



Civic Engagement for Learners: Voting and the Census

Wisconsin Literacy, Inc.

February 7, 2020

Presenters

Andy Wilson

Migrant Outreach Partnership Specialist
Chicago Regional Census Bureau
US Census Bureau



Eileen Newcomer

Voter Education Manager
League of Women Voters of
Wisconsin

Agenda

2020 Census: Community Partnership and Engagement Program (CPEP)

Wisconsin Votes: Engaging Voters

Q & A

2020 Census

Community Partnership and Engagement Program (CPEP)

Chicago Region

Marilyn A. Sanders, Regional Director



2020 Census

MESSAGE FROM THE DIRECTOR

Thank you for attending and hosting this crucial meeting with the Chicago Region's 2020 Census Partnership team. I am certain you will find the information shared informative and staff from the Chicago Region responsive to your questions. We are available as a resource and engaged at every level to achieve a complete count of the population in this region.

Feel free to email me, contact me by telephone or schedule a meeting if you desire. I can be reached at marilyn.a.sanders@census.gov or 630-288-9301.

I look forward to the 2020 Census Experience!



Marilyn A. Sanders
Chicago Regional Director

2020 Census

CHICAGO REGION OF THE U.S. CENSUS

The Chicago Region appreciates this opportunity to meet and engage with you in support of our 2020 Census mission: to conduct a census of population and housing and disseminate the results to the President, the states and the American people.

Our goal is to count everyone once, only once, and in the right place!



THE CENSUS

2020 Census

FEDERAL GOVERNANCE

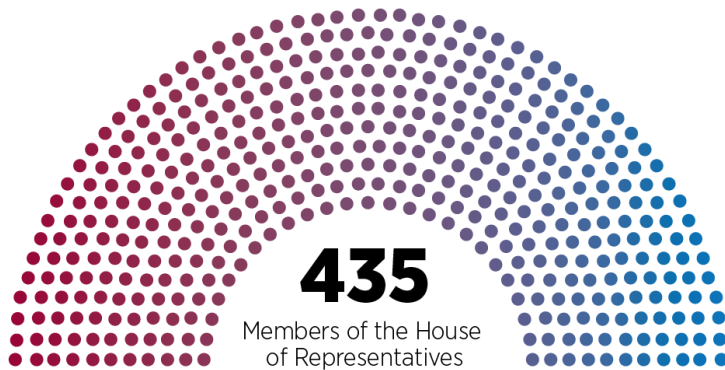
- Article 1, Section 2 of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States
- August 2, 1790 was the date of the very first census, led by Secretary of State Thomas Jefferson
- Title 13 of the US Code states that no private information acquired by the US Census Bureau will be shared with anyone, including other federal agencies

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at least one Representative, and until such Enumeration shall be made, the State of New Hampshire shall be entitled to choose three, Massachusetts eight, Rhode-Island and Providence Plantations one, Connecticut five, New-York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland six, Virginia ten, North Carolina five, South Carolina five, and Georgia three.

