



Thursday, October 18, 2018

I. Policy Intelligence and Education News

- **Education news while Congress is in recess** – For the first time in decades, Congress has recessed for the fall elections having completed action on education funding for the year. This creates a hiatus on education funding information until news starts trickling out about the fiscal year 2020 budget and appropriations cycle. During this lull, [CEF Updates](#) will include additional information on other education-related policy news that might be of interest.
 - **Federal court blocks delay in “borrower defense to payment” rule** – On Tuesday, the Department of Education was ordered to immediately implement a rule providing relief from student loan debt to some students who could not complete their education because their schools shut down. CNN has an article about the details [here](#).
 - **K-12 education policy views in key Senate races** – [EdWeek’s “Politics K-12” blog](#) summarizes education policy positions of those running for Senate in some of the tightest races next month.
 - **Education funding on the ballot in states** – The Center for American Progress issued a [report](#) on the many education funding and policy ballot measures facing voters across the country next month.

II. CEF information

- **Slides, video, and contact information from last week’s research briefing on the census** – I’ve attached the slides from the panelists at [CEF’s research briefing on the impact of the census](#) and have included the panelists’ contact information below for those who requested it. In addition, we’ve posted a recording of the entire briefing on the members-only section of the [CEF website](#); in the lower right corner there’s link to “[CEF Event Coverage](#)” that has the video. Note that all [CEF](#) members can have access to this section of the website, which also includes a job board, our calendar, and other [CEF](#) information that is not available to the public. If you don’t have access already, just create a password for yourself to register, and you’ll be approved shortly. If your email address does not identify you or your organization, please send Sarah Abernathy (Abernathy@cef.org) a note letting us know to expect the registration.

Email addresses for panelists:

- Maria Malagon, U.S. Census Bureau, Integrated Partnerships and Communications, maria.olmedo.malagon@census.gov
- [Indivar Dutta-Gupta](mailto:Indi.Dutta-Gupta@law.georgetown.edu), Georgetown Center for Poverty and Inequality, Indi.Dutta-Gupta@law.georgetown.edu
- Corrine Yu, The Leadership Conference on Civil and Human Rights, Yu@civilrights.org

- **Final reminder: gala and legislative conference survey** – Thank you to the many who have already filled out our survey on this year’s gala and legislative conference. We appreciate the input and encourage everyone to take a few moments to provide helpful feedback. You can find the brief, anonymous survey [here](#).

III. Events

- **AERA Brown lecture on “Disrupting Punitive Practices and Policies: Rac(e)ing Back to Teaching, Teacher Preparation, and Brown” on October 25** – CEF member the American Educational Research Association invites everyone to attend the 15th annual AERA *Brown* lecture featuring the important role of research in advancing understanding of equality and equity in education. H. Richard Milner IV will examine practices and policies that are implicitly or overtly designed to punish rather than support academic, social, cultural, and psychological development of Black, Brown, and low-income students. [RSVP here](#) for the lecture, which takes place on Thursday, October 25, at 6pm in the Ronald Reagan Building; buffet reception to follow.
- **CEF’s upcoming schedule** –
 - **Tomorrow, Oct. 19, 9-11am, at AFSCME, 1625 L St, NW, 1st floor conference room.** Guest speaker: Bob Moran, Education Policy Director, Senate HELP Committee Republican staff.
 - **Friday, Oct. 26, - No Friday meeting (this is a change from the original schedule)**
 - **Friday, Nov. 2 and Nov. 9** – No CEF Friday meetings while Congress is in recess.
 - **Friday, Nov. 16, 9-11am, at AFSCME, 1625 L St, NW, 1st floor conference room.** Guest speaker: (tentative) Donni Turner, Senate Budget Committee Democratic staff.

My best,

Sheryl

Sheryl V. Cohen, Executive Director



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2020 Decennial Census

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The Decennial Census

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*

The United States Census Bureau is the federal government's largest statistical agency. We conduct more than 130 census and surveys.

The 2020 Census

In a rapidly changing environment with technology interwoven in everyday life, the 2020 Census is the first to introduce **online self- response** option.

The **Decennial Census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas.

The results of the census determine:

The number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts.

Federal agencies distribution of more than \$675 billion in federal funds each year for services like hospitals, fire departments and schools.

