

# CENSUS and Sensibility

Preparing California Libraries for The 2020 Census

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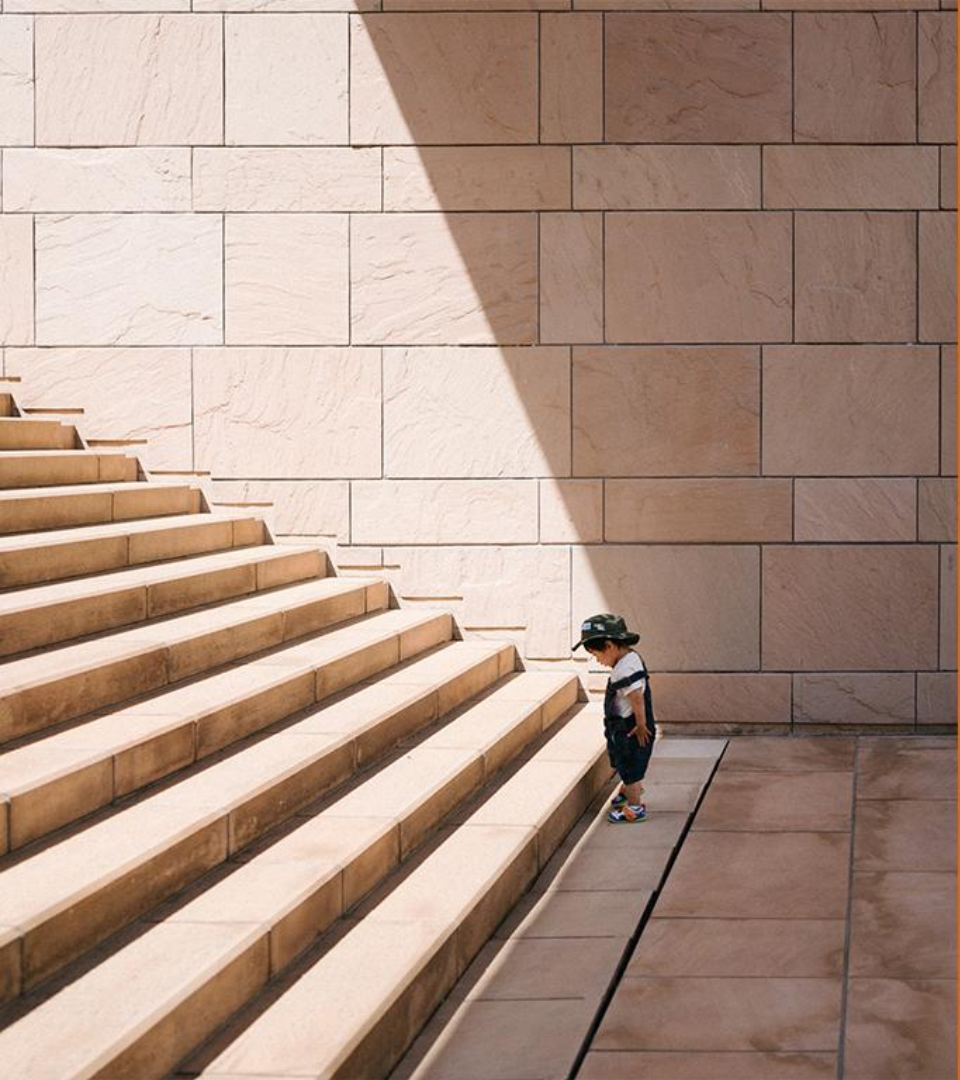
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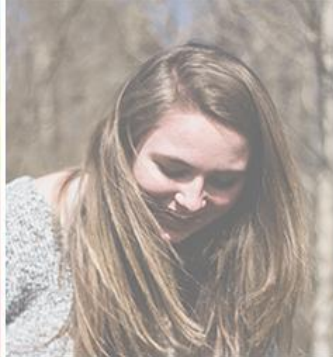


# CLA Leadership Challenge



*Developing Leaders in California Libraries "Leadership Challenge" is a program of the California Library Association, supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.*