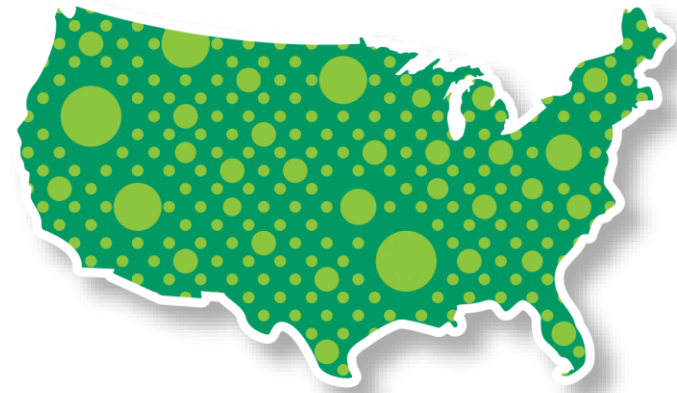
We the People

2020 Census

APPORTIONMENT AND FUNDING



Legislative
representation is
redetermined through
APPORTIONMENT

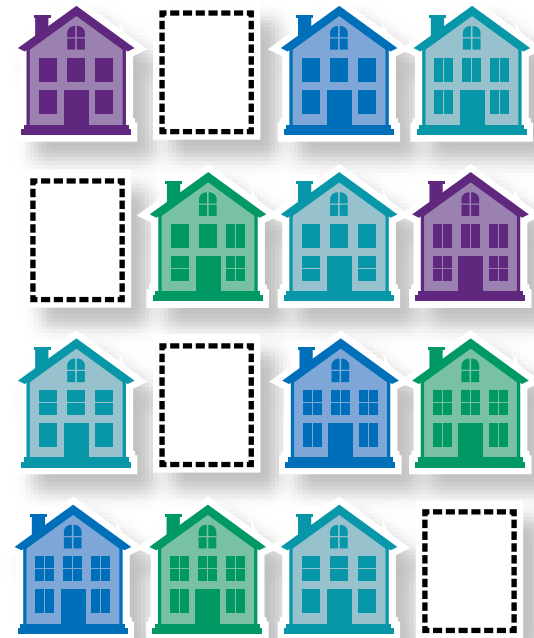


\$675+ BILLION will be
distributed annually based on
Census information

2020 Census

ADDRESS CANVASSING

- Temporary Census Bureau employees, known as Listers, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.



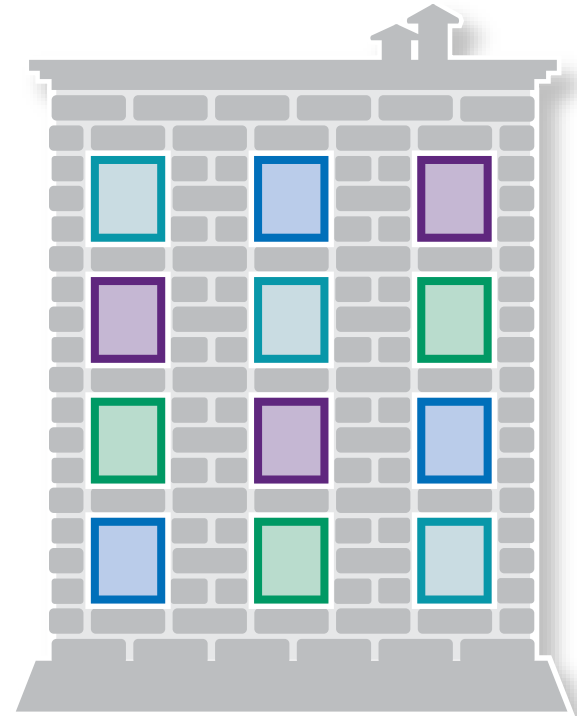
2020 Census

GROUP QUARTERS

Group Quarters is defined as a place where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.

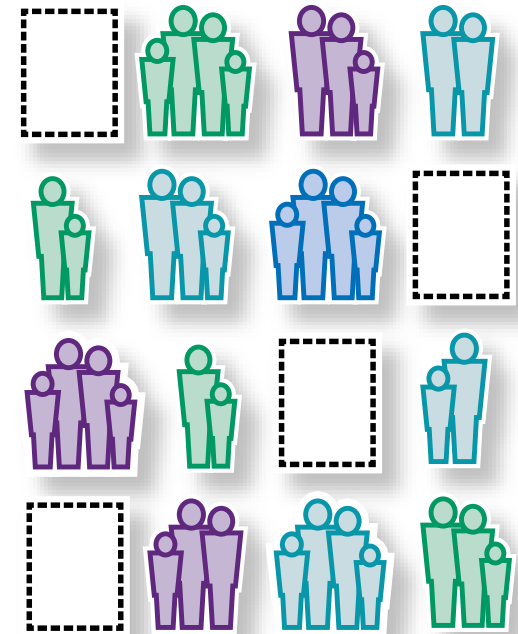
When we think of group quarters, the examples that come to mind are:

- College Residence Hall
- Group Home
- Prisons
- Nursing Homes
- Residential Treatment Centers



NON-RESPONSE FOLLOW-UP

- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.



