States.

Citizens, non-citizens, individuals who were formerly incarcerated,

children...everyone. The count is conducted by the US Census Bureau.

Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the **next ten years**.

- Distribution of more than **\$22.7 billion** in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads, and more.
- Helps determine New Jersey's **number of seats** in the house of representatives, its number of **votes in the electoral college**, and our **voting district boundaries**.

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So, you know about the Census. But why is it important?

There are several different reasons. First, Census data are responsible for allocating billions of federal funds for important federal programs. More on some of those specific programs on the next slide.

Census data are also used to determine our governmental representation in Congress, the number of votes we have in the electoral college and how our voting districts are drawn. So Census data determines political power.

Not listed on this slide, but equally important:

Data are used for important planning purposes—we need to know where populations are growing so we can build more schools and highways.

And the traditional use—and how ACNJ uses Census data in our Kids Count work—these data show us important details about the communities in which we live.

Annual Federal Funding Received by NJ:

NJ FamilyCare*: **\$9.6B**

SNAP: **\$1.2B**

Section 8 Housing Vouchers: **\$741M**

Special Education Grants: **\$370M**

National School Lunch Program: **\$261M**

Head Start: **\$164M**

WIC: **\$151M**

Child Care: **\$120M**

+ many more federal programs

\$22.7 Billion

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*Includes Medicaid and State Children's Health Insurance Program (SCHIP)



As we mentioned before, NJ received 22.7 billion dollars through important federal programs in FY 2016. And here is just a snippet of some of the programs who rely on Census data to allocate funds. Medicaid, SNAP, Special Ed. Grants, Head Start, etc. These are important federal programs that primarily impact children and they all depend on Census data.

If you'd like to see a longer list of programs—search for Andrew Reamer's Counting for Dollars 2020, a project out of George Washington University, and look for the NJ fact sheet.

Census Operations



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**What questions
will be asked?**

**When will I receive
my questionnaire?**

Now you know a bit more about the Census--but I'm sure you have some technical questions. Like, what will the questionnaire look like, and when will I receive it?

How Do I Complete My Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

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| WHAT WE WILL SEND IN THE MAIL | |
|-------------------------------|---|
| On or between | You'll receive: |
| March 12-20 | An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.) |
| March 16-24 | A reminder letter. |
| | If you haven't responded yet: |
| March 26-April 3 | A reminder postcard. |
| April 8-16 | A reminder letter and paper questionnaire. |
| April 20-27 | A final reminder postcard before we follow up in person. |

2020 will mark the first year that respondents can complete their questionnaires online. On the right is a breakdown of the different types of mailings that will go out in the Spring. Please note, the preferred method for Census completion will be online. With the exception of a few households, most homes will NOT receive a paper form until they have failed to respond to several mailed reminders from the Bureau. Alternatively, respondents can also complete their questionnaire over the phone.

Census Operations Timeline

March 2020

Invitations will be sent to households with instructions on how to **complete the questionnaire online or over the phone.**

April 2020

April 1st, 2020 is Census Day. Households should complete their questionnaires by the end of this month.

May 2020

The Census Bureau begins visiting homes **in person** that haven't responded online, over the phone or by mail.

June 2020

The Census Bureau **continues to visit** homes who haven't responded.

July 2020

July 31, 2020 concludes Census field operations.

Encourage households to respond **before the end of April 2020** to lessen the chances of a Census worker following up in person.

This period is known as **self-response.**

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Here is a rough timeline of peak Census operations. Beginning in early March, instructions will be mailed to households on how to complete the Census online or over the phone. There will be a series of subsequent reminders sent from March through April to homes that have not responded. Homes that do not respond right away will eventually receive a paper form in the mail.

April 1, 2020 is Census day--an important reference point for the Bureau. It is recommended that families and households try to complete their questionnaires before the end of April. This is the best way to reduce the likelihood of a Census worker visiting them in person to collect their responses.

Then, beginning in May, Census workers will begin to canvas neighborhoods. This work will continue into July.

It is important to message to families--if they would prefer not to have a Census worker visit their home, they should complete their questionnaire online or over the phone before the end of April. This will reduce their chances of an in person visit.

Door to Door Census Enumerators

Beginning in May, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

How can you recognize a Census worker?

- **Census workers will wear a photo ID with:**
 - a U.S. Dept. of Commerce watermark
 - an expiration date.
- If you are ever unsure, contact the Census Bureau NY Regional Office at **1-800-991-2520**.

www.census2020nj.org



Families should be informed that they may see Census workers canvassing their neighborhoods from May-July. They should know that Census workers will always wear a photo ID with an expiration date and a special U.S. Dept. of Commerce watermark.

If folks are concerned, contact your local regional Census office.

What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The survey will take about **10 minutes** to complete
- Will collect basic information about you and your household:

For each household member:

- Name
- Age/Date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

Other questions:

- Owner/Renter questions

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The Census Bureau is framing this as something that is fast and easy to complete. The questionnaire should take about 10 minutes and it can be done on your own schedule.

The survey will ask basic questions--like your name, age, gender and race--of all residents within the household.

What WON'T the Census ask?

- U.S. Census Bureau will **NEVER** ask for your:
 - Social security number
 - Money
 - Donations
 - Bank and credit card information

Beware of Scams!

If you suspect a scam, contact your local Census Regional Office. The New York Region can be reached at: **1-800-991-2520**

www.census2020nj.org



It is important to note--the Census Bureau will NEVER ask for personal financial information. If you receive something in the mail that appears to be from the Bureau, but it is asking for your social security number or is saying you need to mail a check, do not follow its instructions. This is a SCAM and should be reported to the Bureau immediately.

Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

www.census2020nj.org

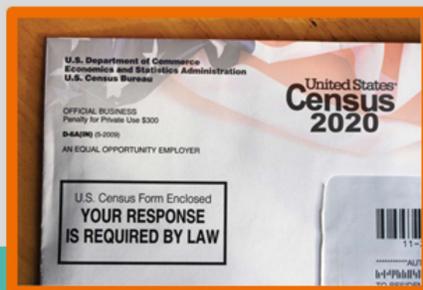


It goes without saying that language support will be crucial for the upcoming Census. Nearly 1/3 of NJ residents speak a language other than English.

There will be online/phone support in 12 major languages—however, we all know that there are many more languages that are spoken out there. This is why coordinated local responses are important, which we will begin to discuss in the second portion of this training.

And the hard copy form will only be available in English or Spanish.

Questions?



What we have covered so far:

- Census 101
- Census Operations

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Let's take some time to answer any questions you may have. Just to recap, here are the subject areas we have covered so far.

Challenges to a Complete Count in NJ



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What is a hard-to-count (HTC) group?

Where are HTC groups concentrated?

You may have heard that young children are hard-to-count--but you may not know the technical definition of HTC. We will cover that in this next portion.

Specific Challenges for 2020 Census

- First Census to be primarily filled out **online** or **on the phone**.
- Distrust of government
- Fewer staff than 2010 for in-person follow-up/coordination.
- Concentrations of hard-to-count populations throughout NJ

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While there are barriers to a complete count during every Census year, there are some specific obstacles for 2020.

As mentioned earlier, this is the first year that the Census will be able to completed online--- and we know that many New Jerseyans are without internet or have limited access to internet.

There are also several other factors--an erosion of trust in the federal government along with mistrust of government surveys. There are fewer staff and resources for this census than in 2010. And, we also know that there are “hard-to-count” populations throughout our state.

NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.
- Some populations are harder to count than others...
 - Children under 5
 - People of color (African Americans, Latinx, Asian Americans)
 - Non-English speakers
 - Immigrants
 - Renters

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What is a hard to count population? We are able to identify different neighborhoods, cities, or counties as HTC based on response rates to the 2010 Census. This isn't a perfect science, as some areas have changed a great deal since 2010--but it's a useful tool in identifying areas that might be at a greater risk of an undercount.

Some populations that are considered HTC are young children, people of color, immigrants, individuals who are highly mobile and renters.

What are the barriers to a complete count?

Some reasons people are missed in the count are:

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form

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The reasons some folks are missed in the Census count can be complicated, but some of the most common reasons include: language barriers and fear/mistrust of the government. These first two are more or less self-explanatory.

They may live in a complex household--which we will explain in further detail. Another reason may be because their address wasn't listed--think of apartment buildings with an unregistered basement apartment--that address doesn't technically exist, and may never receive a mailer.

And lastly, but most important for young children--some people are left of the form entirely by other members of their household.

Young Child Undercount



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In New Jersey,
27,000 children
(5.2%) under the
age of 5 were
undercounted in
2010

Most of you are here because you work directly with young children. The undercount of young children is something that was first identified after the 2010 Census. Young children are *the* most undercounted age group in the Census.

Why is There an Undercount of Young Children?

- **4 out of 5** young children are missed because the person filling out the form does not include them on it.
 - Other reasons young children may be missed:
 - They are more likely to live in a complex household
 - They live in more racially diverse households
 - They live in a non-English speaking household

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We spoke about some of the reasons folks are missed on the Census. For young children, these are magnified, even if they live in a household that completes the questionnaire, there is a large possibility that they will be left off that household's response. Beyond this, young children are also more likely to live in households that are most at risk of not completing their questionnaires--complex households, non-white households and homes with non-English speakers.