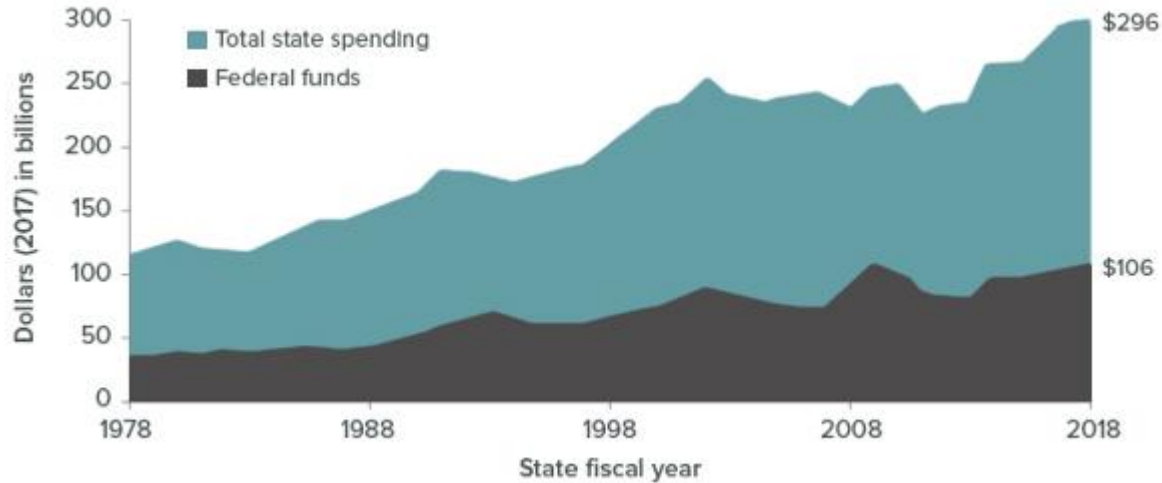
# The 2020 CENSUS

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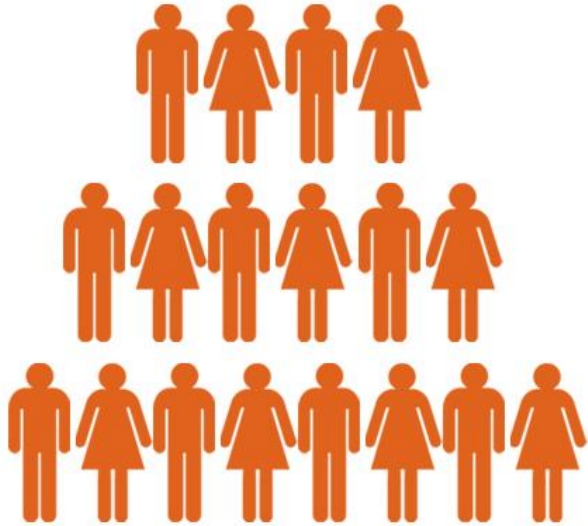
# The 2020 Census

In 2015, California received about \$77 billion in Census-related funds, which comprised 80% of the total federal funding the state received that year.