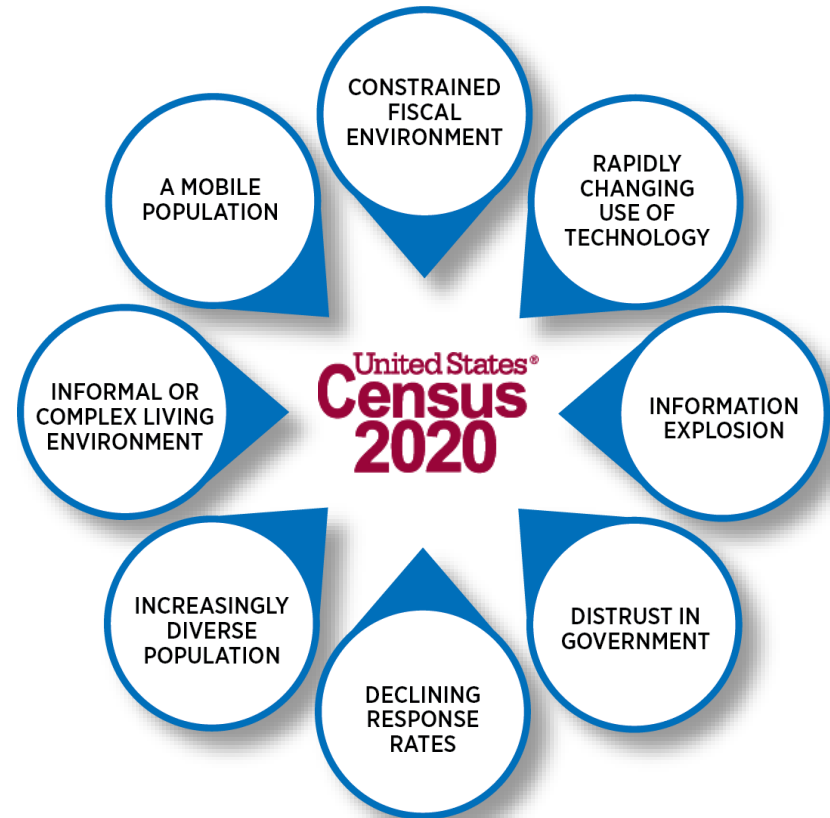
THE 2020 Decennial

THE NEW ENVIRONMENT

The 2020 Census is being conducted in a rapidly changing environment.

It requires a flexible design that takes advantages of new technologies and data sources while minimizing risk.

When these three concepts are combined, it ensures a high-quality population count, and a successful 2020 Census.