The results of the census inform:

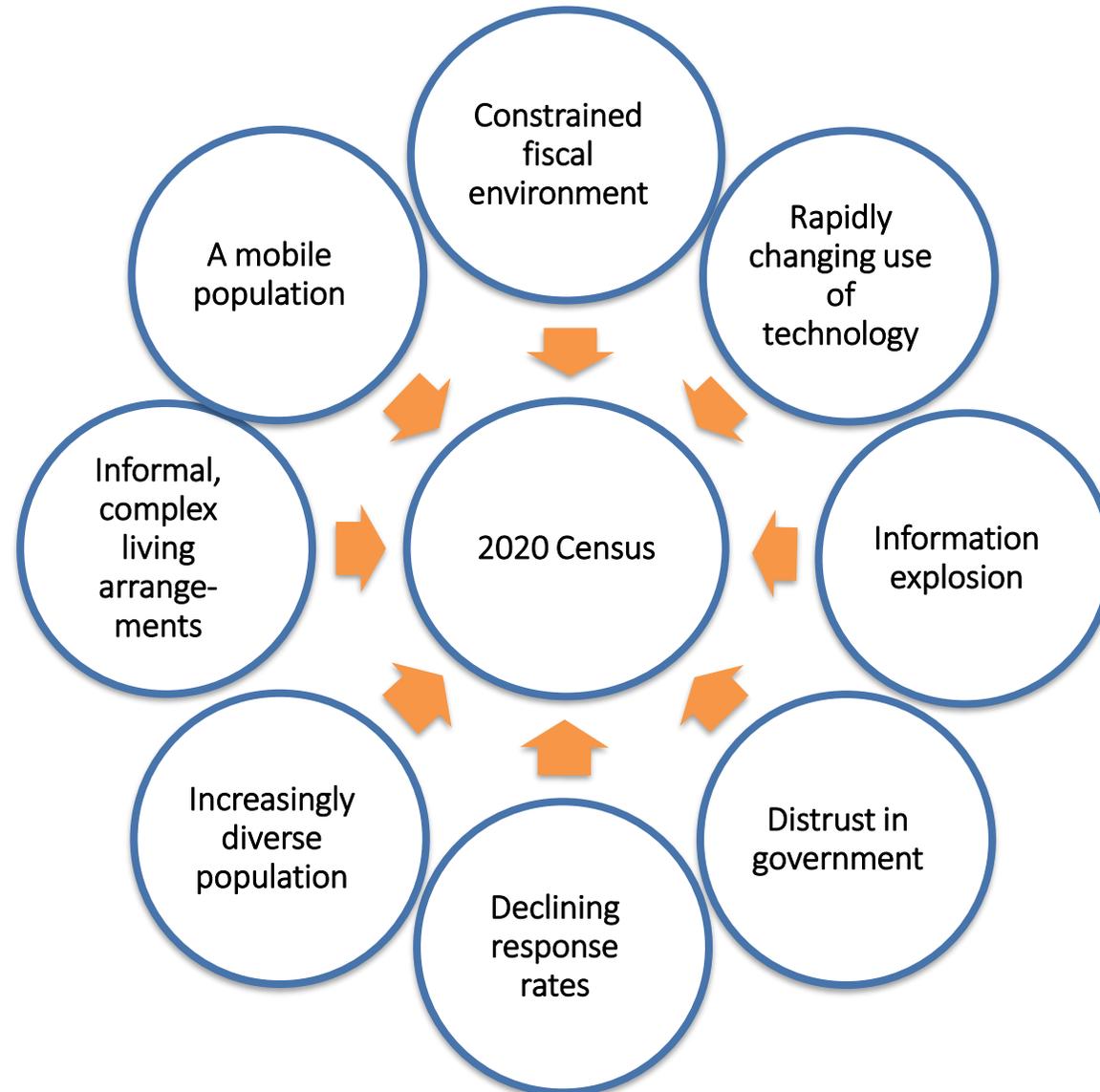
Federal, tribal, state, and local government planning decisions.

Business and nonprofit organization decisions.