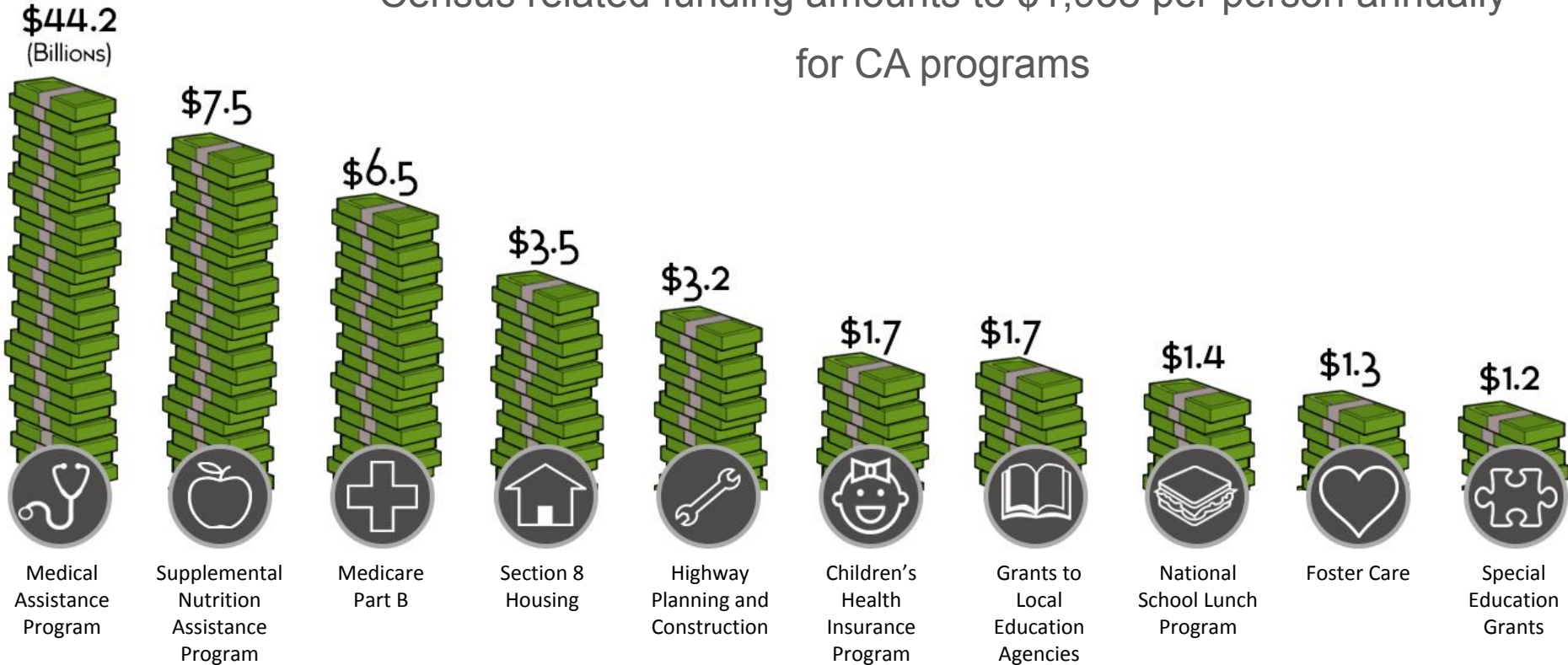
# The 2020 CENSUS

Every person counts! According to the LA Times, in the 2000 Census a mere 18 people counted resulted in California picking up a Congressional seat.