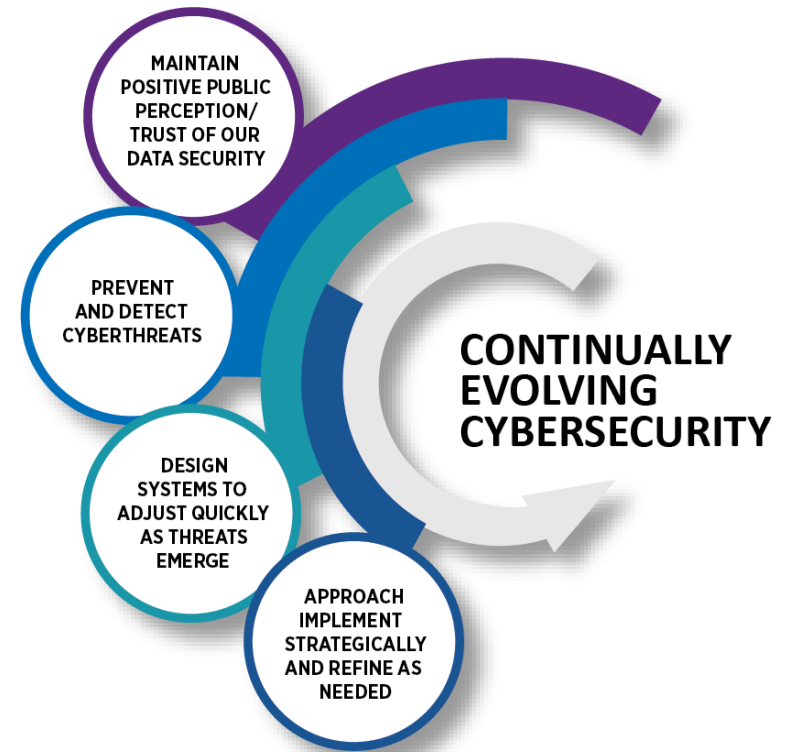


ENUMERATION REDESIGN



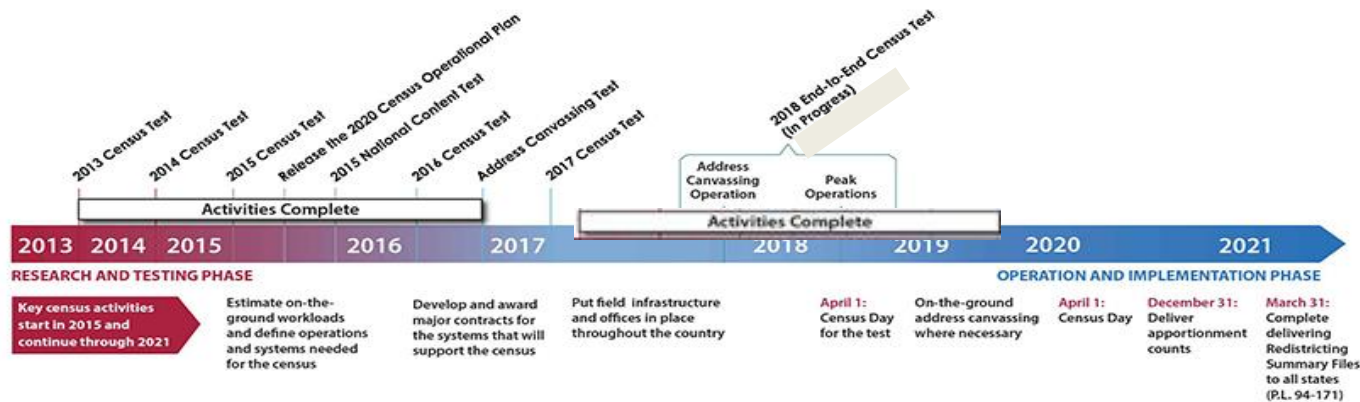
CYBERSECURITY RISK MITIGATION

- Federal Partnerships
Assists with threat detection and recovery
- Communication Plan
Informs respondents about personal proactive cybersecurity steps
- Industry Solutions
Provides services that protect, detect and resolve threats
- Incident Response Plan
Contains and manages security breaches



Road to the 2020 Census

2020 Census Operational Timeline



2020 Census

DIRECT MAIL CALENDAR

MARCH 12-20	MARCH 16-24
An Invitation to Respond Online to the 2020 Census	A Reminder Letter

PRIMARY MAILING FOR MARCH 12

IF NO RESPONSE BY MARCH 24

MARCH 26- APRIL 3	APRIL 8-16	APRIL 20-27
A Reminder Postcard	A Reminder Letter and Paper Questionnaire	A Final Reminder Postcard Before We Follow Up in Person

OUR PARTNERSHIP PROGRAM

2020 Census

GOAL OF PARTNERSHIP PROGRAM

We will work with our local partners to Engage, Educate and Encourage participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

- Community Organizations
- County and Municipal Governments
- Faith-Based Institutions
- Local Businesses
- Philanthropy
- Regional Media Outlets
- Schools/Colleges
- State Governments
- Tribal Governments

2020 Census

HARD-TO-COUNT (HTC) DEMOGRAPHICS

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)

2020 Census

COMMUNITY OUTREACH

Community Complete Count Committees in the LRS areas will assist us with educating and raising awareness within the hard-to-count areas, as well as with our regional recruiting program.

- Community Organizations
- Immigrant Organizations
- Cultural Programs and Centers
- Educators
- Service-Based Programs
- Consulates General
- Faith-Based Institutions

2020 Census

PHILANTHROPIC PARTNERS



COMPLETE COUNT COMMITTEE (CCC)

WHAT IS A COMPLETE COUNT COMMITTEE

A team of local representatives brought together by a municipal or community leader with the expressed purpose of assisting the 2020 Census

- Organized at the county, municipal, community, or state level
- Formed by official proclamation or ordinance
- Members appointed by the Highest Elected Official (HEO)
- Committee organizes local outreach efforts within their community

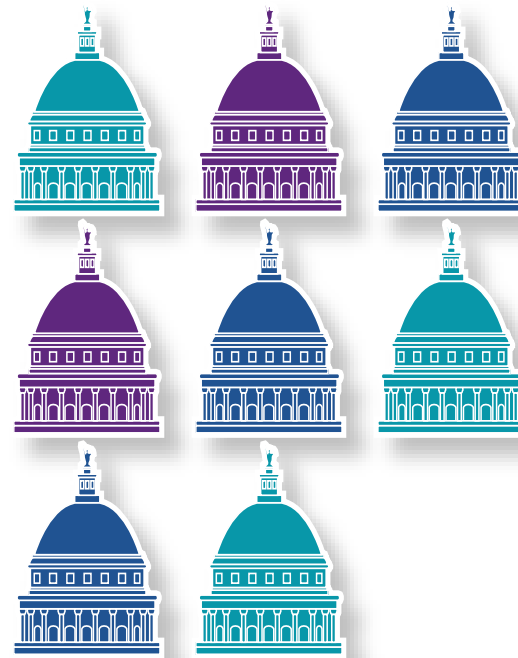


2020 Census

STATE COMPLETE COUNT COMMITTEE

NEW FOR 2020!