2020 Decennial Census

Current Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



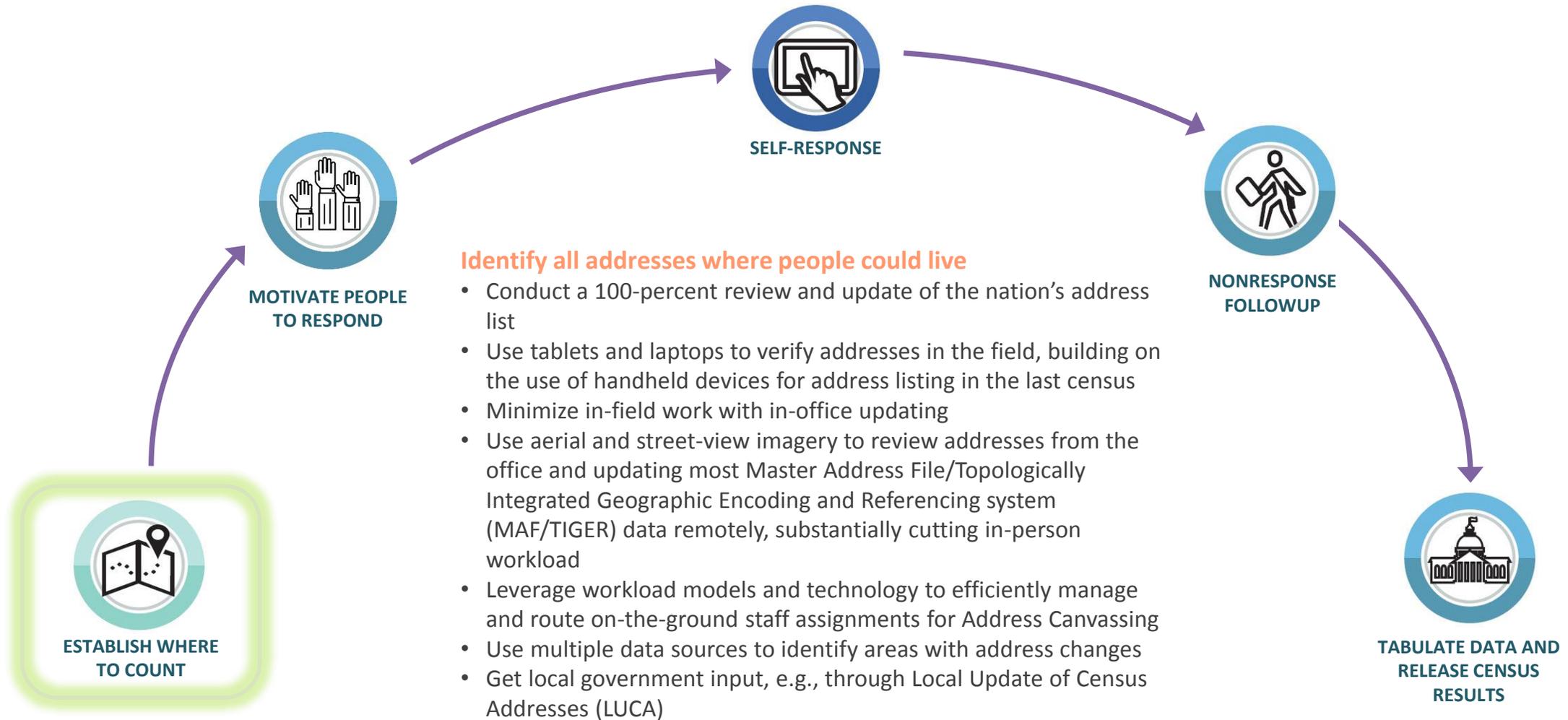
2020 Decennial Census

A Complete and Accurate Count of the Population and Housing



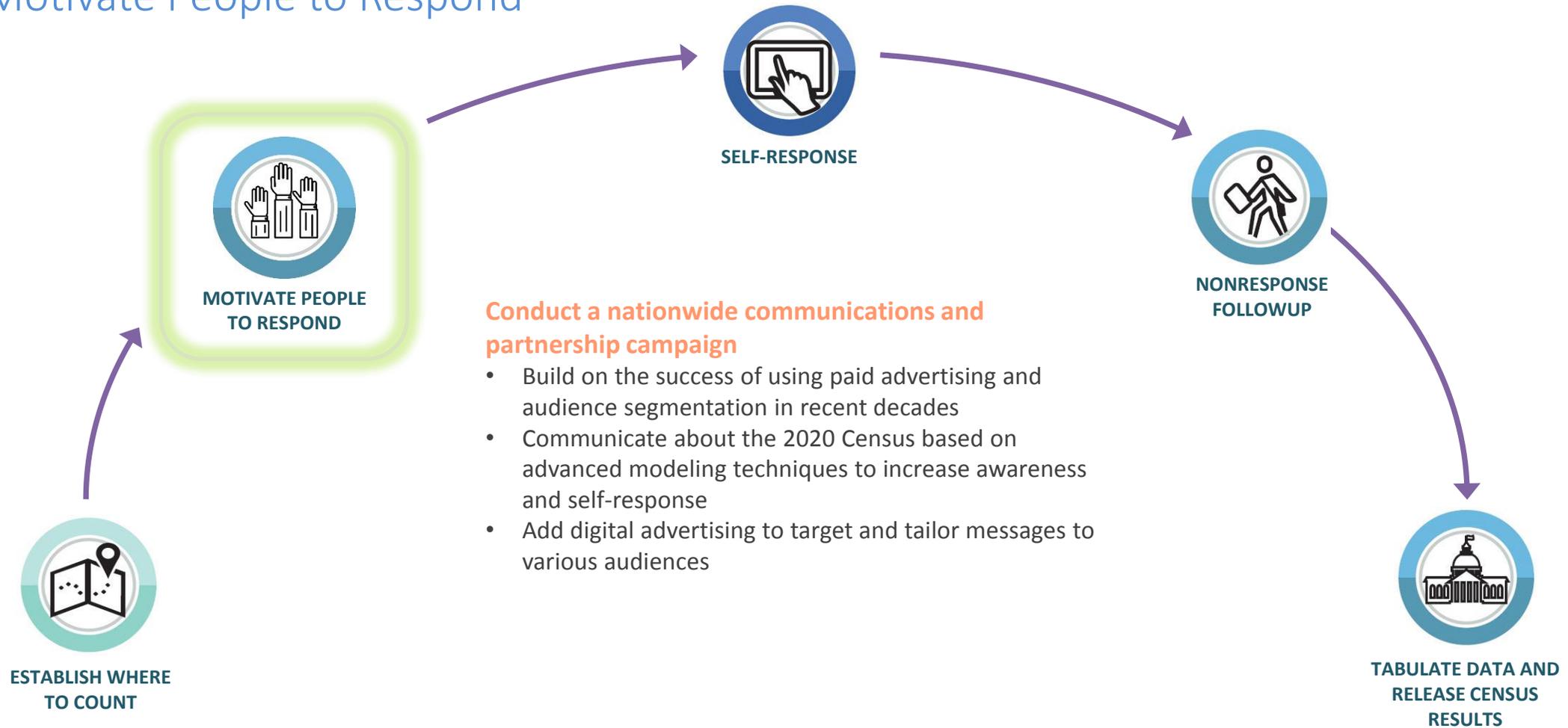
2020 Decennial Census

Establish Where to Count



2020 Decennial Census

Motivate People to Respond



Conduct a nationwide communications and partnership campaign

- Build on the success of using paid advertising and audience segmentation in recent decades
- Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
- Add digital advertising to target and tailor messages to various audiences

2020 Decennial Census

Self-Response

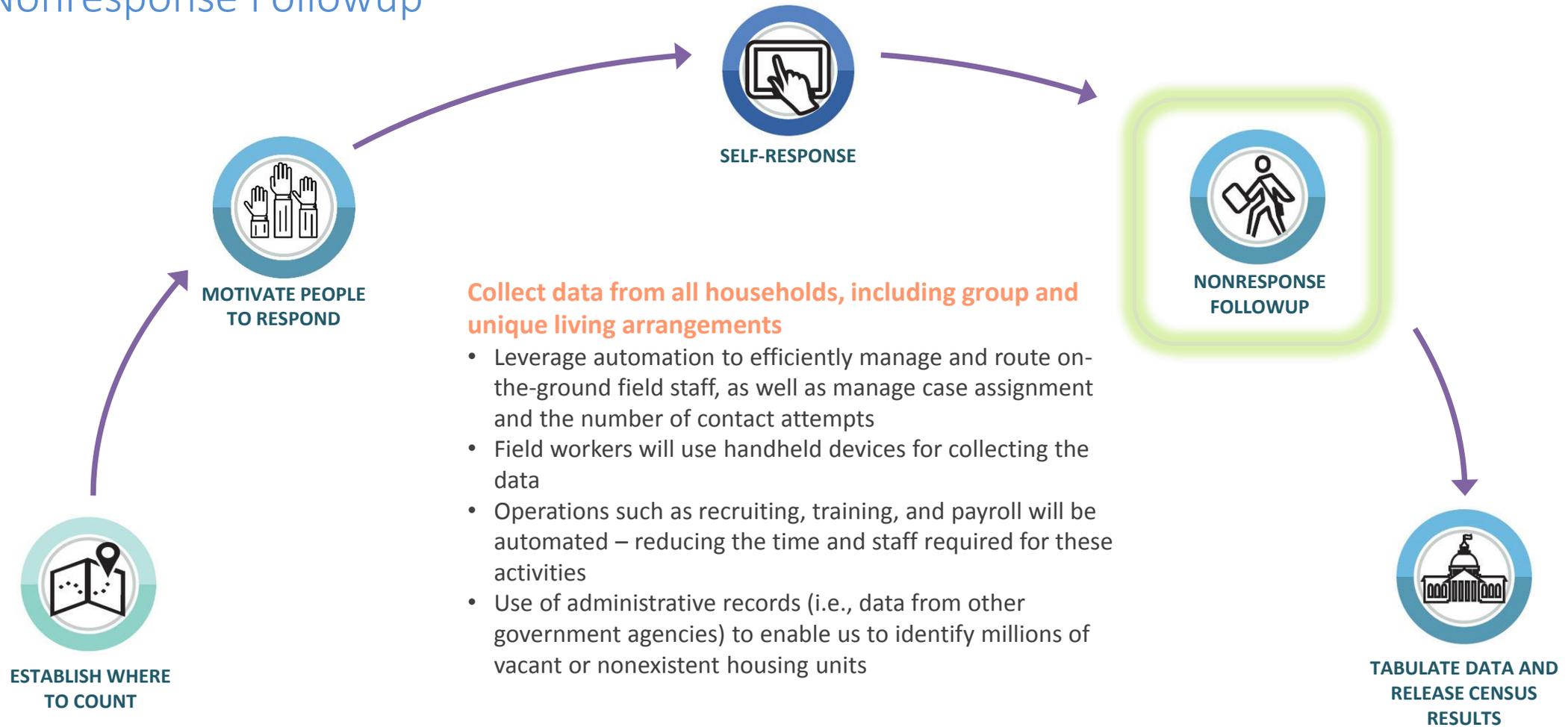


Make it easy for people to respond anytime, anywhere

- Encourage people to use the new online response option
- Provide options for responding via the telephone and paper questionnaires
- New adaptive design techniques enable more flexible and seamless self-response options than for previous censuses