What is a Complex Household?

This is a fancy way of referring to any household that isn't solely comprised of parent(s) and related children.

Complex Households:

- Multi-generational households
- Households with multiple unrelated families.
- Children living in foster care placements.

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To clarify a complex household is a technical way of referring to a household that doesn't resemble the typical nuclear family.

Don't forget the baby!



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It is important that we remind parents and caretakers **NOT TO FORGET THEIR YOUNG CHILDREN!** Much of the GOTC effort is focused on increasing the response rate--or making sure as many people complete their Census as possible. This will not solve the young child undercount. We need to make sure we educate and empower parents so that they understand why it is critical to include their baby or toddler.

Reassure Parents:

- The Census can be completed **on your own schedule** and should take about 10 minutes.
- The Census is **safe, confidential and protected by federal law.**

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Some tips when speaking to parents. First, the Census can be completed on your own schedule. If self responding, you get to choose the time to enter in the information into the computer or over the phone. As we've shown, the questionnaire asks for basic information, and it should take about 10 minutes. One caveat--for households that may be larger, the form will take longer to complete; particularly if the individual completing the form doesn't know the ages or birthdates of all those residing in the home. It is important to let parents know what the form will include.

Second, remind families that responses submitted on the Census questionnaire are protected by federal law. Census Bureau staff are prohibited from sharing information with other government agencies and law enforcement entities. Bureau employees face up to a \$250,000 fine and/or 5 years in prison for violation of the law.

Important Messages for Parents

1. Infants and young children must be counted **no matter** their age or living arrangement
1. Count the children if they live and sleep at your home **most of the time**, even if the living arrangement is temporary (children in placement) or the child is unrelated to you (multi-family dwellings).
1. A **newborn baby should be included** on your questionnaire, even if they are still in the hospital on April 1.

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Here are some important reminders for parents about who to include on their questionnaires.

The general rule of thumb is to include everyone living with you--even if they are not related to you. Newborns should be counted, even if they are still in the hospital on April 1, 2020. Children in placement should be counted wherever they reside the majority of the time or, if that is difficult to identify, wherever they reside on April 1, 2020.

Can I Assist with Questionnaire Responses?

- Yes, but...
- You should not enter responses for individuals.
- Only Census Bureau employees can offer confidentiality that is protected by federal law.

Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

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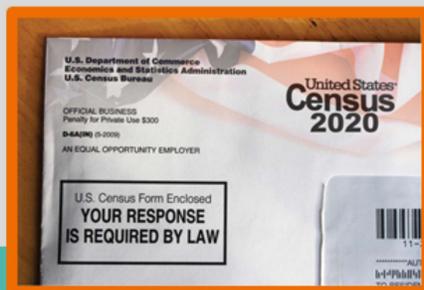
It is important to remember that only the Bureau can offer confidentiality that is protected by law. The Bureau advises that community partners should not enter responses for individuals nor watch as they enter responses themselves.

If someone needs assistance, a good practice is to refer someone to the response method that best suits them. I.e: someone with low literacy levels might prefer to complete their questionnaire over the phone.

Ultimately, if someone still requests help, you can provide assistance, but you should inform them that you are not a Census Bureau employee and their responses will not be protected by federal law with you.

For more information, please review the Census Bureau's fact sheet: "Questions and Answers for Stakeholders Supporting the 2020 Census." This sheet also contains best practices for Census kiosks.

Questions?



What we have covered so far:

- Challenges to a Complete Count in NJ
- Young Child Undercount

www.acnj.org

Let's take some time to answer any questions you may have. Just to recap, here are the subject areas we have covered so far.

How to Get Involved



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Timeline

Outreach Activities

Groups to Engage

Now that you are all Census experts, let's discuss what you can do.

Action Timeline

Time is of the essence...



...so we've created a schedule of events for you!

Each month, select one (or all!) of the Census outreach activities. We will be sending reminders along the way.

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We've created a timeline for you! Each month, we will send reminders of some of the activities we are promoting during that time. You can participate in as many as you would like.

Snapshot of Outreach Activities

Nov. '19

Share toolkit with your staff, board and volunteers

Dec. '19

Invite Census Bureau to any community events you are involved in, especially around the holidays (pageants, fairs, toy drives, etc).

Jan. '20

Use at least one Census Statistics in Schools activity in classrooms (if appropriate)

Feb. '20

Add Census scripts to routine phone messages and card swipe machines (if a child care center).

Check your toolkit for more month to month activities from **November 2019** through **April 2020...**

www.census2020nj.org



Here is are examples of some of the activities we will be asking you to participate in.

How Can You Help?

Complete a commitment card and let us know!



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Using what you have learned today, try to brainstorm what you can do to make sure the families you serve understand the importance of counting their families in the Census. Take 15 minutes to read through the commitment card on the inside flap of your binder and fill it out.

Please leave it in the center of the tables. Don't forget to take a picture of it so that you can remember what your response was.

10 years...

...is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are **12!**

www.census2020nj.org



Just a reminder--10 years worth of missed data can have a big impact. A two-year-old missed in 2020 won't be counted again until they are 12.

Wrap-Up

www.census2020nj.org

Toolkit review

Questions

Exit Surveys

We've provided everyone with toolkits--you will find the information from today (including this powerpoint) within the toolkit. Before we turn it over for questions, let's take some time to discuss what is in your toolkits.

Ambassador Toolkit

1. Annotated Powerpoint Presentation

2. Background Information

- a. Frequently Asked Questions
- b. Household Living Scenarios: Who Counts Where
- c. Sample Census Questionnaire
- d. Q&A for Stakeholders Supporting the 2020 Census

3. Handouts

- a. ACNJ One Page Fact Sheet: The 2020 Census is Coming...
- b. ACNJ Young Child Fact Sheet: Census 2020: Count All Kids
- c. The 2020 Census and Confidentiality
- d. Count Me! Census Stickers

4. Outreach Resources

- a. Monthly Ambassador Activities
- b. Sample Text/Email/Swipe Card Messages
- c. Census Bureau and Complete Count Committee Contacts
- d. Network Analysis Worksheet
- e. We Count! Picture Book

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We have included some documents that will provide you with background information--including FAQs and some common household living scenarios that might help to answer questions from families. This section also contains a sample version of the questionnaire, as well as a fact sheet from the Census Bureau on common questions for stakeholders. This entire toolkit is also saved to your flash drives, so you can make copies directly from your computer.

You will have a copy of this powerpoint with the notes, as well as some useful handouts we've created at ACNJ in English and in Spanish. Additionally, we've included a document from the Census Bureau on confidentiality. A fun item--we've created stickers for you to hand out to children in your program to remind parents to include them.

Lastly, we have our outreach resources. These include our timeline of monthly activities, sample texts and emails, contacts at the Census Bureau and CCCs and the Network Analysis worksheet you completed today. We have also included information on the We Count! picture book in the toolkit. This is a resource designed to teach young children and adults on the importance of being counted in the Census. If you would like more information, visit the website listed in the toolkit.

Complete Your Exit Surveys

Your feedback is important.

Contact Us:

- Peter Chen, Policy Counsel:
pchen@acnj.org
- Alana Vega, Kids Count
Coordinator,
avega@acnj.org
- Dayne Glover, Policy and
Outreach Associate,
dglover@acnj.org

www.census2020nj.org



In the front pocket of your toolkit binders, you will find an exit survey. Please take some time to complete the survey--it will help us improve our Census training program. Thank you! Please contact us if you have any questions.



Frequently Asked Questions

What is the Census and how often is it done?

Every 10 years, through the U.S. Census, the United States is constitutionally required to count every single person living in this country.

Who is counted in the Census?

Everyone – all adults, all children, all immigrants – must be counted.

Why is it important to participate in the 2020 Census?

1. Federal Funding for Essential Programs that Empower our Communities Rely on Census Data.

The Census is used to determine how much federal funding we receive for essential programs such as school breakfast and lunch, Head Start, WIC, child care, and SNAP.

2. Census Data Determine Power.

The 2020 Census count will determine how many representatives New Jersey sends to Congress, and the number of votes we have in the Electoral College. They are also used to draw state and federal legislative districts. We now have two fewer representatives and two fewer electoral votes than we had in 1990.

So, what's the problem?

1. There is a significant risk of undercounting people in “hard-to-count” communities.

Almost a quarter of New Jersey’s population lives in hard-to-count (HTC) areas. HTC communities are areas where fewer than 73% of the residents returned their Census forms in 2010. People of color, low-income individuals, young children, immigrants, and renters are some of the groups most likely to go uncouncted.

2. Digitization

For the first time, 80% of households will receive postcards urging residents to complete the Census online. While this may be convenient for some people, it will present challenges to many who have limited or no Internet access, or who are uncomfortable with providing information online.

Will my data be kept safe?

Under Title 13 of the U.S. code, the Census Bureau is prohibited from sharing personal information with other organizations or federal agencies. Census data are meant to be used for statistical purposes only. Violation of Title 13 could result in a fine of up to \$250,000 and/or up to five years in federal prison.

