



## Boston Region Launches Census on Campus Initiative



*Did you know that there are over one million students attending nearly 400 colleges and universities in the Boston Region? That's a lot of students to count—and a lot of students and parents to educate about the importance of the 2010 Census!*

Many people believe that college students are counted on their parents' census questionnaires, but this is not the case. The census counts every person residing in the United States: in all 50 states, the District of Columbia, Puerto Rico, and island areas. People should be counted where they live and sleep most of the year. Students living away from home will receive their own questionnaires, and must fill them out to be counted accurately.

To help spread awareness about how students are counted, the Boston Region recently launched the Census on Campus Initiative. The goal of Census on Campus is to establish partnerships with every college and univer-

sity, engaging the administration, faculty, students, and parents so that every individual is counted—once, and in the right place.

“The Census is like a snapshot that helps define who we are as a nation. The college communities reflected in the snapshot must include all students living in their campus communities on April 1,” explained Boston Regional Census Center Director Kathleen Ludgate.

The Census on Campus Initiative relies on key contacts within each institution to spread the word. To date, 250 schools in the region have designated a Census Liaison to help with this initiative, and Partnership Specialists continue to form relationships with campus organizations.

To help partners, the Census Bureau has created a series of ready-made tools and information—including template letters, flyers, and promotional materials students can distribute during activities. Census Liaisons and student groups are also organizing on-campus events for the fall.

“College students who become involved in this education and awareness initiative will develop community organizing skills, and ensure that their communities receive a fair share of funds and services,” said Director Ludgate. Students who help with the effort are known as Census Advocates and comprise the Census on Campus *(over)*

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### An Idea for Partners



### Link to the Census 2010 Website:

One of the easiest ways you can help raise awareness about the Census is by linking from your organization website to [www.2010Census.gov](http://www.2010Census.gov). Today, people are looking for the most efficient way to stay informed. The 2010 Census website explains how the census is conducted, answers questions, displays job opportunities, and provides access to logos, videos, and materials.

Linking to the 2010 Census website is simple. In the next few days, we will send an email to all partners with a variety of small Census graphics that your website designer can use as “buttons” to link to [www.2010Census.gov](http://www.2010Census.gov). Choose the design that works best for your site, and add the link to promote your census partnership today.

Check out how other partners have linked to the site:

- [www.sec.state.ma.us/census/index.htm](http://www.sec.state.ma.us/census/index.htm)
- [www.cityofrochester.gov/article.aspx?id=8589939577](http://www.cityofrochester.gov/article.aspx?id=8589939577)
- [www.cohoes.com/cit-e-Access/webpage.cfm?TID=34&TPID=9900](http://www.cohoes.com/cit-e-Access/webpage.cfm?TID=34&TPID=9900)

## Census Attends LULAC in Puerto Rico

The 2010 Census was one of the important topics discussed at the League of United Latin American Citizens' (LULAC) 80th Annual Convention, July 13-18, in San Juan, Puerto Rico.

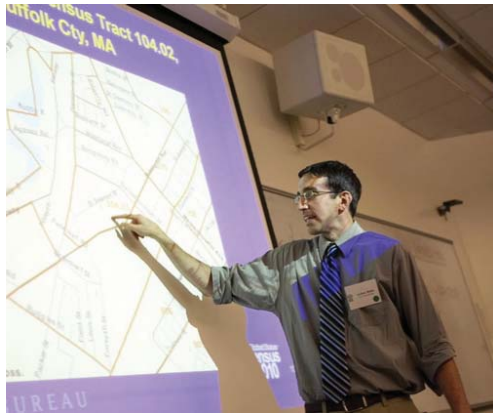
A national census partner, LULAC addresses issues impacting the lives of Latinos across the United States. The Census Bureau was well represented at the Convention. Boston Regional Census Center Director Kathleen Ludgate, National Partnership Chief Irma Harahush, and Puerto Rico Area Manager Fabian Sanchez participated in a presentation and panel discussion promoting the 2010 Census entitled “Hagase Contar” – Be Counted. Then-acting Census Director



Then-acting Census Director Tom Mesenbourg spoke during a luncheon at LULAC's 80th Annual Convention and Exposition in San Juan, PR.

