



What Can School Districts & Charter Schools Do To Help?

Because of the impact this could have on school districts and charter schools, we are encouraging you to get involved. Below are a few ideas.

- Open your school libraries or computer rooms in the evening so that those who may not have that resource at home can utilize your resources.
- Plan now for a multi-tiered communication strategy that will periodically share fact-based information in the months leading up to and during the census, in the major languages of your community. Consider the communication preferences of your staff, parents, and other stakeholders when deciding how best to deploy all of the communication tools available to your system: district and school websites, student backpacks, open house events, parent-teacher conferences, district apps, automated notification system emails, print and digital newsletters, social media, and video channels.
- Send materials home with your students or through your messaging system to remind families to complete the forms and return them.
- Provide interpreters for those families that may need assistance reading the forms.
- Ask a representative of the local census-taking effort if they would be willing to set up a table at the gate of any of your athletic events or other events you might be hosting.
- Work with other local groups that are also doing work with the Census, like the United Way and local public libraries.
- Add a census script to your routine phone messages.
- Host a fill-out-your-Census-form day at your schools.
- Plan a “National Census Day” and invite community partners.
- Declare April at district-wide “Census Month”.
- Add Census 202 to every Board meeting agenda until the process ends in December 202.
- Partner with your local parent-teacher associations to stress the importance of the census. Distribute information at dinners, book drives, and other events.
- Incorporate census information in civics education lessons. The Census Bureau has “Statistics in Schools” curricular material for all grade levels that relate census data to real-world issues.
- Alert households that Census workers will knock on doors if they do not fill out their questionnaire completely.