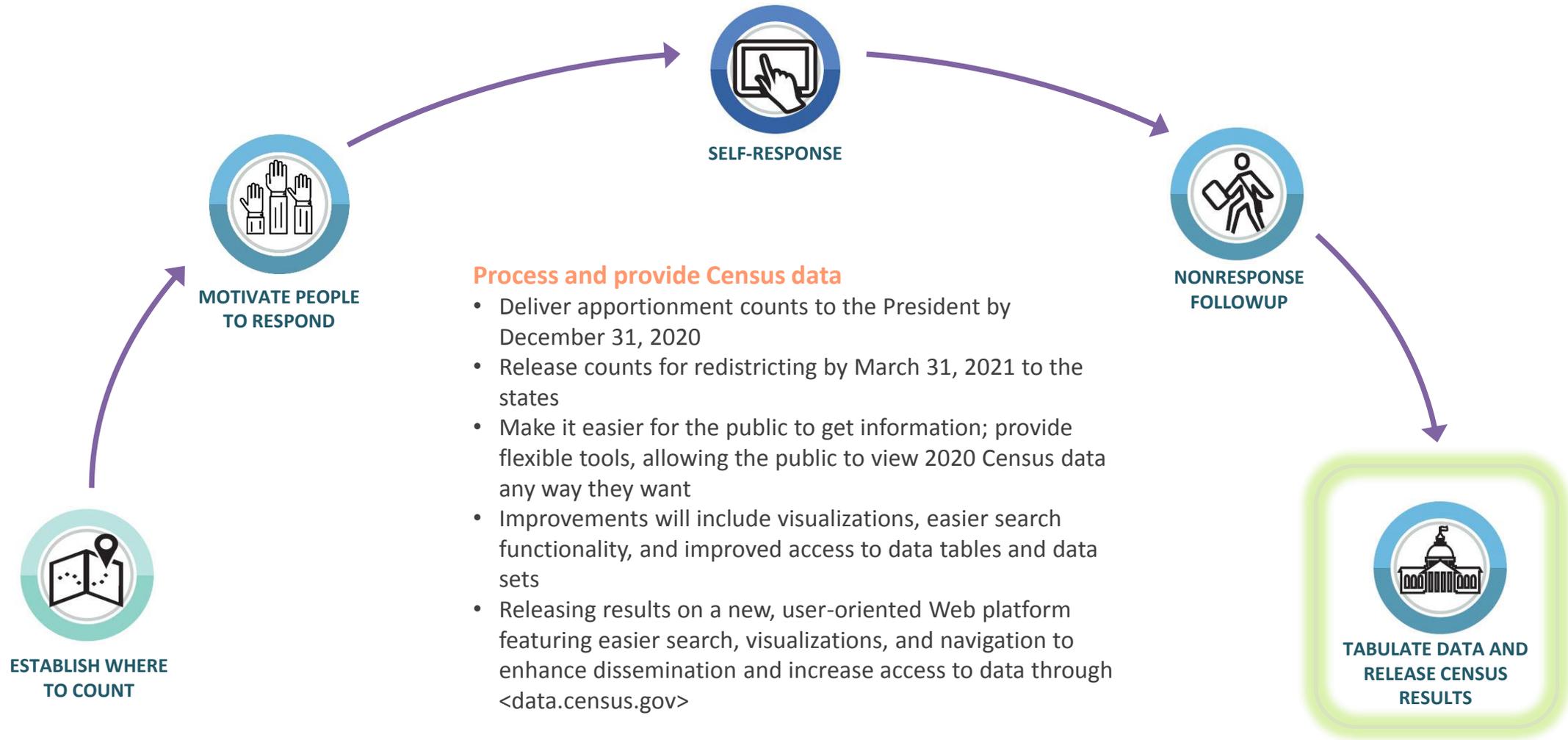
2020 Decennial Census

Nonresponse Followup



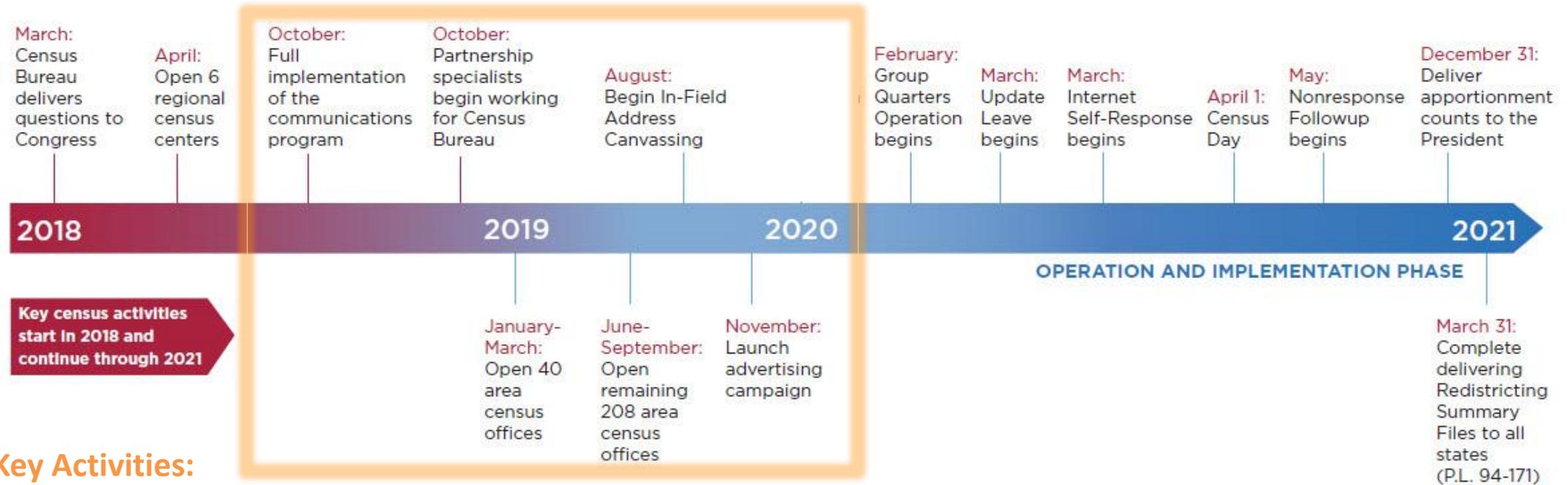
2020 Decennial Census

Tabulate Data and Release Census Results



2020 Decennial Census

Timeline and Where We are Now



Key Activities:

- Local Update of Census Addresses (LUCA)
- Contracts
- Complete Count Committees