Should someone who cannot vote still participate in the Census?

Yes. Everyone counts—including children, non-citizens and individuals who were formerly incarcerated.

How is the Census taken?

A postcard will be distributed by the Census Bureau and should be received by most households in March 2020 with a unique link to complete the Census questionnaire online. Residents may complete the Census on any

device with Internet access. The Census may also be completed over the telephone, by mail, or in person by an enumerator (a Census Bureau employee who collects census information by visiting households during Census field operations). The Census will offer language support for 12 different foreign languages. Participants should submit their Census questionnaire to the Census Bureau by the end of April 2020.

I did not receive a mailer; can I still complete my Census online?

Yes! Respondents who have not received a Census mailer with a unique ID may still complete the Census online. This is called Non-ID response. Non-ID responses will later be matched by the Census Bureau using the addresses provided by the respondents.

What does the Census ask?

The 2020 Census will ask for the name, age, sex, race/ethnicity and relationship to the head of household of each person living in the home, as well as whether they rent or own their home. The Census will never ask for financial information, social security numbers or credit card/bank information.

Who should I count in my household?

All individuals residing in your home, of all ages, whether they are related to you or not. The general rule of thumb is that people should be counted at their *usual* residence, which is where they live and sleep *most of the time*. These are general criteria, though, and many cases will depend on very specific facts. If someone really cannot determine one place where they stay most of the time, they should be counted wherever they are staying on April 1, 2020. For more information on specific situations, view our “Household Living Scenarios” sheet.

Are there available jobs with the Census Bureau?

1. Is the Census Bureau hiring?

Yes. The Census Bureau is hiring Enumerators, Census Field Supervisors/Recruiting Assistants, Office Operations Supervisors, and Office Clerks.

2. Can I be considered for a Census Bureau job if I have a criminal conviction?

Yes. Those with criminal histories can and should apply for Census 2020 positions. This is the first hiring cycle since the court approved settlement for \$15 million against the Census Bureau. The Census Bureau was sued for discriminatory hiring practices against people of color with criminal histories. The Census Bureau is now required to assist applicants with correcting mistakes on criminal records and to provide advance notice for hiring. The 2020 count will require a large and diverse workforce. The Census Bureau still considers criminal history, but there are no general prohibitions on hiring.

3. Will the Census Bureau hire non-citizens?

The Census Bureau has been authorized to hire bilingual non-citizen legal residents for the 2020 Census, if the Bureau cannot find citizens with the needed language skills.

Any other questions?

For further questions related to Census 2020, please visit: www.census2020nj.org or contact Dayne Glover, Policy and Outreach Associate, at dglover@acnj.org.

**Census
2020
NJ**



Sample Census Questionnaire

Please download the Sample 2020 Census Questionnaire (separate from this PDF) at acnj.org/census2020nj



Questions and Answers for Stakeholders Supporting the 2020 Census

The U.S. Census Bureau anticipates that state, tribal, and local governments as well as thousands of community-based organizations, collectively referred to here as stakeholders, will publicize the 2020 Census and encourage the public to respond. Given that the 2020 Census will provide online and phone response options, stakeholders can support the census in new ways, including by making electronic devices available to the public for response.

In response to widespread stakeholder requests, the Census Bureau is providing the following information to help stakeholders support the 2020 Census. While we appreciate the dedicated efforts of stakeholders to support a complete and accurate count, only the Census Bureau is authorized to collect data from the public, and only the Census Bureau can offer confidentiality protected by law. For those reasons, the Census Bureau is providing the following responses to stakeholder questions.

How can you support 2020 Census response?

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at 2020census.gov/jobs.
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.

Can you make devices available to the public for response?

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.

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- When making the device available, be clear that you are not an employee or representative of the Census Bureau.
- To ensure that the public does not confuse you for a Census Bureau employee, do not use the Census Bureau's logo or other branding in any way when making devices available for response. You may use your logo.
- You may, subject to the Census Bureau's [brand guidelines](#), use the 2020 Census logo on certain outreach materials to promote the 2020 Census. You may not use it to imply that you represent the Census Bureau.

How do you make a device available to the public for response?

The Census Bureau has built a safe and secure system for the public to complete the 2020 Census online. From the moment responses are submitted, they are protected by sophisticated security measures that meet federal government cyber security standards.

The Census Bureau cannot and does not protect any devices that you make available to the public for response. The Census Bureau has no responsibility for the operation, maintenance, or security of any such device or any systems or networks supporting the device. The Census Bureau is not responsible for providing device, systems or network support, and is not responsible for any failures of those devices, systems, or networks. Therefore, any entity making devices available to the public should follow best practices for securing devices and networks. The Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's [Web site](#) provides steps to secure devices.

- **Software updates.** Ensure that the latest software updates are installed.
- **Internet Browsers.** Please make sure your device uses one of the two most recent versions of the following Internet browsers on which the 2020 Census response Web site works best: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser.
- **Link to 2020census.gov.** Please do not create a creative interface for the 2020 Census response Web site. Instead, your device should link directly to 2020census.gov. This helps the public understand that the 2020 Census Web site is legitimate.
- **Do not collect response information from outside the Census Bureau's online form.** Do not collect information from people that you intend to later enter into the Census Bureau's 2020 Census response Web site. For example, do not gather information on paper and later enter it in the Census Bureau's online response Web site yourself.
- **Password for wireless connection.** If you are connecting to the Internet through a wireless connection (wifi), please make sure your wifi connection requires a password to access it.
- **Multiple responses from a single location.** While not expected to be a challenge, the Census Bureau is currently evaluating multiple test cases to ensure there are no difficulties for multiple individuals to respond via a single device. If any tests identify challenges, we will provide guidance about how to support such devices as quickly as possible.

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Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

Should you visit homes to encourage response?

The Census Bureau appreciates the work that stakeholders do to educate the public about why the 2020 Census is important and to encourage them to respond. We recognize that some stakeholders may choose to accomplish this education and motivation by going door-to-door.

While the Census Bureau encourages stakeholders to make devices available at public events and in public places, the law prevents anyone other than the Census Bureau from collecting census data door-to-door, so you may not collect 2020 Census data door-to-door at any time.

If you choose to go door-to-door:

- You should make clear at the beginning of the conversation that you are not a Census Bureau employee and that you are not representing the Census Bureau in your visit to the home.
- Please limit your activities to handing out flyers and/or talking about the importance of the 2020 Census. The law prevents anyone other than a Census Bureau employee from collecting census responses door-to-door, so you may not make devices available at someone's door.
- **Please stop visiting homes by mid-May.** We make this request because we do not want any confusion about who is knocking on doors. We want to reduce concerns about impostors so the public will be motivated to open the door for census takers. If others visit during this time, the public could be confused and not open the door for a census taker.

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Should you call the public to encourage response?

- Placing calls (through robo calls or person-to-person calls) to individual households regarding the census is prohibited by federal law, which imposes substantial liability for violations. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to 2020census.gov to locate the phone number in their language.

Should you conduct a survey during the 2020 Census?

- While we recognize that stakeholders that are spending significant resources on the census may want to gauge their efforts' impact, we strongly discourage stakeholders from conducting surveys during the 2020 Census so your surveys aren't confused with the census. If the public becomes confused and believes they have already responded to "the census," they may refrain from responding on their own or cooperating with a census taker who visits their household. If you feel that you must conduct a survey, please do so after July 31, 2020, when census takers are out of the field.

Should you distribute outreach materials?

- We encourage you to distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site. Please co-brand materials with the 2020 Census official tagline and logo.
- Please visit this [Web site](#) to request use of our logo and find draft social media content and other materials you can use to promote the 2020 Census. You can also find fact sheets and other information, including PSA scripts and other toolkits, that you can share with your network. You're also encouraged to translate these materials into other languages.
- Follow the Census Bureau on our social media channels and share our content.
- Please correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at rumors@census.gov

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THE 2020 CENSUS IS COMING: WHAT YOU NEED TO KNOW

WHAT IS THE 2020 CENSUS?

The Census is a survey to count every person in the United States, which helps government officials make important decisions that affect our lives. The Constitution requires that every ten years, every person living in the United States must be counted: all ages, races, and ethnic groups including citizens and non-citizens.

Why is participating in the Census important?

Census counts are used to decide where to send more than \$22 billion in federal funding for New Jersey's schools, hospitals, roads – and more. Those numbers impact the next ten years, until the next Census count in 2030. An undercount in 2020 means less funding for ten years for our communities.

Census population counts are also used to decide federal government representation for New Jersey. New Jersey lost a congressional seat and electoral vote after the 2010 Census count, due in part to its Census count.

When does the Census happen? What do I need to do?

Most people will receive letters starting in March 2020 with instructions on how to respond—online, by phone or by mail. Responding to the Census is easy. Most households will be done in ten minutes.

If a household does not respond by late April 2020, a Census Bureau representative, known as an enumerator, will visit to ask the questions in person. This is to help prevent an incorrect count.

What does the Census ask?

The 2020 Census will ask for the name, age, sex, race/ethnicity and relationship to the head of household of each person living in the home, as well as whether they rent or own their home.

The Census will never ask for financial information, social security numbers or credit card/bank information.

