



Asian Pacific American (APA) Heritage Month

In 1978, Congress passed a joint Congressional Resolution to commemorate Asian American Heritage Week during the first week of May. Two important historic events occurred during this month: the first Japanese immigrants arrived in America on May 7, 1843, and the transcontinental railroad (a project undertaken by many Chinese laborers) was completed on May 10, 1869. Congress later voted to expand the observance to a month-long celebration.

The celebration of APA Heritage Month reminds us America is home to people from diverse cultures, and partnering with trusted stakeholders from ethnic communities is critical to obtaining a complete and accurate count.

This month presents an opportunity for the Boston Regional Census Center to deepen our relationships with our current and future



Massachusetts State Treasurer Timothy Cahill spoke during an APA Heritage Month event at the Statehouse. Regional Director Kathy Ludgate also spoke, and Census staff were on hand to answer questions.

partners. The Asian Pacific American Coalition of Connecticut, the Organization of Chinese Americans, the Hmong Society of Rhode Island, and the Cambodian Mutual Assistance Association of Greater Lowell are among many of the organizations using Census materials to educate their members

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and communities about the importance of Census participation. Having an accurate count of community members ensures that \$300 billion in annual funding to support schools, transportation, and social services is allocated appropriately.

Based on the 2007 American Community Survey, there are 15.2 million U.S. residents of full or partial Asian decent. Chinese is the third most widely-spoken *(over)*

Census Spotlight: Chambers of Commerce

The Census Bureau is working closely with various Chambers of Commerce across the Region to inform businesses that the 2010 Census is safe, easy, and important and to encourage them to promote the Census among their diverse clientele.

In honor of National Small Business Week (May 18-22, 2009), the Boston Region recognizes the important contributions small businesses make to communities as well as the positive impact these organizations can have on achieving a complete and accurate count in the 2010 Census. The following Census partnerships with regional Chambers of Commerce are examples of how we can work together:

The Greater Boston Chamber of Commerce (GBCC), a broad-based association representing more than 1,700 businesses in the Region, has recently formed a partnership with the 2010 Census. As part of the partnership agreement, Paul Guzzi, President

and Chief Executive Officer of GBCC and co-host of "This Week in Business," a weekly, local television program, will include the 2010 Census message on his shows.

The MetroHartford Alliance of Connecticut announced a partnership with the U.S. Census Bureau at its latest Rising Star Breakfast event. The Alliance will sponsor seminars to promote participation in the 2010 Census and will provide links to www.2010census.gov from the organization's website.

Nadar Acevedo, Executive Director of Hispanic-American Chamber of Commerce (HACC), one of our recent partners, said "We are so proud to partner with the U.S. Census Bureau to convey the importance of completing the 2010 Census form to our members and their customers." HACC will feature 2010 Census articles in its quarterly newsletter "VISION" and will provide speaking opportunities for Bureau staff at its monthly breakfast events.

Trusted business leaders in local communities can help educate their members and



During a meeting with Partnership Specialist Tia Costello (left), Greater Boston Chamber of Commerce President Paul Guzzi (center) signed a partnership agreement with the 2010 Census.

customers about the importance of completing and returning their Census questionnaires in order to make sure everyone counts. Achieving a complete and accurate 2010 Census is in our hands!

NOTICE: Visit www.census.gov/boston and click on "Regional Employment" to learn about management jobs in the Region.

APA Heritage Month (continued)

language in the United States. In 2007, 2.5 million people age five and older spoke Chinese at home. Among the Region's Partnership Specialists (across New England and upstate New York), there are six Asian languages and dialects being spoken.

One such Specialist is Tram Nguyen, a Vietnamese immigrant who came to the United States in 1992. Tram recently joined the 2010 Census and is focusing outreach to Vietnamese communities. She is proud of her heritage and stays connected to the Vietnamese American community in Massachusetts. We are happy to have her on board.



On May 3, the Census Bureau had a table at a Loatian New Year Ceremony at a Lao temple in South Windsor, CT.



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Overview of Census Initiatives

Schools, colleges, universities, faith-based organizations, and ethnic communities across the region are invited to engage in the 2010 Census awareness campaign. This spring, the Census Bureau will launch four new initiatives targeting hard-to-count populations. As with the Partnership program in general, these initiatives will utilize trusted voices in the communities to educate and motivate participation in the 2010 Census.

In the next four editions of the Activities Update, you will learn more about the following initiatives and your role as a 2010 Census partner:



The College and University Initiative will target college students living on and off campus to ensure they are counted where they live most of the year.

Foreign born/immigrant: To overcome historical challenges of counting foreign born populations, the Census is partnering with community-based organizations and leaders to promote increased mail-back of the questionnaire.

Faith-based: Ecclesiastic leaders and faith-based organizations share a powerful bond with their members and, therefore, will be instrumental in encouraging participation in the 2010 Census.

Census in Schools: Students will be Census ambassadors in their homes. The 2010 Census will distribute educational materials to every school across the nation.

Colleges and Universities: Administrative staff, faculty, and student leaders will be Census liaisons who will motivate on and off campus students to fill out the Census questionnaire.

Even as these initiatives get rolling, the Census Bureau continues to encourage all partners to form Complete Count Committees.

ME Chiefs Invite Census Tribal Specialist to Meeting with Governor



On April 30, tribal chiefs representing Maine's Penobscot Indian Nation, Houlton Band of Maliseets, and the Passamaquoddy Tribe met with Governor John Baldacci in his office as he signed into state law an act to establish a Native American Veterans Day. Census Tribal Specialist David Slagger (pictured above, second from left) was invited to the event. A member of the Houlton Band of Maliseet Indians, Slagger said, "I was flattered and honored to be invited to attend. It was a historic event and a good opportunity to discuss the 2010 Census with Maine's tribal leaders."

April - June 2009	Census employees go door-to-door to update address lists nationwide.
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