- Area Census Office Leasing
- Communications Program Planning
- Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists

2020 Decennial Census

Integrated Partnership and Communications

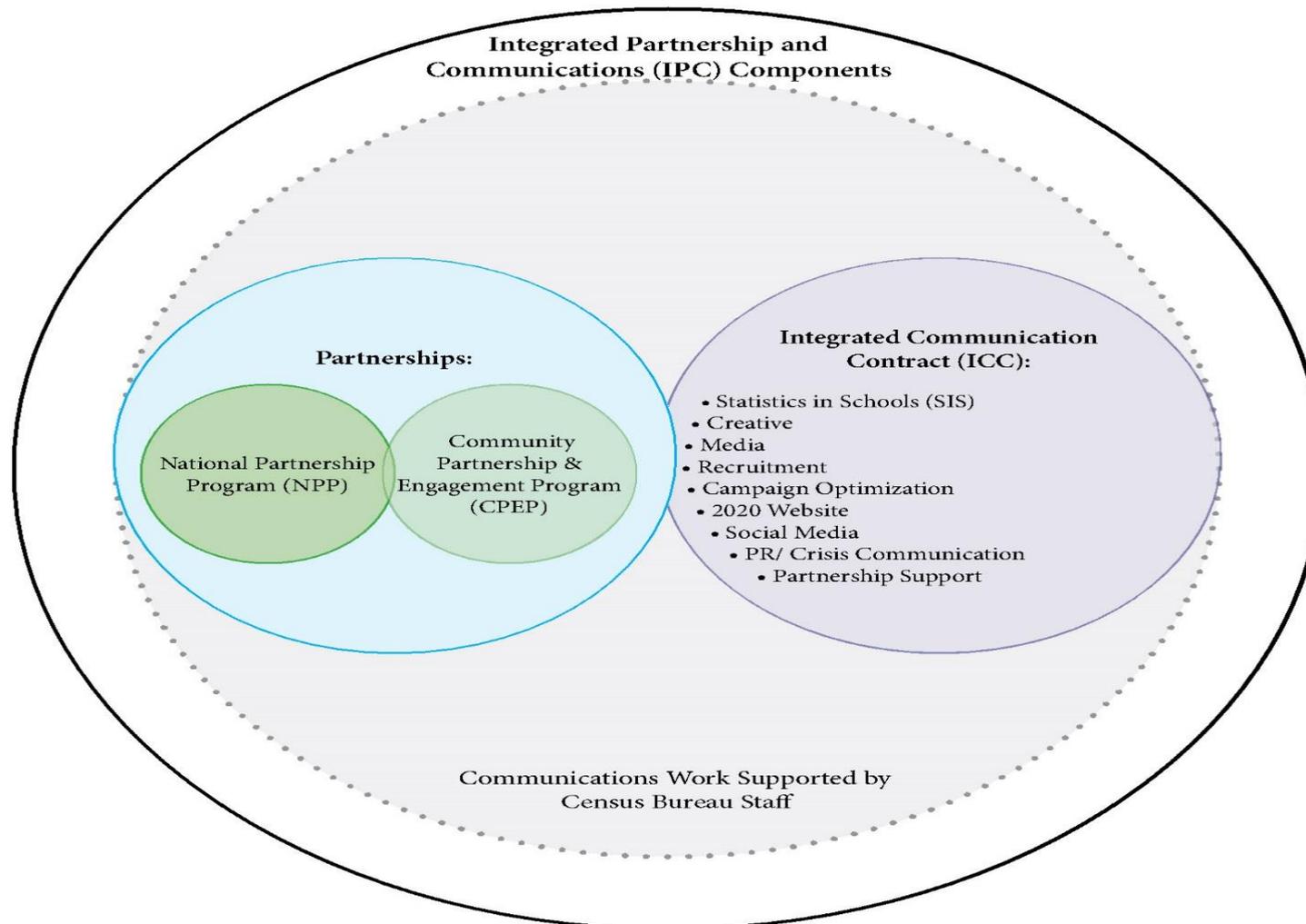
The **2020 Integrated Partnership and Communications (IPC)** operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas in order to:

- Raise and keep awareness high throughout the entire 2020 Census to encourage response.
- Engage and motivate people to self-respond, preferably via the internet.
- Reduce risk to the 2020 operations by predicting, detecting, preventing and mitigating:
 - External misinformation and disinformation activities and
 - Internal miscommunications and customer experience mistakes
 - Leading crisis communications/ rapid response analysis, planning and execution



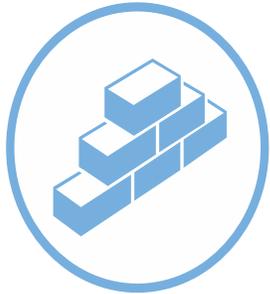
Integrated Partnership and Communications

Components



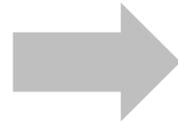
Integrated Partnership and Communications

Phased Research Approach



Foundational

- Research to identify what audiences need to know and how



Creative Development & Testing

- Creative concepts and pieces
- Qualitative and quantitative testing

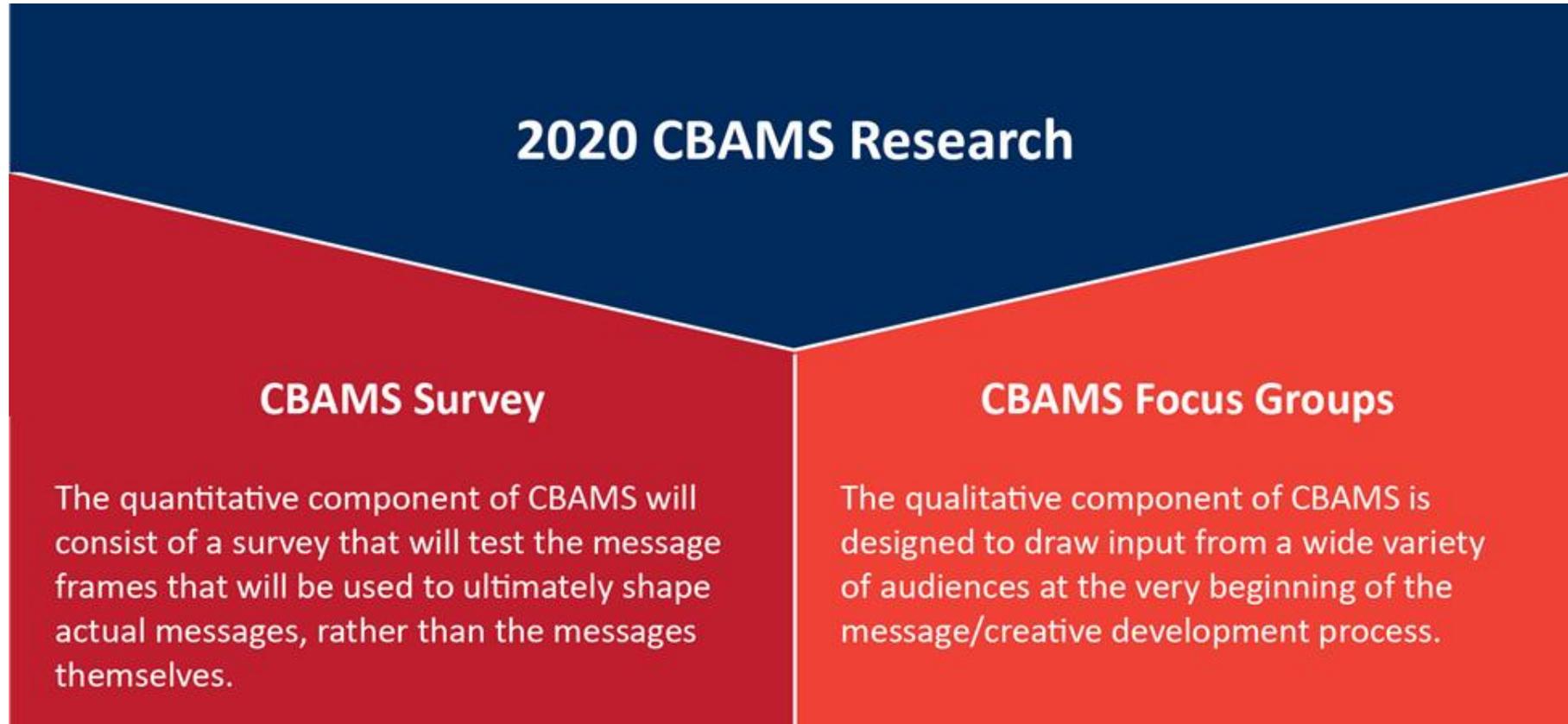


Refinement & Optimization

- Iterative refinement for strongest possible product

Integrated Partnership and Communications

2020 CBAMS



Integrated Partnership and Communications

National Partnership Program (NPP)

NPPs purpose and mission is to leverage other voices to increase response to the Census and to “develop sustaining and transformational engagements”. This will be done by:

Co-creating commitments with partners that can reach many more, creating a “network effect”;

Accelerating ideas into action working with organizations in many sectors, leveraging a proven, iterative process;

Providing informational resources to those who have the expertise, creativity, reach and who know their communities, audiences, and constituents better than anyone else.

Activity	Date
Partnership Specialist hiring	<i>October 2018-June 2019</i>
Partnership Specialist trainings: Media Training, ROAM Training, Manager Training	<i>November 2018-March 2019</i>
Outreach to state, county, and local governments	<i>Ongoing</i>
Outreach to schools, non-governmental orgs, media, and affinity groups	<i>Ongoing</i>

Integrated Partnership and Communications

Community Partnership and Engagement Program (CPEP)

CPEP's purpose and mission is to enroll community partners to help increase participation in the census by those who are less likely to respond or are often missed by using what we call the 3 "E's"

Educate people about the 2020 Census and foster cooperation with enumerators.

Encourage community partners to motivate people to self-respond.

