

March 5, 2020

TO THE ADMINISTRATOR ADDRESSED

SUBJECT: Shape the Future of Education in 2020 Census

The purpose of this letter is to inform local education agencies (LEAs), including school districts (districts), open-enrollment charter schools (charter schools), and head starts, of the many ways they can encourage residents in their areas to participate in the 2020 U.S. Census.

Background

Every decade, the federal government conducts a population count of the U.S. Our nation's founders believed this data was so important that they mandated the decennial census in the Constitution.

But accurately getting a full count of Texas' population has always been a challenge. With 25%, or nearly 7 million, of Texans living in hard-to-count neighborhoods, our state is at particularly high risk for a significant Census undercount in 2020.

Currently, Texas receives the following educational funds from the federal government based on data derived from the 2010 Census:

- | | |
|---|-----------------|
| • Title I Grants to LEAs | \$1,367,579,292 |
| • National School Lunch Program | \$1,444,300,000 |
| • Special Education Grants | \$1,022,593,712 |
| • School Breakfast Program | \$566,292,000 |
| • Supporting Effective Instruction State Grants | \$183,532,901 |
| • Career and Technical Education Basic Grants | \$92,298,374 |

A population undercount of even 1% in 2020 could result in a loss of at least \$300 million a year in federal funding for Texas. This conservative estimate demonstrates the burden that could fall to our state to fill the funding gaps for the next decade.

Data from the 2020 Census will help shape the future of public education and our schools for the next decade. As the second largest state in the union, we must make sure Texas counts!

Ways You Can Help

To better help you share information and encourage residents in your area to participate in the 2020 Census, we encourage you to commit to sharing the information a couple of ways:

- Emails to your network
- Social media blurbs on your platforms
- Link to the 2020 Census website on your company website

In addition to our [toolkit](#), the U.S. Census Bureau also has information that can help you share the message with residents in your area. This includes:

- Outreach Materials
 - <https://2020census.gov/en/partners/outreach-materials.html>

- **Media Toolkit**
 - <https://2020census.gov/en/partners/psa-toolkit.html>
- **Research and Informationals**
 - <https://2020census.gov/en/partners/government-resources.html>
- **Census information for Educators**
 - <https://2020census.gov/en/educators.html>

Implementation Date

We encourage you to participate in the 2020 Census on April 1, 2020, the day the Census will be observed nationwide.

Texas households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 census beginning March 12-20, 2020. Census takers will begin visiting homes that haven't responded to the 2020 Census May through July.

The 2020 Census will commence in December as it is required by law to provide apportionment counts to the president.

New Features

New this year, residents can respond to the 2020 Census the following three ways:

- **Online:** For the first time ever, you can respond to the 2020 Census online. Remember strict federal law protects your responses.
- **Phone:** You can always call in toll free to submit your responses to the 2020 Census. Remember if you don't respond or leave questions blank, the Census Bureau may call you.
- **Mail:** Depending on how likely your area is to respond online; you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

For More Information

If you have any questions regarding suggestions or ways you can promote the 2020 US Census in your area, visit <https://2020census.gov/>.