

# Reference Packet

January 2020

**BECAUSE LIBRARIANS  
BELIEVE THAT  
EVERYONE COUNTS.**

**LIBRARIES  
TRANSFORM<sup>®</sup>**  
#LibrariesTransform

LIBRARIESTRANSFORM.ORG

ALA  
American  
Library  
Association

**Please complete and return to Holly**

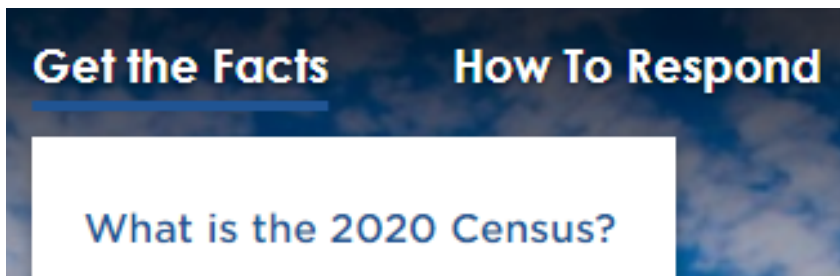
In 2020, people all over the United States will participate in the Decennial Census. The purpose of this reference packet is to review what the United States Census is, why people must partake, and what libraries can do to influence a higher, more accurate count. The resources we review may be helpful to you as we get closer to Census Day.

**FINDLAY-HANCOCK COUNTY  
PUBLIC LIBRARY**

What is the United States Census? Let's visit

 to find an answer.

Hover your cursor over the "Get the Facts" tab and select "What is the 2020 Census?"



Please watch the short video and read the content on this page.

What is the 2020 Census?

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Return to the "Get the Facts" tab. Looking over the remaining links will help you understand what will be happening, who must respond, and how we can ensure a complete and accurate count.

Choose one of the remaining links under the "Get the Facts" tab. Describe the content on that page.

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Let's move over to the "How To Respond" tab. This is significant because for the first time ever, Census participants will be able to submit their responses online.



Click on "Ways To Respond".  
What are the three options people have for responding to the Census?

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Now return to "How To Respond" and select "Questions Asked".

## How To Respond

Ways To Respond

Questions Asked

Give an example of one question the Census Bureau will ask during the Census.

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Give an example of something the Census Bureau will NEVER ask for during the Census.

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Go back to the "How To Respond" tab and choose "Who To Count".

## How To Respond

Ways To Respond

Questions Asked

Who To Count

Who counts as part of your home?

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## Special Circumstances

Choose one of the special circumstances and describe how people who fall under that category will or will not be counted in the 2020 Census.

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Next let's look at "Why Your Answers Matter". There are two links to explore.

### [Why Your Answers Matter](#)

Importance of the Data

 Impact in Your Community

Describe how Census data is used to meet a Constitutional requirement.

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Describe one way that Census data is used to help communities.

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The "Privacy and Security" tab is also linked to two web pages. Review each of these.

[Privacy and Security](#)

How the Census Bureau  
Protects Your Data

Avoiding Fraud and  
Scams

Explain how the Census Bureau is legally required to protect people's information.

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How can people verify that a person visiting their home as an information collector during the 2020 Census is an actual Census employee?

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Let's go back to the "How To Respond" tab one more time and select "Contact Us". Notice that a list of phone numbers for the Census Bureau is provided.

## Contact Us

There are several ways that you can contact the U.S. Census Bureau for support.

- **For general questions:** Visit our [Frequently Asked Questions \(FAQ\)](#) page, or call [301-763-INFO \(4636\)](tel:301-763-INFO) or [800-923-8282](tel:800-923-8282).
- **For information on services for people who are deaf or hard of hearing:** Call the TTY number at [800-877-8339](tel:800-877-8339) to reach the Federal Relay Service.
- **For current partners:** National partners can email the Census Bureau at [census.partners@census.gov](mailto:census.partners@census.gov). State and local organizations can find a partnership representative in their area on our [Regional Offices](#) page.
- **For prospective partners:** Learn how you can [join us](#).
- **For media-related inquiries:** Email the Public Information Office at [pio@census.gov](mailto:pio@census.gov) or call [301-763-3030](tel:301-763-3030).