Will my information be kept safe?

Yes. Census data with personal information must be kept confidential by federal law.

HOW CAN I LEARN MORE?

To find out more about the Census, visit the
Census 2020 NJ Coalition website at

census2020nj.org



EL CENSO 2020 VIENE: LO QUE DEBES SABER

¿QUÉ ES EL CENSO 2020?

Un Censo es una encuesta que cuenta a cada persona en los Estados Unidos, lo cual ayuda al gobierno a tomar decisiones importantes que afectan nuestras vidas. La Constitución de los EEUU requiere que cada diez años, cada persona que vive en los EEUU tiene que ser contada: todas las edades, raíces, y grupos étnicos; ciudadanos y no ciudadanos por igual.

¿Por qué es importante la participación en el Censo?

El resultado del Censo es utilizado para decidir a dónde enviar más de \$22 billones en fondos federales para escuelas, hospitales, proyectos de infraestructura – y más en Nueva Jersey. Esos números tienen impacto por diez años, hasta el próximo Censo en el 2030. No contar a ciertas poblaciones en el 2020 implica menos fondos por diez años para nuestras comunidades.

Los resultados del Censo también son utilizados para decidir la cantidad de representación en el gobierno federal para Nueva Jersey. Nueva Jersey perdió un miembro en el Congreso y un voto electoral después del Censo 2010, en parte a causa de los números que resultaron del Censo.

¿Cuándo es el Censo y qué necesito saber?

En la mayoría de los casos, las personas recibirán cartas por correo a partir de Marzo y Abril del 2020 con instrucciones sobre cómo responder – por internet, por teléfono o por correo. Responder al Censo es fácil. La mayoría de las familias lo terminan en diez minutos.

Si una casa no responde antes de fines de Abril del 2020, un representante de la Oficina del Censo, llamado un “enumerador”, visitará la casa para hacer las preguntas del Censo en persona. Eso es para prevenir una cuenta incorrecta.

¿Qué pregunta el Censo?

El Censo 2020 preguntará el nombre, edad, género, raza/etnicidad, y relación a la cabeza del hogar de cada persona que vive en la casa, y si alquilan o son dueños de la casa.

El Censo nunca preguntará información financiera, números de seguro social, información de tarjetas de crédito, o información del banco.

¿Puedo confiar que mi información estará segura?

Sí. Los datos del Censo con información personal tienen que ser confidencialmente mantenidos según la ley federal.

¿CÓMO PUEDO APRENDER MÁS?

Para saber más sobre el Censo, visite el sitio web del Census 2020 NJ Coalition en census2020nj.org.



CENSUS 2020: COUNT ALL KIDS

In our communities, every person counts. When we miss a young child in the Census, our communities lose out on funding for that child for the next 10 years.

MAKING SURE OUR CHILDREN GET THEIR FAIR SHARE

A major way our communities get money for child and family programs is by participating in the U.S. Census, which occurs once every 10 years. The state and federal government use Census data to fund important services including early childhood education, free and low-cost school meals, child care and NJ FamilyCare.

New Jersey receives a total of \$22.7 billion annually in federal funding based on data from the 2010 Census. In New Jersey, 27,000 children (5.2%) under age 5 were missed by the 2010 Census. **If children are underrepresented in the Census count in 2020, it will result in less funding for important public services.**

New Jersey receives a total of \$22.7 billion annually in federal funding based on data from the 2010 Census for important programs like:

NJ FamilyCare: **\$9.6B**

Supplemental Nutrition Assistance Program (SNAP): **\$1.2B**

Section 8 Housing Vouchers: **\$741M**

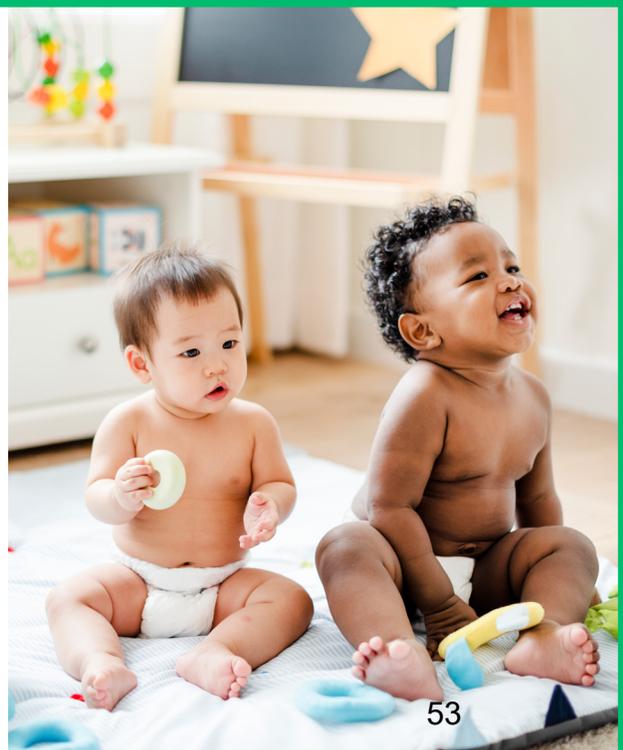
Special Education Grants: **\$370M**

National School Lunch Program: **\$261M**

Head Start: **\$164M**

WIC: **\$151M**

Child Care: **\$120M**



Participation in the Census is safe, confidential and only takes about 10 minutes. EVERYONE SHOULD INCLUDE THEIR CHILDREN ON THE CENSUS to ensure their communities receive their fair share for local schools, medical care and child care. Please share this information with your family and friends; it is important that everyone is informed.

Here is how the Census works:

- (1)** In March 2020, you will get a Census invitation in the mail.
- (2)** Follow the instructions on the invitation to complete the Census survey online or over the phone.
- (3)** You may wait to receive a paper form in the mail if you prefer to respond on paper. If you do not complete the Census by the end of April, a Census official will come to your home to help you fill out the survey.

For more information, please see:
www.census2020nj.org

Are my answers confidential?

YES. By federal law, your responses cannot be shared with anyone outside the Census Bureau. That includes all police, governments and individuals. No one can use your Census information to reduce your benefits, evict you, deport you or fine you.

What does the Census ask?

Just the basics. The questionnaire will ask for your name, age, date of birth, race/ethnicity, relationship to other people in the home and whether you rent or own your home.

What if my child is a baby or was just born – do I list him or her on the Census?

YES. Please list your baby no matter how old, even if you are still in the hospital!

I have kids living with me who aren't mine – do I list them?

YES. You should count every child who is living at your address, even if only temporarily.

My child doesn't live with me all the time – do I list him or her?

It depends. Whomever your child lives with most of the time should count your child. If time is split evenly, the child should be counted wherever they stay on April 1, 2020.

How long does it take?

About 10 minutes.



MAKE SURE YOU ARE COUNTED SO THAT YOUR COMMUNITY RECEIVES THE FUNDING AND SERVICES IT DESERVES.

For information and assistance, call NALEO Educational Fund's bilingual toll free hotline: 1-877-EL-CENSO (352-3676).

CENSO 2020: CONTEMOS A TODOS LOS NIÑOS

En nuestras comunidades, cada persona cuenta. Cuando no se cuenta un niño en el Censo, nuestras comunidades pierden fondos destinados para nuestros niños por los próximos 10 años.

ASEGURÉMONOS QUE NUESTROS NIÑOS OBTENGAN SU PARTE JUSTA DEL PRESUPUESTO

La mejor manera para que nuestras comunidades obtengan dinero federal para programas para niños y familias es participando en el Censo de Los Estados Unidos, el cual ocurre una vez cada 10 años. El gobierno estatal y federal usan los datos del Censo para financiar servicios importantes que incluyen: la educación de la primera infancia, comidas gratis o de bajo costo en las escuelas, guardería para los niños y NJ FamilyCare (seguro de salud). Nueva Jersey recibe un total de \$22.7 mil millones de dólares anuales en fondos federales basado en los datos obtenidos del Censo del 2010. En Nueva Jersey 27,000 niños (5.2%) menores de 5 años no fueron contados en el Censo. Si no se incluye a todos los niños de la comunidad en el Censo del 2020, habrá menos fondos para servicios públicos importantes.