Engage grassroots organizations to reach out to hard-to-count groups and those who aren't motivated to respond to the national campaign.

Activity	Date
National partnership press event with: the Latino Coalition, the National Black Chamber of Commerce, and the Asian/Pacific Islander American Chamber of Commerce and Entrepreneurship	<i>October 2, 2018</i>
National Kids Count Conference	<i>October 17, 2018</i>
Remarks to Federation of Pediatric Organizations	<i>October 19, 2018</i>
Federal outreach	<i>Ongoing</i>
Faith-based outreach	<i>Ongoing</i>

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



More information on the 2020 Census:
<http://www.census.gov/2020Census>



youtube.com/user/uscensusbureau



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



instagram.com/uscensusbureau

Understanding How Census Data Guide Federal Spending

Indivar Dutta-Gupta, *Co-Executive Director, GCPI*

Committee for Education Funding Research Briefing:
How the Accuracy of the 2020 Census Affects Education
Funding
Friday, October 12, 2018

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ECONOMIC SECURITY and
OPPORTUNITY INITIATIVE

Education Programs are Among the Largest to Use Census Bureau Data to Distribute Funds

CFDA number ¹	Program Name	Federal Executive Department or Agency ²	Fiscal Year 2015 Funds	
93.778	Medical Assistance Program	HHS	\$311,805,244,413	
10.551	Supplemental Nutrition Assistance Program	USDA	\$71,035,786,000	*
93.774 (part)	Medicare Part B Physicians Fee Schedule Services	HHS	\$70,300,000,000	**
20.205	Highway Planning and Construction	DOT	\$38,479,013,855	
84.063	Federal Pell Grant Program	ED	\$29,916,694,438	
10.555	National School Lunch Program	USDA	\$18,915,944,292	
93.558	Temporary Assistance for Needy Families	HHS	\$17,225,738,021	
14.871	Section 8 Housing Choice Voucher	HUD	\$15,761,488,440	*
84.010	Title 1 Grants to Local Educational Agencies	ED	\$14,253,154,251	
84.027	Special Education Grants to States	ED	\$11,382,885,850	
93.600	Head Start	HHS	\$8,538,887,781	

*For these programs, a USAspending.gov estimate was not available and a CFDA estimate was used.

**The USAspending.gov estimate is not available for the applicable portion of this program. The Board of Trustees Annual Report was used (Board of Trustees, 2016).

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Questions?

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