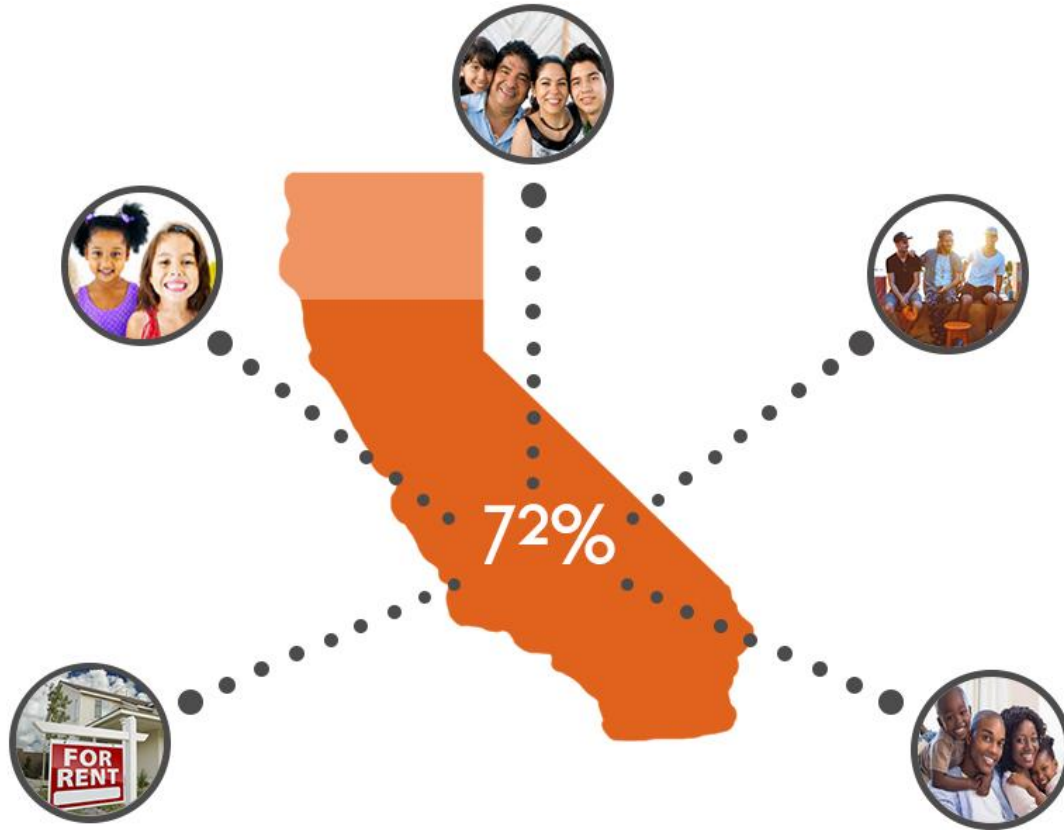


# The 2020 CENSUS

Census related funding amounts to \$1,958 per person annually for CA programs

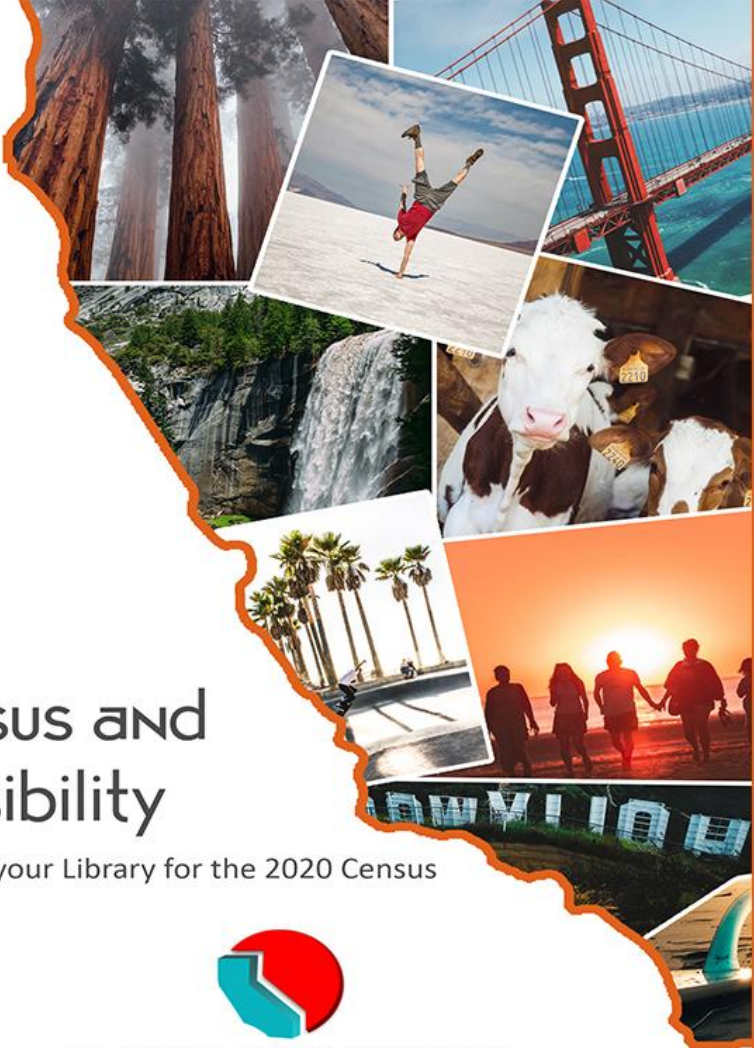


# The 2020 CENSUS



In 2017, about 72% of all Californians (29 million) belonged to one or more groups that the census has historically undercounted, including renters, young men, children, African Americans, and Latinos.





# CENSUS and SENSibility

Preparing your Library for the 2020 Census



CALIFORNIA LIBRARY ASSOCIATION

# The Toolkit

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# Project Outcomes

- 🎯 Help bring awareness to the 2020 Census.
- 🎯 Libraries have a ready made action plan for Census awareness.
- 🎯 Libraries have the resources to help the community understand the Census.





