



## Census in Schools: Teaching Kids, Reaching Parents

*This September, the Census Bureau is excited to launch its Census in Schools (CIS) Initiative, a program that teaches students about the history and importance of the census, so that they will encourage participation among their families.*

In partnership with Scholastic, Inc., the Bureau has developed learning materials that align with national and state education standards for grades K-12. Materials include colorful wall maps and age-appropriate lesson plans that hone math, geography, and data analysis skills.

The comprehensive Census in Schools curriculum will also offer lessons for English Language Learners in grades K-8 and adults enrolled in English as a Second Language programs. Teaching resources, available in both English and Spanish, are being added to the CIS website regularly. Visit [www.2010census.gov/schools](http://www.2010census.gov/schools) frequently to download the most current materials.



At Boston Public Schools' Middle O! Orientation event on August 16, sixth-graders, parents, and teachers explored the Census in Schools maps and discussed how demographics like median age and family size differed from state to state. Parents and students congregated around the map, pointing to states where they once lived. "I love that map; I've got to have one," commented one middle school math teacher.

We hope that all schools will embrace the Census in Schools Initiative with enthusiasm so that students better understand the role the decennial Census plays in our Constitution and government.

Constitution Day on September 17 is

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an excellent opportunity to begin using CIS resources. Written in 1787, the Constitution mandates a national population count every 10 years to determine Congressional apportionment. Through the lessons, students will gain a better understanding of the apportionment process and will learn how to conduct a classroom census. To request Constitution Day materials for grades K-12, email [Boston.PDSP@census.gov](mailto:Boston.PDSP@census.gov) and type "Constitution Day" in the subject line.

## Secretary Gary Locke Visits Boston/AAJA



Secretary of Commerce Gary Locke gives remarks at the opening ceremony for the Asian American Journalists Association's annual convention in Boston.

*On August 12, keynote speaker Secretary of Commerce Gary Locke introduced a critical message at the Asian American Journalists Association's (AAJA) 20th annual convention in Boston.*

"Today, I want to talk about a vitally important Commerce initiative that also

empowers: the 2010 Census," said Secretary Locke. As the first Chinese American to head the U.S. Department of Commerce, Locke emphasized the importance of being counted, reminding over 300 attendees that completing the 2010 questionnaire is safe, easy, and important. "To make this Census all it can be, we're going to need help from hundreds of thousands of trusted community and political leaders," said Secretary Locke. "People who are looked up to for their ability to inform, educate, and serve in the public interest."

This sentiment is the basis of the U.S. Census Bureau's Partnership program and our partners' extraordinary outreach efforts.

In conjunction with the AAJA Convention, the Boston Regional Census Center hosted an Asian media roundtable to inform reporters about in-language resources for non-English speakers and outreach programs specifically designed to increase Census participation within the Asian community. Dr. Paul Watanabe, Director of the Institute for Asian



Partnership Specialist Tram Nguyen presents information about the 2010 Census to members of the Asian media.

American Studies and Associate Professor of Political Science at the University of Massachusetts Boston, was the keynote speaker. He is also currently serving on the U.S. Census Asian Advisory Committee. Dr. Watanabe spoke about how the 2010 Census is different from past decennials, and discussed the Bureau's extensive language program, which will provide assistance in 59 foreign languages. The interactive roundtable enabled reporters to share ideas about how to provide critical Census information to their audiences.

## 2010 Census at Events



Partnership Assistant Monica Antone gives a Census quiz to visitors at the New York State Fair on Aug. 27.

Partnership Specialists and Assistants continue to promote the 2010 Census at events across the Region. Exhibiting enables Partnership representatives to connect with patrons one-on-one to answer questions and emphasize the importance of the census. Here are examples of current or upcoming events:

- The Great New York State Fair, beginning Aug. 27, in Syracuse, NY.
- Vermont Latino Festival, Sept. 12 in Burlington, VT.
- Iroquois-Akwesasne Powwow, Sept. 12-13 in St. Regis, NY.
- International Day of Peace, Sept. 20 in New Haven, CT.
- Muslim Partnership Specialists have enjoyed sharing the Census message at iftars with the Muslim community in celebration of the holy month of Ramadan.

### Calling all College Students:

Visit the Census on Campus team  
at CollegeFest  
September 26-27  
Hynes Convention Center, Boston.

## First Puerto Rico CCC



(l-r) Partnership Specialist Natalia Duarte, Aguadilla Mayor Carlos Mendez, and Puerto Rico Area Manager Fabian Sanchez at the Aguadilla CCC kick-off event.

Aguadilla, “Garden of the Atlantic,” was the site of the first Complete Count Committee (CCC) meeting in Puerto Rico on August 26. Mayor Carlos Mendez presided over the event, which was attended by community leaders from various businesses, non-profits, and faith-based organizations.

“I implore all residents to seize this opportunity. Our administration, like in past years, will be supporting the decennial census,” said Mayor Mendez.

“We applaud Aguadilla’s efforts to increase 2010 participation through the creation of an active CCC and links to the Census website,” said Fabian Sanchez, Census Area Manager for Puerto Rico.

The event concluded with questions from the media and a reception for guests.



Elmo visited a census booth at a kids health fair in Buffalo, NY, on Aug. 29.



United States  
**Census  
2010**

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## An Idea for Partners



Have you visited [www.2010census.gov](http://www.2010census.gov) lately? Did you know that the 2010 Census has a YouTube channel? New materials to help you promote the census are added regularly.

The U.S. Census Bureau has produced a series of award-winning original videos that promote the decennial census, and the site offers b-roll and photo galleries that you can use to heighten awareness about the 2010 Census. Much of this material can also be found at the U.S. Census Bureau’s YouTube channel at [www.youtube.com/user/uscensusbureau](http://www.youtube.com/user/uscensusbureau). At [www.2010census.gov/partners](http://www.2010census.gov/partners), you can also download logos, fact sheets, proclamations, and customizable brochure templates.

Check [www.2010census.gov](http://www.2010census.gov) and the YouTube channel for updates, and don’t forget to link your website to ours.

## Census 2010: Key Dates

Fall 2009	Targeted recruitment for local 2010 Census operations jobs begins.
Feb - Mar 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return Census questionnaires.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



**IT'S IN OUR HANDS**