Tom Mesenbourg discussed partner outreach strategies as a featured speaker during a Convention luncheon. *(over)*

## Data Day 2009: Using Data to Drive Community Change



Information Services Specialist Arthur Bakis explains the relationship between census data and geography during Data Day.

*On July 15, over 200 people attended Census Bureau workshops and panel discussions at the 2009 Data Day Conference at Northeastern University in Boston.*

Sponsored by the Metropolitan Area Planning Council, Northeastern University, and The Boston Indicators Project, Data Day is a biennial conference to help communities expand their capacity to use technology and data to advance their goals. At Data Day, nonprofit agencies, civic institutions, and municipalities come together to explore the latest in technology, and learn how organizations are using data to support and advance

constructive change.

The Boston Regional Census Center hosted a panel discussion entitled “Ensuring That All Are Counted in Census 2010: How Minority and Low Income Communities Can Prepare,” focusing on how the 2010 Census is conducted as well as the unique challenges faced by minority and low-income populations.

“The Census is really about equitably distributing money and power,” said Cesar Monzon, Assistant Regional Census Manager. “Each year, the federal government allocates billions of dollars to states and communities based, in part, on census data.” Panel members included Monzon, and census partners Avi Green of MassVote, Ramon Soto of the City of Boston, and Paulo Pinto of the Massachusetts Alliance of Portuguese Speakers.

After the panel, the Bureau co-hosted a workshop for communities interested in forming Complete Count Committees. Census Information Services Specialist Arthur Bakis taught attendees how to use the American FactFinder online program to access census data to support their goals and better serve clients.

As Thomas Jefferson said, “Information is the currency of democracy.” Today, information is more accessible than ever before. To learn how to use census data at your organization, visit <http://factfinder.census.gov>.



United States  
**Census  
2010**

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### Census on Campus, continued

“A-Team.”

With over one million students living in New England, upstate New York, and Puerto Rico, engaging this powerful grassroots student population is key to achieving a successful 2010 Census. The Census on Campus Initiative is an important component because students represent a majority population in many college towns and communities in our Region. If students are not counted accurately, those communities may miss out on funding which can support infrastructure and programs that students rely on.

If you would like to find out more, or become an Advocate for Census on Campus, please contact the colleges and universities team at 617-223-3610 or [Boston.PDSP@census.gov](mailto:Boston.PDSP@census.gov).

### Census Connects with Muslims & Arabs at Convention in D.C.

As part of the effort to ensure an accurate count of Muslims and Arabs in the United States, the Census Bureau participated in the Islamic Society of North America’s (ISNA) annual convention in Washington D.C., from July 3 through July 6, 2009. Boston-based Arabic-speaking Partnership Specialist Samer Balbaky worked the census booth and provided educational information about the importance of being counted in the 2010 Census.

Familiar with the challenges of counting Arab and Muslim communities, Balbaky

gave a presentation that emphasized the confidentiality of information collected for the 2010 Census. Respondents’ personal information is protected by law and cannot be shared with any other government agency or person.

Many of the over 30,000 Muslims participating in the convention visited the census booth and expressed their support for obtaining a complete count in 2010. The Census Bureau is relying on the powerful voices of Muslim and Arab leaders to educate and motivate participation in the 2010 Census.

### Census and LULAC, continued

The 2010 Census hosted two information booths to promote participation in the census and to underscore the commitment to counting every Latino/Hispanic person living in the United States and its territories.

An accurate count helps ensure local, state, and federal funds are equitably distributed. Census data also provide valuable information that LULAC and other Latino/Hispanic organizations, leaders, and individuals can use to better serve this growing population in the United States.

### Census 2010: Key Dates

Fall 2009	Recruitment begins for local census jobs for 2010 Census operations.
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**