# Preparing Your Community



- Talking points geared towards administrators and community stakeholders
- Resources to check census preparations
- Why the community needs to be involved, including libraries

# Preparing Your Staff



- Highlight the importance of the census to staff
- Provide help with customer questions
- Connect them to potential training opportunities





# Marketing



- To promote the Census and reach as many people as possible
- To help librarians identify who to target
- To help librarians with different budgets generate creative ideas

# CENSUS Programs

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- To promote community engagement
- To share information and provide increased access
- Programs for all ages



# FAQ



- Contains anticipated questions
- Quick reference for Staff
- Updated as needed



# APPENDICES



- Readiness Checklist
- Recommended Readings
- Reading Lists
- Flyers
- Logos
- Census Gameboard
- Mock Census Learning Plan
- Census Storytime Learning Plan





# Evaluation

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Was our toolkit

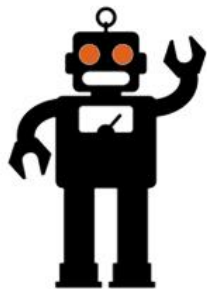
- Useful?
- Used?
- Informative?

Tracked by

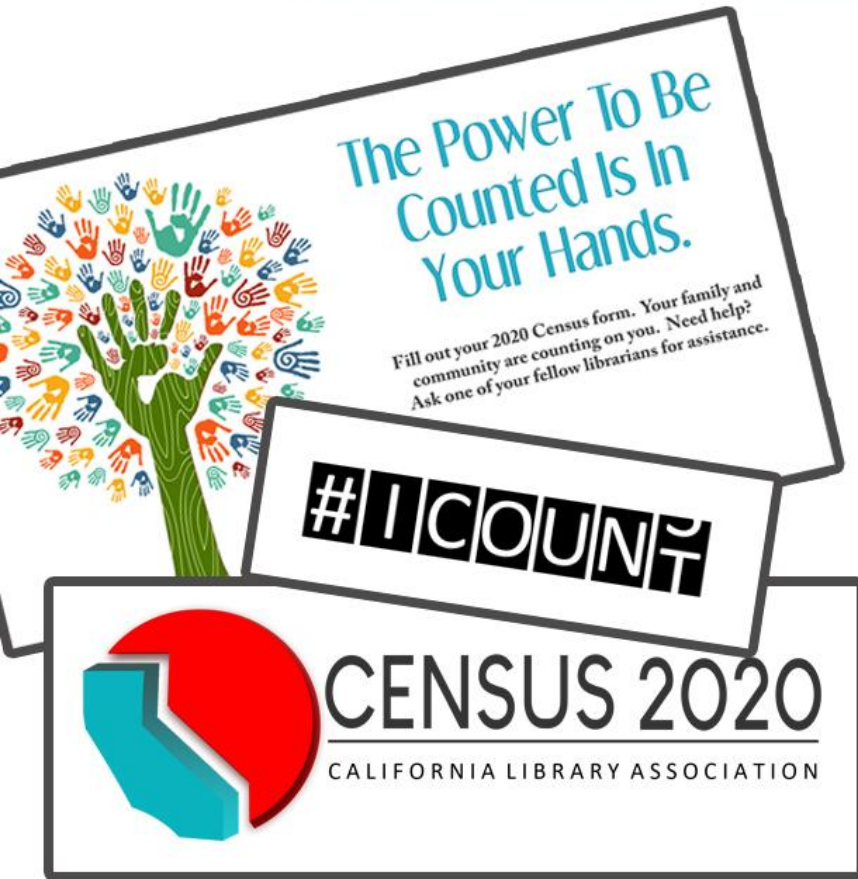
- Downloads
- Surveys
- Interviews



# What Is Next?



# Promotional Materials



Flyers



Posters



Tri-fold Pamphlets

# Online Hosting



<http://bit.ly/LibraryCensusToolkit>

# ALA Partnership



# CONFERENCE PRESENTATIONS & TRAININGS



- American Libraries magazine May 2019
- CLA Conference 2019 - confirmed
- PLA Conference 2020 - applied



# QUESTIONS



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