GATOR CENSUS 2020
San Francisco State University
POP QUIZ!

WHAT IS THE CENSUS?!?  WHY DO WE DO IT?!?  HOW OFTEN?!?
WHAT IS THE 2020 CENSUS?
What is the Census?

- The Census is... a count of every person who lives in the United States and its territories.

- It happens every 10 years!

- In early 2020, you will be asked to count everyone who lives in your home as of April 1.

- You will be asked a few simple questions, like age, sex, race, and the number of people who live in your home, including children. A sample questionnaire is available online.

- Responding to the 2020 Census is a chance to shape your (and our) future!
Job Opportunities

A. Census Takers

B. Senior & Disability Action
Group Quarters Enumeration

1. eResponse

2. In-Person Interview/Personal Visit

3. Drop Off/Pick Up

4. Paper Response Data (April 1\textsuperscript{st})
Where Students Are Counted

- If students are studying abroad in Spring, they are not counted
- International students living on-campus in Spring, we count them
- We were contacted by the Census in February regarding the option we choose as a campus to count our on-campus residents
  - 1 and 4 university responses
  - 2 and 3 recommended to main autonomy + choice
  - 3 still includes electronic response
- FERPA is not lifted for Census data
- Only Census Bureau can access data - No other agencies
A GQ is a place where people who are usually not related live or stay in a group living arrangement owned or managed by an entity or organization providing housing and/or services for the residents.

Transitory Locations (TL) are locations where people live in non-traditional housing that is transient or movable in nature.

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United States Census 2020
Phase One: Group Quarters Advance Contact (GQAC)

February 3, 2020 – March 6, 2020

- Area Census Office (ACO) staff calls the GQ (University) to confirm and explain procedures for the upcoming Group Quarters Enumeration (GQE) operation.

- ACO staff will:
  - Verify GQ name, location, and point-of-contact.
  - Collect an expected Census Day population count.
  - Educate GQ contact on methods of enumeration.
  - Confirm the best method of enumeration with GQ contact.
  - Schedule an enumeration appointment.
Phase Two:
Service-Based Enumeration (SBE)

March 30, 2020 – April 1, 2020

This operation is intended to count Hard to Count populations, specifically individuals who may be experiencing homelessness.

There are 4 different SBE types:
1. Shelters
2. Soup Kitchens
3. Regularly Scheduled Mobile Food Vans
4. Targeted Non-Sheltered Outdoor Locations (TNSOL)

SBE is a large operation housed under the overall Group Quarters Enumeration (GQE) Operation
Phase Three: Group Quarters Enumeration (GQE)

**April 1, 2020 - May 29, 2020**
- The primary objective is to enumerate people residing in a GQ as of April 1, Census Day, using electronic or paper-based enumeration methods.
- The enumeration method(s) available to GQs is based on the GQ Type.

**Electronic GQ Enumeration: April 1, 2020 - May 1, 2020**
- eResponse (Electronic Response Data Transfer)

**Paper-Based GQ Enumeration: April 2, 2020 - May 29, 2020**
- Paper Response Data Collection (Paper Listings)
- In-Person Interview (Personal Interview)
- Drop Off/Pick Up of Questionnaire
- Facility Self-Enumeration
Residence Information
Colleges & Universities

- College students living at their parent's home: Counted at home

- College students living on or off campus and may occasionally stay with their parents/guardians during breaks: Counted at the on or off campus living arrangement

- American college students studying abroad: Not counted in the state-side census

- Foreign citizens attending college in the U.S: Counted at their on or off campus living arrangement

- Staff members living in student housing: Counted where they live and sleep most of the time.
Higher Education FAQs

- Census complies with FERPA
- Off-campus students and staff are counted as part of the housing unit collection
- Students need to respond to the Census using their off or on-campus housing location and not their permanent address, if different
- Colleges and Universities will be prioritized before other GQs because GQE overlaps with finals and the end of the semester
YAY – One time State funding!

To Be Used for:

- Census Parties!
  - Gator Census Day will be April 1, 2020! 😊
- Marketing and Posters
- SWAG!
- Hire student assistants!
On Campus Marketing

Gator Census 2020

- Federal Pell Grant Program
- Science & engineering education
- Community mental health services
- Student wellness programs

#GatorsGetCounted

When we all respond, we all benefit.

Gator Census 2020
Additional On Campus Marketing

On campus or off, it's easy to be counted...

...if you live on-campus; get counted on campus

...if you live off-campus; get counted off-campus

Gator makes Census 2020

GATOR Census 2020

Everyone on campus should get in on the census.

Census data impacts funding for things like:

- School safety
- Federal Pell Grant Program
- Adult education grants
- Agriculture, science, and engineering education
- Community mental health services
- Student wellness programs
- Medical Assistance Program
- School breakfast and lunch and after-school programs
- State Children’s Health Insurance Program

SF State Gators

Get Counted

GATOR Census 2020

Everyone off campus should get in on the census.

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- Agriculture, science, and engineering education
- Community mental health services
- Student wellness programs
- Medical Assistance Program
- School breakfast and lunch and after-school programs
- State Children’s Health Insurance Program
Census data impacts funding for things like:

- Education
- Libraries
- Housing
- After school programs
- School meal programs
- Student Wellness Programs
- Parks Playgrounds & Rec Facilities
- Preventative health services
- Public transportation & roads

Gator Census 2020

The future is in your hands.

Get Counted!

Census data impacts funding for things like:

- Education
- Preventative health services
- Housing
- Medical facilities
- After school programs
- School meal programs
- Emergency services
- Libraries
- Parks
- Supplemental Nutrition Assistance Program
- Public transportation and roads

For more information, visit: 2020CENSUS.GOV

More On Campus Marketing
Thank You & Questions

#GATORCENSUS2020