Nueva Jersey recibió \$22.7 mil millones de dólares en fondos federales basado en datos obtenidos del Censo del 2010 para programas importantes como:

NJ FamilyCare (seguro de salud) : **\$9.6B**

Programa de asistencia nutricional suplementaria (SNAP) : **\$1.2B**

Programa de pagos de asistencia de vivienda de la Sección 8: **\$741M**

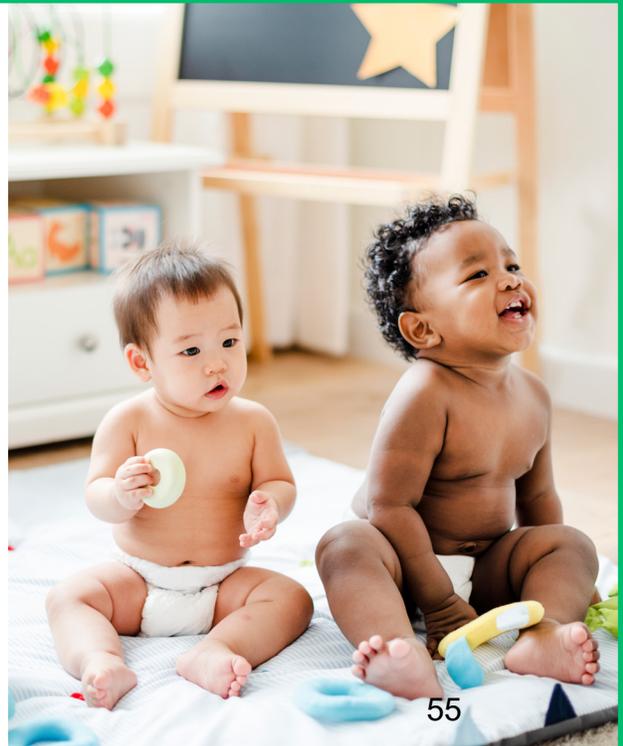
Subvenciones para educación especial: **\$370M**

Programa Nacional de Almuerzo Escolar: **\$261M**

Head Start (Programa de guardería y educación a la primera infancia): **\$164M**

WIC: **\$151M**

Cuidado infantil: **\$120M**



Participar en el Censo es seguro, confidencial y sólo toma cerca de 10 minutos. TODOS DEBEN INCLUIR SUS HIJOS EN EL CENSO para asegurar que sus comunidades reciban un presupuesto justo para las escuelas locales, cuidado médico y cuidados infantiles. Por favor, comparte esta información con tu familia y amigos; es muy importante que todos estén informados.

Así es como el Censo trabaja:

- (1)** En marzo del 2020, recibirás la invitación para participar en el Censo por correo.
- (2)** Sigue las instrucciones en la invitación para completar el Censo por internet o por teléfono.
- (3)** Si prefieres responder a la encuesta en papel, puedes esperar a recibirlo por correo. Si no completas la encuesta para finales de abril, un oficial del Censo visitará tu casa para asistirte.

Para más información, visita:
www.census2020nj.org

¿Mis respuestas serán confidenciales?

SI. De acuerdo a la ley federal, fuera de la Oficina del Censo, tus respuestas no pueden ser compartidas con ninguna entidad tal como la policía, gobiernos e individuos. Nadie puede usar la información que sometes al Censo para reducir tus beneficios, desalojarte, deportarte o multarte.

¿Qué pregunta el Censo?

Preguntas básicas. El cuestionario preguntará tu nombre, edad, fecha de nacimiento, raza/etnicidad, parentesco con las otras personas en tu hogar y si rentas o eres propietaria de la casa.

¿Qué ocurre si mi hijo/a es un/a bebé o si acaba de nacer, se deber incluir en el Censo?

SI, No importa la edad del bebé o si aún está en el hospital, es importante que sea contado/a en el Censo.

Tengo niños viviendo conmigo que no son mis hijos ¿los incluyo en el Censo?

SI. Tienes que incluir a todos los niños que viven en tu casa, incluso si sólo es temporalmente.

Mi hijo no vive conmigo todo el tiempo ¿lo cuento en el Censo?

Depende. La persona quien viva con tu hijo la mayor parte del tiempo debe de incluirlo. Si el tiempo se divide por igual, el niño debe ser contado en el hogar en el que esté viviendo el día 1 de Abril del 2020.

¿Cuánto tiempo se toma llenar el Censo?

Aproximadamente 10 minutos.

Asegúrate que tú y tus hijos sean contados en el Censo para que tu comunidad reciba los fondos que merece.

Para más información y asistencia, comunícate con la línea directa gratuita y bilingüe de NALEO Educational Fund: 1-877-EL-CENSO (352-3676).

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.

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.

El Censo del 2020 y la Confidencialidad

Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solamente para producir estadísticas—**no se pueden usar en su contra de ninguna manera**. Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.

Responda al Censo del 2020 para dar forma al futuro.

Responder al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer a la economía. Los datos del censo influyen en nuestra vida diaria, aportando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en su comunidad, incluyendo atención médica, centros para personas de la tercera edad, empleos, representación política, carreteras, escuelas y negocios. Más de \$675 mil millones de fondos federales se distribuyen a los estados y a las comunidades locales basándose en los datos del censo.



Sus respuestas al censo están seguras y a salvo.

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopile y a mantenerla en estricta confidencialidad. La Oficina del Censo puede usar sus respuestas solo para producir estadísticas. De hecho, cada uno de los empleados de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su elegibilidad personal para beneficios del gobierno.

Por ley, sus respuestas no pueden ser usadas en su contra.

Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno ni tribunal—ni por el Buró Federal de Investigaciones (FBI), ni por la Agencia Central



La ley es clara: no se puede compartir ninguna información personal.

En conformidad con el Título 13 del Código de los EE. UU., la Oficina del Censo no puede divulgar ninguna información identificable sobre individuos, hogares o empresas, ni siquiera a agencias encargadas de hacer cumplir la ley.

La ley estipula que la información que se recopile se puede usar solo para propósitos estadísticos y para ningún otro fin.

Con el fin de apoyar los estudios históricos, el Título 44 del Código de los EE. UU. permite a la Administración Nacional de Archivos y Registros publicar los registros del censo solo después de 72 años.

Todo el personal de la Oficina del Censo presta un juramento de por vida para proteger su información personal, y cualquier violación es sancionada con una multa de hasta \$250,000 y/o hasta cinco años de prisión.

de Inteligencia (CIA), ni por el Departamento de Seguridad Nacional (DHS), ni por el Servicio de Inmigración y Control de Aduanas de los EE. UU. (ICE). La ley exige a la Oficina del Censo mantener confidencial su información y usar sus respuestas solo para producir estadísticas.

No hay excepciones.

La ley exige a la Oficina del Censo mantener confidencial la información de todas las personas. Por ley, sus respuestas no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno o tribunal. La Oficina del Censo no compartirá las respuestas de ninguna persona con las agencias de inmigración o las agencias encargadas de hacer cumplir la ley, ni permitirá que esa información se use para determinar la elegibilidad para beneficios del gobierno. El Título 13 deja muy claro que la información que recopilamos se puede usar solo para propósitos estadísticos—no podemos permitir que se use para nada más, incluyendo el cumplimiento de la ley.

La opción es suya: usted puede responder de manera segura por internet, por teléfono o por correo.

Usted tendrá la opción de responder por internet, por correo o por teléfono. Un censista visitará los hogares que no respondan de una de estas maneras para recopilar la información en persona. La ley protege su información personal, sin importar cómo responda.

Sus respuestas por internet están a salvo de la piratería informática (*hacking*) y otras amenazas cibernéticas.

La Oficina del Censo toma rigurosas precauciones para mantener seguras las respuestas por internet. Todos los datos que se envían por internet son cifrados para proteger la privacidad personal, y nuestro programa de seguridad cibernética cumple con los estándares más exigentes y recientes para proteger la información personal. Una vez que se reciben los datos, ya no permanecen en línea. Desde el momento en que la Oficina del Censo recopila las respuestas, nuestro objetivo y obligación legal es mantenerlas seguras.

Estamos comprometidos a mantener la confidencialidad.

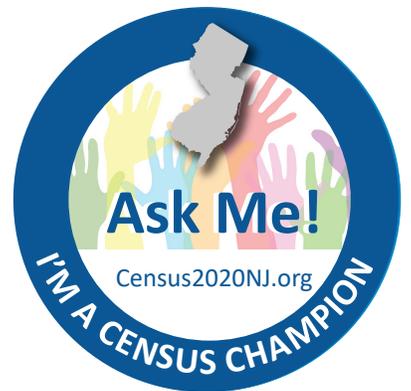
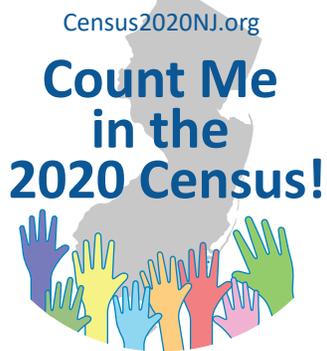
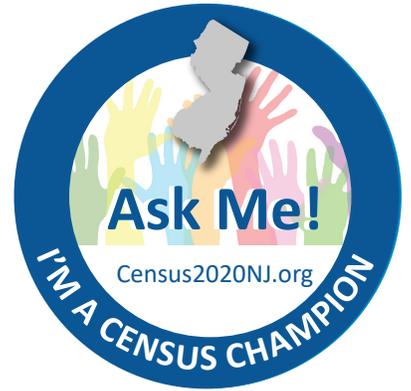
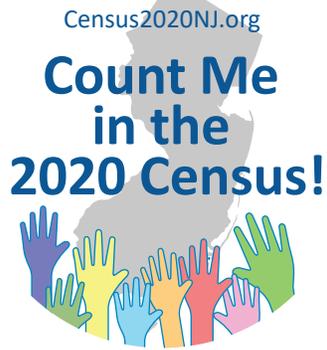
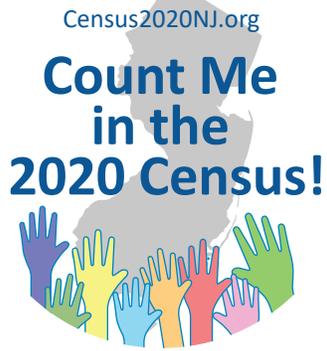
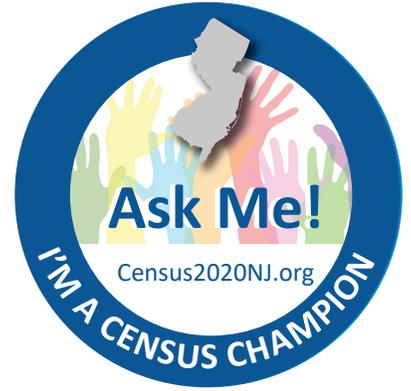
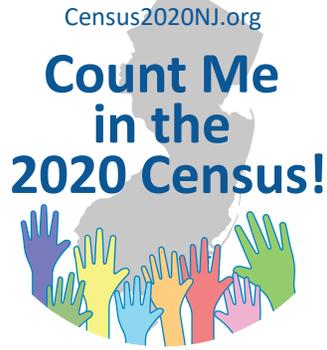
En la Oficina del Censo de los EE. UU., estamos absolutamente comprometidos a mantener confidenciales sus respuestas. Este compromiso significa que es seguro responder al censo sabiendo que sus respuestas solo se usarán para pintar un retrato estadístico de nuestra nación y sus comunidades.

