



# CENSUS 2010 ACTIVITIES UPDATE

IT'S IN OUR HANDS

November 2009, Vol. 2, Issue 9

## Honoring Native American Indian Heritage Month

*The month of November marks Native American Indian Heritage Month, and several Native American organizations, as well as the Boston Region's three tribal specialists, have been working hard to increase awareness about the 2010 Census among hundreds of tribes nationwide.*

• The October National Congress of American Indians (NAI) Annual Conference was themed "Indian Country Counts," and NAI staff wore tee shirts that read, "I am [Tribal Nation Name], and I count." U.S. Census Bureau Director Robert M. Groves spoke at the general assembly session, while numerous breakout sessions focused on the importance of ensuring an accurate count of Native people and how tribal leaders can increase awareness among their members.

• Boston Regional Census Center Director Kathleen Ludgate met with leaders of the Maliseet, Passamaquoddy, and Micmac tribes in Bangor, Maine, to strengthen existing partnerships and address concerns about the upcoming 2010 Census.



(l-r) Tribal Specialist David Slagger, Bureau of Indian Affairs Assistant Director Larry Echohawk, and Chief Brenda Commander of the Houlton Band of Maliseet Indians at the United South & Eastern Tribes Conference.

• Census 2010 Tribal Specialists David Slagger and Wanda Lyons hosted an information table at the United Southern & Eastern Tribes annual Board of Directors meeting in Florida in late October, and discussed the census at several committee meetings.

• Tribal Nations across the Region have implemented outreach efforts to ensure a complete count of their members on and off tribal lands. Together, we can ensure the 2010 Census depicts an accurate Portrait of America.

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On November 3, Tribal Specialist Alma Ransom, a former Mohawk Chief, presented the Thanksgiving Address in both English and Mohawk at the grand opening of the National Congress of American Indians Embassy Building in Washington D.C.

## New 2010 Census Website! Read. Watch. Connect.



A screenshot from the redesigned www.2010census.gov website.

*The Census Bureau has launched a new website for the 2010 Census with an intuitive layout and interactive features designed to meet the demands of online users.*

The goal is to build a national dialogue about

how each person's participation in the census helps create a new "Portrait of America." Visit the website today to explore some of the new features.

- Click on the people in the photo on the home page to hear Census questions from people across the nation, and get real-time answers.
- Learn the truth behind census myths in "The Whole Story."
- "How It Works" explains census operations and walks you through the questionnaire.
- The multimedia center (videos, photos, and audio) shares individuals' stories about how the census is easy, safe, and important.

By the end of the year, the entire site will be presented in Spanish. The Bureau will also launch a one-page site in each of 59 languages that will enable visitors to download in-language questionnaire assistance guides.

This is a great time to link your website to ours at [www.2010census.gov](http://www.2010census.gov).

## MA Sen. Chang-Díaz Visits Boston RCC for Hispanic Heritage Month



Sen. Chang-Díaz and Regional Director Kathleen Ludgate (right of banner) with the planning committee for the RCC's Hispanic Heritage Month celebration.

The Boston Regional Census Center celebrated Hispanic Heritage Month (Sept. 15-Oct. 15) by hosting a celebration with guest speaker Massachusetts State Senator Sonia Chang-Díaz, who spoke about the significant contributions Hispanics have made to the United States.

## Mass. State Representative Calls on Peers to Promote the Census



Kelly Bates, Executive Director for Access Strategies Fund, addresses a gathering of MA state reps during a collaborative meeting in support of the 2010 Census.

On October 13, Massachusetts State Representative Gloria Fox co-hosted a meeting with the Massachusetts Black and Latino Legislative Caucus and the Massachusetts Women's Legislative Caucus to encourage collaboration among state representatives with the goal of boosting census participation in the communities they represent. "This is about our community, our State, our future. This is why it is so important for us to work together," said Representative Fox. Attendees discussed ways to utilize census resources to reassure their constituents that the 2010 Census is safe, easy, and important.



Congratulations to the New York and Rhode Island State Complete Count Committees, which kicked-off this month. In the above picture R.I. CCC Chair Peter Wells gives remarks during the November 9 kick-off at the Rhode Island State House.

## Ideas for Partners

Check out a few of the unique efforts Census partners have undertaken to increase awareness.

Goya Puerto Rico, a worldwide food production company, plans to support the 2010 Census as part of their "Goya, Respalda lo Bueno" (all good things) community initiative. Goya will produce on-shelf displays that showcase the Censo 2010 logo by their products in every supermarket on the island.

Census 2010, in collaboration with the Massachusetts Bay Transit Authority (MBTA), Fields Corner Main Street, and Artists for Humanity, came together to transform an empty wall into a mural that depicts several different colored hands and the slogan "Everyone Counts" in English and four other languages that are widely-spoken in the Fields Corner neighborhood of Boston.



Censo 2010 placards are on display in Puerto Rican supermarkets.



Volunteers help paint a census mural in the Fields Corner neighborhood of Boston.



United States  
**Census  
2010**

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## Overcoming Language Barriers with Questionnaire Assistance Centers/Language Program

Do you serve populations that speak a language other than English? Are you willing to donate space for at least 15 hours a week that can be used by census employees to provide language assistance for people completing 2010 Census forms? If so, we want to hear from you. The Census Bureau is currently identifying facilities that can be used as Questionnaire Assistance Centers (QAC). We need 2,460 sites in the Boston Region alone. Questionnaire Assistance Centers simply require a small private place in a public facility where the Census Bureau can staff a table with translators to provide in-language assistance to help non-English speakers complete the 2010 questionnaire. Questionnaire Assistance Center will be open between mid-March and mid-April 2010. If you would like to serve as a QAC, please contact your partnership specialist by December 21.

In addition to in-language assistance at QACs, the Census Bureau will also reach foreign-born communities with questionnaire assistance guides in 59 languages available for download at [www.2010census.gov](http://www.2010census.gov). The partnership team for the Boston Region consists of over 200 people, including partnership specialists and assistants who collectively speak 18 languages.

## Census 2010: Key Dates

Nov - Dec 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.



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