The State Library of Ohio has created an additional resource to help libraries ensure that all Ohio residents are counted in the 2020 Census. The Census Resources for Libraries web page includes a timeline, information and myths about the Census, marketing and promotional resources, partnership ideas, and information about the Ohio Library Census Committee. Some of the information provided comes from the 2020 Census site we just explored.

Visit [library.ohio.gov](http://library.ohio.gov). Click on the "Services For Libraries" link.

HOME

USING THE LIBRARY

COLLECTIONS

SERVICES FOR LIBRARIES

ABOUT

## Resources

[Census Resources for Libraries](#)

Then click the "Census Resources for Libraries" link.

Click the "Myths" tab.

HOME / SERVICES FOR LIBRARIES / CENSUS RESOURCES FOR LIBRARIES

Overview

Timeline

About 2020 Census

Myths

Marketing & Promotion

Partnerships

Ohio Library Census Committee

Is Completing the Census optional?

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Is there a short form and a long form for the Census?

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Click the "Marketing & Promotion" tab.

HOME / SERVICES FOR LIBRARIES / CENSUS RESOURCES FOR LIBRARIES

Overview

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About 2020 Census

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Under "Outreach Materials", click "Preparing My Library for the 2020 Census".

**Outreach Materials**

[Promotional Materials for Specific Groups](#) – many downloadable documents and web resources on awareness and security geared toward specific groups. For example- LGBTQ+, Native Americans, Asian Americans, African Americans, etc.

[Census 2020 website in Spanish](#)

Social Media Content– [suggested posts](#) (PDF). Social Media Graphics [images](#)

[Libraries and the 2020 Census](#) (PDF) – Talking points from ALA

- NEW! [Preparing My Library for the 2020 Census](#) (PDF – 2 pages)
- NEW! 2020 Census: Key Facts for Libraries Presentation PowerPoint template ([PPT](#)) ([Presenter Notes](#))

How might the 2020 Census affect libraries in March and April 2020?

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As you can see, this packet is already nine pages long and about to be 10 pages, so please explore the State Library resource more on your own. The webinar is helpful, too.

Overview | Timeline | About 2020 Census | Myths | Marketing & Promotion | Partnerships

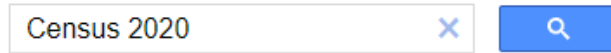
Ohio Library Census Committee

[Click here to view a recording of Coming to Our Census: What Libraries Can Do to Get Out the Count](#) – a webinar hosted by the State Library on November 6, 2019.

Let's wrap this up by visiting ala.org. Type "2020 Census" in the search box at the top, right of the screen and click the magnifying glass.

Choose the result that says "Libraries' Guide to the 2020 Census".



This is a long resource but it explains a lot. You can read about the basic steps of the counting process, special

About 2,870 results (0.20 seconds)

[2020 Census | Advocacy, Legislation & Issues](#)  
[www.ala.org/advocacy/govinfo/census](http://www.ala.org/advocacy/govinfo/census)

In 2020, the Census will be conducted primarily online for the first time. Like past e-government efforts, this will likely impact libraries and libraries' technology ...

[ALA releases new Libraries' Guide to the 2020 Census | News and ...](#)  
[www.ala.org/news/.../ala-releases-new-libraries-guide-2020-census](http://www.ala.org/news/.../ala-releases-new-libraries-guide-2020-census)

May 15, 2019 ... Today the American Library Association released the Libraries' Guide to the 2020 Census, a new resource to prepare libraries for the ...

[Libraries' Guide to the 2020 Census](#)  
[www.ala.org/advocacy/sites/ala.../LibrariesGuide2020Census.pdf](http://www.ala.org/advocacy/sites/ala.../LibrariesGuide2020Census.pdf)

File Format: PDF/Adobe Acrobat  
AMERICAN LIBRARY ASSOCIATION + GEORGETOWN CENTER ON POVERTY AND INEQUALITY Libraries' Guide to the 2020 Census 1. The census informs.

circumstances and "hard to count" communities, what libraries can do to ensure a complete and accurate count, and more. I encourage you to browse this resource.

In what languages will the online Census form be available?

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What if I misplace or never receive my form?

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There is a lot more information about the 2020 Census out there. We have reviewed only a few aspects of some of the resources available. Explore these resources on your own. The more accurate information we can spread, the better the count. Thanks for completing this packet! -Holly



**#COUNTONLIBRARIES**