Averigüe más sobre el programa de protección de datos y privacidad de la Oficina del Censo en www.census.gov/privacy.



Las leyes que protegen la información personal del censo han resistido los desafíos.

En 1982, la Corte Suprema de los EE. UU. confirmó que aun las direcciones son confidenciales y no se pueden divulgar mediante procesos de descubrimiento legal o la Ley de Libertad de Información (FOIA). En el 2010, el Departamento de Justicia de los EE. UU. determinó que la Ley Patriota no tiene precedencia sobre la ley que protege la confidencialidad de las respuestas individuales del censo. Ningún tribunal de justicia puede emitir una citación judicial que ordene la presentación de las respuestas del censo.



| Month | Activity |
|---------------|--|
| November 2019 | <ul style="list-style-type: none"> • Share toolkit materials with your staff, board and volunteers • Contact your local partnership specialist and become a Census partner • Call and email your local Complete Count Committee to get involved or get on their mailing list • Attend one Complete Count Committee meeting, school board meeting or local government meeting to express the importance of counting young children in the 2020 Census |
| December 2019 | <ul style="list-style-type: none"> • Check to see if any groups you work with (R&R, United Way, local nonprofits, library) are already working on Census education. • Ask parents of young children who they trust in the community to see if you can • Invite Census Bureau to any community events you are involved in, especially around the holidays (holiday pageants, fairs, plays, toy giveaways, etc.) |
| January 2020 | <ul style="list-style-type: none"> • Use at least one Census Statistics in Schools activity in classrooms (if appropriate) • Place Census materials on resource tables • Share Census messaging from Census 2020 NJ Coalition partners on social media (personal and professional!) • Add Census outreach messages to your existing outreach (newsletter, social media, text/calls) |
| February 2020 | <ul style="list-style-type: none"> • Distribute flyers and fact sheets at local meetings, events and community gatherings • Add Census scripts to routine phone messages • Contact local nontraditional media source (radio station, free or non-English newspaper) to encourage stories on the 2020 Census • Train volunteers to be Census Ambassadors in your community |
| March 2020 | <ul style="list-style-type: none"> • Hang posters about the upcoming Census at places where people gather in HTC communities (laundromat, grocery store, community centers, doctor’s offices, barbershop/nail salons) • Host a fill-out-your-Census day at a child care center or preschool • Participate in texting campaign to remind all your contacts and networks to fill out the Census and pass the message along • Provide on-site internet and computer access to fill out the questionnaire • Ensure that “Count All Kids” messaging is included in all Census outreach materials |
| April 2020 | <ul style="list-style-type: none"> • Plan a National Census Day party on April 1 to invite your organization and partners to complete the Census together • Alert households that Census workers will begin knocking on doors if they don’t fill out their questionnaire completely |



Sample Census Introduction Letter/Email to Families

Dear Family,

Federal funding for programs such as NJ FamilyCare, hospitals and clinics, SNAP, WIC, housing, TANF, the National School Lunch Program, child care, Head Start and many others are determined by Census population counts. The Census is a survey that is completed every ten years that aims to count every person in the United States including people of all ages, races, and ethnicities, as well as all citizens and non-citizens.

An undercount could cause us to lose out on our state's fair share of federal funding for these programs, not just for one year, but for a full decade to follow. About 1 million young children nationwide were not counted in 2010, the highest of any age group. This undercount was due to confusion over whether to include young children on household responses if they were a newborn, were involved in a split custody arrangement, or were unrelated to the person completing the questionnaire.

A Census invitation will be sent to your household in March 2020 and we want you to know that the form is safe, confidential and easy! It only takes about 10 minutes to complete. However, if you have questions about how to complete the form or want more information about how the Census affects your community and your family, you can ask me any questions you may have. I have participated in Census trainings and activities with the Advocates for Children of New Jersey (ACNJ) and have been designated a Census Ambassador!

Our program will also be participating in Census activities in classrooms and with families from now throughout the Spring. We hope you will join us in spreading the word about the importance of the Census. Remember children under the age of 5 need your help!

Sincerely,
[Program Director]



Sample Census Text Messages

Do you know about Census 2020? The Census is a survey that is completed every 10 years that aims to count every person in the United States. Ask me, your child care program [Director] and Census Ambassador, any questions about completing your Census!

Funding for many programs that families rely on, such as NJ FamilyCare, SNAP, WIC, housing and child care are supported by Census population counts. Yet, about 1 million children under age 5 were not counted nationally in Census 2010. Make sure all children are counted in 2020 by filling out your Census. Ask me, your Census Ambassador, any questions about completing your Census!

There is often confusion about how children should be counted in the Census. If you have recently had a baby they should be included on your Census, even if they are still in the hospital on April 1st. If you do not count your newborn, the next Census will not happen until 2030--when they will be 10 years old!

Do you live in a household with your parents or grandparents? There is often confusion about how families should be counted in the Census. Everyone should be counted where they live and sleep most of the time, including multi-generational households. If you have any questions, ask me, your Census Ambassador, about completing your Census!

On [insert date], [insert child care program] will be having our We Count Too event! Did you know that 1.9 million of New Jersey residents live in hard-to-count areas, including a disproportionate number of Black, Hispanic/Latino, Asian residents and children under age 5. Come join us for fun and remember to fill out your Census!

Did your child come home singing the Census song today? If so, ask them what they learned about Census 2020 and remember to complete your Census form this Spring. It is safe, confidential and only takes about 10 minutes to complete. If you have any questions, ask me, your Census Ambassador!

Did your child get their "Count Me!" sticker today? If so, complete your Census questionnaire and have your child wear the sticker and send us a picture! It is important to show that we all count in Census 2020, because if we don't have an accurate count then New Jersey may not receive all of the federal funding we deserve. If you have any questions about your Census, ask me, your Census Ambassador!

