2020 CENSUS OVERVIEW
Purpose of the Decennial Census

Purpose: To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than $675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
Count everyone once, only once, and in the right place.
2020 Overview: Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Tailored Contact Strategy

Partnership Program

Micro-Targeted Advertising

Assure Respondents that their Data are Confidential and Secure

Make it Easy to Respond from Any Location at Any Time

Pre-Assigned ID Not Required*

Valid data respondent addressing those without a Census ID and prevent fraudulent submissions

Online Forms in Multiple Languages

Multiple Modes and Devices

Shape our future START HERE >
Working with G+G Advertising, the multicultural agency responsible for advertising and communications to the American Indian and Alaska Native (AIAN) audiences.

Developing key messaging that resonate with target audiences, including AIAN, and weaving the key messaging into advertising executions.

**Conducting creative testing** through both quantitative and qualitative methods to ensure the messaging and advertisements resonate with the appropriate audiences. Creative testing is scheduled for late March through mid-May 2019.

Finalizing the overall creative platform/concept for the campaign (i.e., the logo/tagline lockup) which is scheduled to be publically released in Spring 2019 along with guidelines for usage by partners and stakeholders.

Ensuring that the overall creative platform and creative work are synchronized and integrated with all components of the campaign (e.g., public relations, partnerships, social media, 2020 Census website, etc.)

Building out creative strategies for each phase of the campaign - Awareness, Motivation, and Reminder - and executing them with messaging that align to the appropriate calls-to-action for the different phases of the campaign.
2010 and 2020 Census Form

2010 Census question on Race

9. What is Person 1’s race? Mark □ one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe.
- Asian Indian
- Japanese
- Native Hawaiian
- Chinese
- Korean
- Guamanian or Chamorro
- Filipino
- Vietnamese
- Samoan
- Other Asian — Print race, for example, Hmong, Lao, Thai, Pakistani, Cambodian, and so on.
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race.

Proposed 2020 Census question on Race

What is this person’s race?
Mark □ one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- Other Asian — Print race, for example, Hmong, Lao, Thai, Pakistani, Cambodian, and so on.
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race or origin.
# AIAN Population Totals

<table>
<thead>
<tr>
<th>Population Totals</th>
<th>2000 (#)</th>
<th>2000 (%)</th>
<th>2010 (#)</th>
<th>2010 (%)</th>
<th>Increase from 2000 to 2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone or in Combination</td>
<td>4,119,301</td>
<td>4.1</td>
<td>5,220,579</td>
<td>5.2</td>
<td>18.4</td>
</tr>
<tr>
<td>Alone</td>
<td>2,475,956</td>
<td>56.2</td>
<td>2,932,248</td>
<td>2.9</td>
<td>2.5</td>
</tr>
<tr>
<td>In Combination</td>
<td>1,643,345</td>
<td>43.8</td>
<td>3,288,331</td>
<td>3.2</td>
<td>1.6</td>
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## AIAN Program: 2020 Census Key Operational and Tribal Program Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>2019</td>
<td>January: Begin opening Field Offices</td>
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<tr>
<td></td>
<td>BAS – Invitation sent to Tribal Governments for Participation</td>
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<td></td>
<td>May: National Webinar – Outreach regarding BAS and BIA collaboration</td>
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<td>2020</td>
<td>January: Remote Alaska Operation – Begins January 21 through April 30, 2020</td>
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<td></td>
<td>Advertising for 2020 Census</td>
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<td></td>
<td>March – April: Mailing of Paper Questionnaires – March 12 through April 20, 2020</td>
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<td></td>
<td>Service Base Enumeration – March 31 – April 1, 2020</td>
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<td></td>
<td>Update Enumerate – March 16 – April 30, 2020</td>
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<td></td>
<td>April 1: Census Day – April 1, 2020</td>
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<td></td>
<td>December: Deliver Apportionment Counts to the President – December 31, 2020</td>
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<tr>
<td>2021</td>
<td>March: Complete Delivery of Redistricting counts to the states – March 31, 2021</td>
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</tbody>
</table>
AIAN Program: Hiring

For More Information or help applying, please call 1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

https://2020census.gov/jobs

The U.S. Census Bureau is an Equal Opportunity Employer.
Tribal Affairs Newsletter

To sign up please send an email to: ocia.tao@census.gov
Thank You: Contact Information

<table>
<thead>
<tr>
<th>Tribal Affairs Team</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dee Alexander</td>
<td>Tribal Affairs Coordinator 301 763-9335</td>
</tr>
<tr>
<td>B. Kawe Saafi</td>
<td>Tribal Affairs Liaison 301 763-3150</td>
</tr>
<tr>
<td>Melissa Bruce</td>
<td>Intergovernmental Affairs Specialist 301 763-4036</td>
</tr>
<tr>
<td><a href="mailto:OCIA.TAQ@census.gov">OCIA.TAQ@census.gov</a></td>
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