



UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau  
Office of the Director  
Washington, DC 20233-0001

October 30, 2019

Dear Education Leader:

Every 10 years, our country has an opportunity to shape the future of its schools and communities - and I am asking for your help. Next year, the U.S. Census Bureau will conduct the 2020 Census to count everyone living in the country. A complete and accurate count is critical to your school and your students.

Census data directly affect how the federal government allocates more than \$675 billion every year to communities for programs and services like Title 1, special education, school lunches, after school programs, Head Start, and more. Census data guide decisions made by states and localities, as well as the private and not-for-profit sector.

A kindergartener not counted in the 2020 Census this spring will start high school when the next census begins in 2030. Many children were missed in the 2010 Census. That is 10 years of community resources missed.

As an education leader, you can help. You are a trusted voice in your community and to the families of your students. Our research shows that the number one motivating factor that encourages census participation is education. The most important thing people need to know is the 2020 Census will shape their future and their children's futures.

I am writing today to ask you to join our national call to action to ensure all students take home critical information to their families and caregivers about the importance of participating in the 2020 Census. We are working with schools around the country to educate children about the importance of the 2020 Census. This will enable them to encourage their families and caregivers to respond. Thousands of school districts are already on board.

The Census Bureau has a free educational program called Statistics in Schools (SIS) that teaches children in a fun and informative way why the census is important. It provides lesson plans, activities, materials, and resources to enhance learning across a variety of subjects for pre-K through 12th grade students. This program was created by teachers for teachers. Please help drive awareness by using these materials to teach your students why the 2020 Census is so important. You can download information on the SIS website at <http://www.census.gov/schools/>.

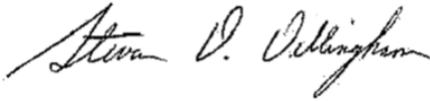
In November 2019, we will send SIS materials to principals around the country, including large colorful wall maps. You can promote the use of SIS in your schools by encouraging educators to incorporate 2020 SIS materials in their lessons and inspiring students to share the importance participating in the census with their families.

We will also provide you with a helpful take-home letter that your students can give to parents and caregivers. School districts across the country will send this letter home with students during SIS week (March 2-6, 2020). It explains the importance of the 2020 Census and why it is critical to count everyone in their household on the 2020 Census form.

As a trusted voice in your community, you can be a strong champion for the importance of a complete and accurate count. Please partner with the 2020 Census by pledging to send the take-home letter home with every child. We have partnership specialists dedicated to working directly with you, and they will be scheduling a meeting to follow up.

The number one barrier to participation in the 2020 Census will be a lack of education about how safe, important, and easy it is to participate. As an educator, and someone who has devoted your life to the service of our children –our future– we need your help.

Sincerely,

A handwritten signature in black ink that reads "Steven D. Dillingham". The signature is written in a cursive style with a large, stylized 'S' and 'D'.

Steven D. Dillingham  
Director