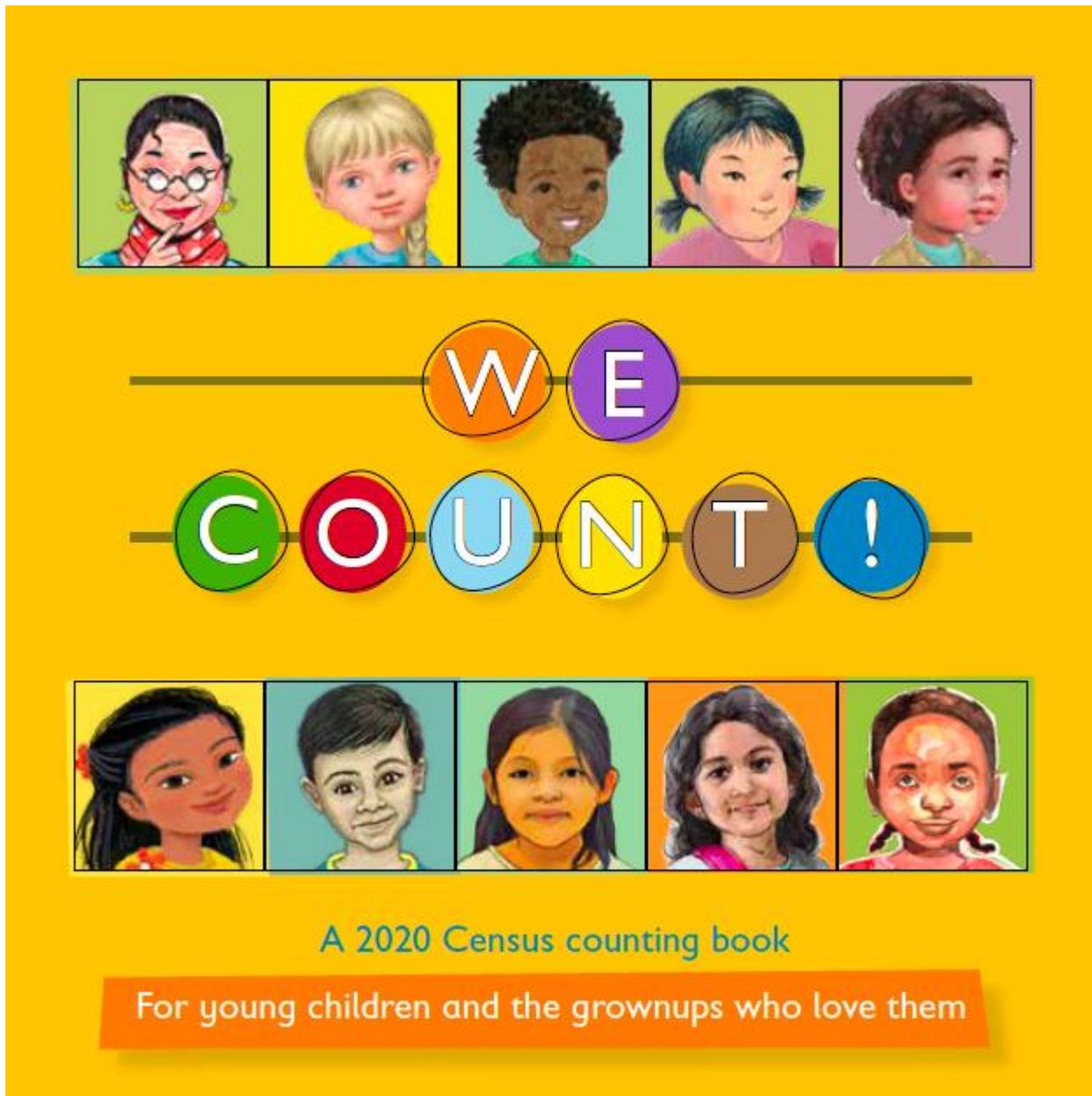
New Jersey Complete Count Committees

| | | | | |
|---|--------------------------|--------------------------|----------------|--|
| Bergen County Board of Chosen Freeholders | Hackensack, NJ | Germaine Ortiz | (201) 336-6000 | |
| City of Atlantic City | Atlantic City, NJ | Frank Gilliam Jr | (609) 347-5400 | |
| City of Bayonne | Bayonne, NJ | Rosemarie Martinez | -- | |
| City Of Elizabeth | Elizabeth, NJ | Darren Bryden | (908) 820-4000 | |
| City Of Jersey City - Office Of The Mayor | Jersey City, NJ | Emily Wahler | (201) 547-5201 | |
| City of New Brunswick | New Brunswick, NJ | Keith Jones II | (732) 745-5004 | |
| City of Paterson | Paterson, NJ | Kathleen Long | -- | |
| County of Union - Strategic Planning & Intergovernment | Elizabeth, NJ | Philip Kandl | -- | |
| His Hands Ministry | Newark, NJ | Thyson Halley | (201) 702-7382 | |
| Hudson County, Division of Planning | Jersey City, NJ | Francesca Giarratana | (201) 217-5137 | |
| Jersey City Caribbean Carnival Association, Inc. | Jersey City, NJ | Cheryl Murphy | (201) 332-5538 | |
| Jersey City Free Public Library - Main Library | Jersey City, NJ | Shane Smith | (201) 547-5986 | |
| Lakewood Township | Lakewood, NJ | Menashe P. Miller | (732) 364-2500 | |
| Lunch Break | Red Bank, NJ | Gwen Love | (732) 747-8577 | |
| | | Peggy Rizzo | (732) 747-8577 | |
| Monmouth County - Board Of Chosen Freeholders | Freehold, NJ | Edward Sampson | (732) 431-7460 | |
| Ocean County Board of Chosen Freeholders | Toms River, NJ | Victoria Pecchioli | (732) 929-2002 | |
| Philippine-american Friendship Committee Pafcom | Jersey City, NJ | Helen Castillo | (201) 332-4711 | |
| Puertorriquenos Asociados For Communtiy Organization | Jersey City, NJ | Eliu Rivera | (844) 722-6432 | |
| Somerset County Dept./Division | Somerville, NJ | Kenneth Wedeen | (908) 541-5773 | |
| Township Of Parsippany - Troy Hills | Parsippany, NJ | Matt Clarkin | (973) 983-2841 | |
| Township Of Scotch Plains | Scotch Plains, NJ | Thomas Strowe | (908) 322-6700 | |
| Urban League of Essex County | Newark, NJ | Alice Frazier | (973) 624-9535 | |
| ArmlnArm | Trenton, NJ | Calder Burgam | (609) 396-9355 | |
| Asian Women's Christian Association | Teaneck, NJ | Jasmine Mi Kyung Je | (201) 862-1665 | |
| Atlantic County Government | Northfield, NJ | Robert Lindaw | (609) 645-5898 | |
| Bergen county Board of Freeholders | Hackensack, NJ | Rodyn Sanchez | (201) 336-6285 | |
| Bloomfield Board of Education | Bloomfield, NJ | -- | (973) 680-8500 | |
| Bloomfield College | Bloomfield, NJ | Keisha Newell | (973) 748-9000 | |
| Bordentown Township-NJ | Bordentown, NJ | Eugene Fuzy | (609) 298-2800 | |
| Borough Of Fanwood | Fanwood, NJ | Eleanor MCGovern | (908) 322-8236 | |
| Burlington County-NJ Board of Chosen Freeholders | Mount Holly, NJ | Daniel O'Connell | (609) 265-5020 | |
| Burlington County-NJ Department of Health | Westampton, NJ | Holly Funkhouser | -- | |
| Cape May County Chamber of Commerce | Cape May Court House, NJ | -- | (609) 465-7181 | |
| Central Jersey Alumae Chapter Delta Sigma Theta Sorority | South Plainfield, NJ | Niambi Harris | (848) 229-4139 | |
| City of East Orange | East Orange, NJ | Tony Jackson | (973) 266-5151 | |
| City of Fairfield | Fairfield, NJ | -- | (201) 882-2707 | |
| City Of Hoboken | Hoboken, NJ | Cathleen Wolf | (201) 420-2000 | |
| City of Linden, NJ | Linden, NJ | Joseph Bodek | (908) 474-8445 | |
| City of Newark - Office of the Mayor | Newark, NJ | Marybel Santos | (973) 733-4495 | |
| City of Newark Division of Recreation | Newark, NJ | Donnell Coach D Redding | (862) 214-2087 | |
| City of Orange Township | Orange, NJ | Dwayne Warren | (973) 266-4005 | |
| City of Passaic - Office of the Mayor | Passaic, NJ | Asenett Martin | -- | |
| City Of Plainfield | Plainfield, NJ | -- | (908) 753-3421 | |
| | | Shakira Huggins-Campbell | (908) 753-3421 | |
| City Of Pleasantville | Pleasantville, NJ | Linda Peyton | (609) 484-3610 | |
| City of Rahway | Rahway, NJ | Raymond Giacobbe | (732) 827-2000 | |
| City of Summit, NJ | Summit, NJ | Rosemary Licatase | (908) 522-3600 | |
| City of Trenton | Trenton, NJ | -- | (609) 989-3508 | |
| County of Sussex | Newton, NJ | Greg Poff | (973) 579-0250 | |
| Cumberland County - Board Of Chosen Freeholders | Bridgeton, NJ | -- | (856) 453-2175 | |
| Delta Sigma Theta Sorority, Inc., South Jersey Alumnae Chapter | Voorhees, NJ | -- | (856) 482-3772 | |
| Disability Rights New Jersey | Trenton, NJ | Gwen Orlowski | (609) 292-9742 | |
| Dover Town Municipal Government | Dover, NJ | James Dodd | (973) 366-2200 | |
| Edgewater Park District Community Advisory Committee | Edgewater Park, NJ | Roy Rakszawski | (609) 877-2124 | |
| Edgewater Park Township School District Community Advisory Co.. | Beverly, NJ | Roy Rakszawski | -- | |
| Essex County Administration | Newark, NJ | Anthony Puglisi | (973) 621-4432 | |
| Garden State Equality | Asbury Park, NJ | Christian Fuscarino | (973) 509-5428 | |
| Gethsemane Baptist Church-West New York | West New York, NJ | Anthony Smith | (201) 868-9122 | |
| Greenfield Auto Service | Newark, NJ | Nuncio Esposito | (973) 482-1894 | |
| Health Care Foundation of the Oranges, Inc. | East Orange, NJ | Leslie Eaddy | (862) 520-1074 | |
| Howard's Healthy Choices | Trenton, NJ | Tynnetta Howard | (609) 989-1500 | |
| Hunterdon County - Board Of Chosen Freeholders | Flemington, NJ | Paul C Sauerland Jr | (908) 788-1102 | |

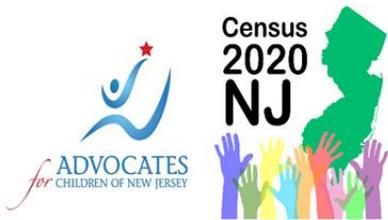
New Jersey Complete Count Committees

| | | | | |
|---|------------------------|-------------------------------|----------------|---|
| Hyacinth AIDS Foundation | New Brunswick, NJ | Kathy Ahern-O'Brien | (732) 246-0204 |  |
| Hyacinth AIDS Foundation Essex County | Newark, NJ | Natalie Brown Muhammed | (862) 240-1461 |  |
| Hyacinth AIDS Foundation Hudson County | Jersey City, NJ | Alicia Parker | (201) 432-1134 |  |
| Hyacinth AIDS Foundation Mercer County | Trenton, NJ | Rita Stapleton | (609) 396-8322 |  |
| Hyacinth AIDS Foundation Passaic County | Paterson, NJ | Brian McCormick | (973) 278-7636 |  |
| Hyacinth AIDS Foundation Union County | Plainfield, NJ | Rocie Ruiz | (908) 755-0021 |  |
| Korean American Association of New Jersey | Palisades Park, NJ | John Bae | (201) 945-9456 |  |
| Lawnside, Borough of | Lawnside, NJ | Mary Ann Wardlow | (856) 537-6200 |  |
| Lawrence Township | Lawrence Township, NJ | Kathy Norcia | (609) 844-7001 |  |
| Livingston | Livingston, NJ | Russ Jones | (973) 992-5000 |  |
| Madison Avenue Block Association | Jersey City, NJ | Butterfly Webb | -- |  |
| Maplewood Memorial Library | Maplewood, NJ | Emily Witkowski | (973) 762-1622 |  |
| Meals on Wheels Salem County | Salem, NJ | Carly Melchert | (856) 935-3663 |  |
| Mercer County Department of Community Affairs | Trenton, NJ | Terry WEST | -- |  |
| Middlesex County Board of Chosen Freeholders | New Brunswick, NJ | Ronald Rios | -- |  |
| Middlesex County Department of Infrastructure Management | New Brunswick, NJ | -- | -- |  |
| Montclair Art Museum | Montclair, NJ | Marsha Keyshaw | (973) 746-5555 |  |
| Montclair State University - Harry A. Sprague Library | Montclair, NJ | Darren Sweeper | (973) 655-4288 |  |
| Montclair YMCA | Montclair, NJ | -- | (973) 509-6089 |  |
| Muslim Community Center of Union County | Elizabeth, NJ | Ayaz Aslam | (908) 965-1001 |  |
| New Brunswick Free Public Library | New Brunswick, NJ | Linda Crittenden | (732) 745-5271 |  |
| New Jersey Commission on American Indian Affairs | Trenton, NJ | Rowena Madden | (609) 633-9627 |  |
| New Jersey Muslim Voters Project | East Orange, NJ | Jimmy Smalls | (973) 580-4798 |  |
| Newark Pride Inc | Newark, NJ | Sharonda Wheeler | (732) 766-7141 |  |
| Office of Assemblywoman Yvonne Lopez | Perth Amboy, NJ | Yvonne Lopez | -- |  |
| Office of Government Services | Clayton, NJ | Theresa Ziegler | (856) 307-6650 |  |
| Princeton Township | Princeton, NJ | Leticia Fraga | (609) 924-5704 |  |
| Ramapough Lenape Nation | Mahwah, NJ | Eileen Soaring Eagle DeFreece | -- |  |
| Robbinsville Township | Trenton, NJ | Michele Seigfried | (609) 918-0002 |  |
| Roselle Borough | Roselle, NJ | Christine Dansereau | (908) 245-5600 |  |
| Roselle Park Borough | Roselle Park, NJ | Joseph Signorello | (908) 245-6222 |  |
| Salem County Board Of Chosen Freeholders | Salem, NJ | Stacy Pennington | (856) 935-7510 |  |
| Somerset County Board of Chosen Freeholders | Somerville, NJ | -- | (908) 231-7000 |  |
| Staples Bloomfield 0549 | Bloomfield, NJ | Daniel Serra | (973) 259-1411 |  |
| Staples Livingston 0075 | Livingston, NJ | Mark Seymour | (973) 740-0096 |  |
| Statewide Hispanic Chamber of Commerce of New Jersey | Lyndhurst, NJ | Claribel Cortes | (202) 935-0035 |  |
| Suburban Torah | Livingston, NJ | Robert Gray | (973) 994-2620 |  |
| Sussex County Community College | Newton, NJ | Kathleen Okay | (973) 300-2682 |  |
| Tabernacle Baptist Church | Burlington, NJ | Claudine Conaway | (609) 386-4785 |  |
| The Elizabeth Coalition to House the Homeless | Elizabeth, NJ | Letitia Sweat | (908) 355-2060 |  |
| The Gateway Family YMCA | Elizabeth, NJ | Corey Wu-Jung | (908) 249-4806 |  |
| The O League | Burlington, NJ | Seigha Omuso | (609) 387-7585 |  |
| Township Of East Brunswick | East Brunswick, NJ | Colleen McGurk | (732) 390-6810 |  |
| Township of Evesham-NJ | Marlton, NJ | Jaclyn Veasy | (856) 983-2900 |  |
| Township of Hainesport | Hainesport, NJ | Paula Kosko | (609) 267-2730 |  |
| Township of Irvington | Irvington, NJ | Musa Malik | (973) 399-6639 |  |
| Township of Lumberton | Lumberton, NJ | Bobbie Quinn | (609) 267-3217 |  |
| Township of Maplewood Public Health | Maplewood, NJ | Candice Davenport | (973) 762-8120 |  |
| Township of Montclair | Montclair, NJ | -- | (973) 509-4900 |  |
| Township of Mount Holly | Mount Holly, NJ | -- | (609) 845-1100 |  |
| Township Of Plainsboro | Plainsboro, NJ | Lester Varga | (609) 799-0909 |  |
| Unified Valisburg Services Organization - Community Outreach an.. | Newark, NJ | Sabrina Ross | -- |  |
| Union Township | Union, NJ | Michele Delisfort | (908) 688-2800 |  |
| Urban League of Essex County Young Professionals | Newark, NJ | Lolitta Kirby | (973) 393-3151 |  |
| Veterans and Military Affairs Advisory Committee | Mount Holly, NJ | Kimberely Johnson | (609) 267-5723 |  |
| Village of Ridgewood | Ridgewood, NJ | Ramon Hache | -- |  |
| Warren County NJ Planning Dept. | Belvidere, NJ | Dave Dech | (908) 475-6532 |  |
| West Windsor Township | Princeton Junction, NJ | Gay Huber | (609) 799-9448 |  |
| Willingboro Township | Willingboro, NJ | Reva Foster | (609) 209-1386 |  |
| Wind of the Spirit | Morristown, NJ | Missy Elias | (973) 538-2035 |  |
| Working Families United for New Jersey | Trenton, NJ | Jennifer Rodriguez | (609) 203-3989 |  |
| YMCA Hamilton | Trenton, NJ | Joshua Morgan | (609) 581-4737 |  |

Outreach Resource:



For more information, visit: <https://www.wecountkids.org/the-book>.



Census Ambassador Commitments

Date of Training:

Name:

Email Address:

Organization

Do you want to be involved in ACNJ's Census text messaging campaign?

- Yes! Please, sign me up. My cell phone number is _____.
- No, thanks.

How do you want to be involved with Census outreach moving forward?

- I will share ACNJ's Census related fact sheets.
- I will post about the Census on social media.
- I will add Census messages to my existing family outreach (newsletter, social media, texts, phone calls).
- I will share toolkit materials with my staff, board and volunteers.
- I will host a Census event at (fill in the blank) _____.
- I am interested in hosting a Census kiosk.
- I would like to be involved in or start a local complete count committee.
- I would like to host a Census job fair at (fill in the blank) _____.
- I will use at least one Census Statistics in Schools activity.
- I will contact my local Census Bureau Partnership Specialist and become a Census partner.



Census Ambassador Training Evaluation

Thank you for taking the time to complete this survey about our Census outreach work. ACNJ will use your input to improve this training program so it is more useful to you and others. Please be candid; we value your opinion.

Please circle one of the following responses to the two questions below:

1. How comfortable were you speaking about the Census before this training?

Not Comfortable Somewhat Comfortable Comfortable Very Comfortable

2. How comfortable are you speaking about the Census after participating in this training?

Not Comfortable Somewhat Comfortable Comfortable Very Comfortable

Please answer the following questions:

3. If you answered not comfortable or somewhat comfortable to the previous question, what else do you need to feel confident in sharing this information?

4. What other questions do you have about the Census and/or completing the Census questionnaire?

5. Do you think the materials in the toolkit will be helpful? If so, what materials are most helpful?

6. Where do you think you will be able to share this information?

7. What are the best locations to share information about the importance of the Census with parents of young children?

Please assess the following statements about today's training (circle one of the responses below):

Today's presentation was the perfect length.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Participants were given plenty of time to ask questions.

Strongly Disagree Disagree Neutral Agree Strongly Agree

The presentation of information flowed well.

Strongly Disagree Disagree Neutral Agree Strongly Agree

The group activities were engaging.

Strongly Disagree Disagree Neutral Agree Strongly Agree

I will complete the action items on my commitment card.

Strongly Disagree Disagree Neutral Agree Strongly Agree