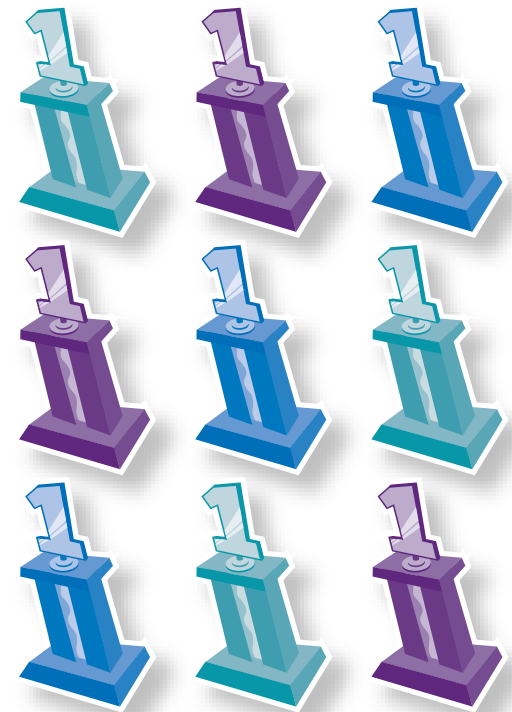
- Organized by Governor's Office or State Data Center
- Formed by Executive Order or by legislation
- Governor appoints members of the commission
- Commission organizes outreach efforts for entire state, provides guidance, resources and support for census implementation.



2020 Census

COMMITTEE PURPOSE

- Assist Census Bureau to meet the goal of a timely, accurate and cost-effective count
- Act as 2020 Census Champions
- Provide “trusted voices” as Census Ambassadors
- Monitor census participation
- Target outreach in low response rate areas
- Support Complete Count goals
- Collaborate with Regional Director and Partnership Specialists for training and support



WHO SHOULD BE INCLUDED IN YOUR CCC

- County Judge, Executive, or Mayor
- Health Department
- Heads of Government Agencies
- Social Services
- Media
- Non-Profits
- K-12 Schools
- Clinics and Hospitals
- Business Offices
- Professional Associations
- Universities and Colleges
- Faith-Based Communities
- Regional Associations
- Libraries
- Workforce Development Agencies



KEY COMMUNICATION PHASES

Local governments and community leaders participate in activities highlighting that the 2020 Census is fast approaching and it is easy, important and safe.

- Gear Up Phase Jan – Fall 2019
- Engage Phase Nov – Dec 2019
- Educate Phase Feb 2020
- Encourage Phase Mar – May 2020
- Remind Phase May – Jul 2020
- Thank You Phase Jul 2020

AVAILABLE TRAINING AND SUPPORT

CCC TRAINING

- In-person and via webinar
- Materials provided by the Chicago RCC
- Partners can assist by providing training space

COMMUNICATION PHASE SUPPORT

- Our representatives will meet with your team during each phase
- Assist in accomplishing the goal of each phase
- Answer any questions that you have

CENSUS RECRUITING

2020 Census

RECRUITING AND JOB OPPORTUNITIES

Chicago Regional Census Center (RCC)

- Management
- Clerical
- Recruiting
- Information Tech
- Space / Leasing
- Administrative
- Partnership

For current job openings, visit 2020census.gov/jobs
or call [855-JOB-2020](tel:855-JOB-2020) or if you have any questions,
email us at chicago.rcc.recruiting@census.gov.



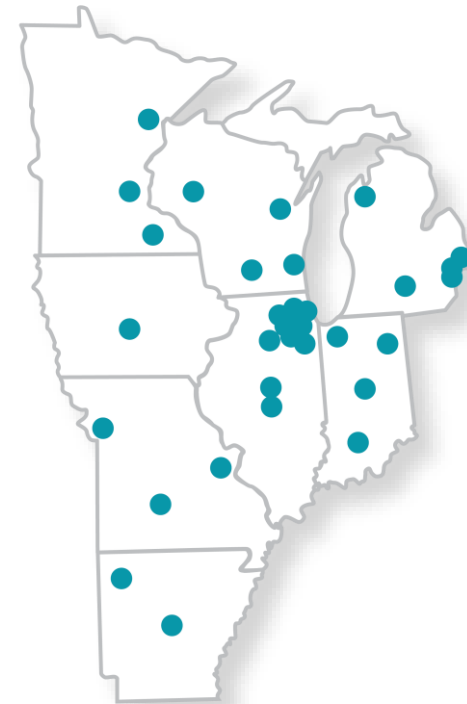
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RECRUITING AND JOB OPPORTUNITIES

32 Area Census Offices (ACOs)
AR, IA, IL, IN, MI, MN, MO, WI

- Recruiting Assistants
- Office Operations Supervisors
- Office Clerks
- Census Field Supervisors
- Address Listers
- Census Enumerators/Takers

For current job openings, visit: 2020census.gov/jobs
2020census.gov/fieldjobs or call 855-JOB-2020 or if you have any questions, email us at chicago.rcc.recruiting@census.gov.

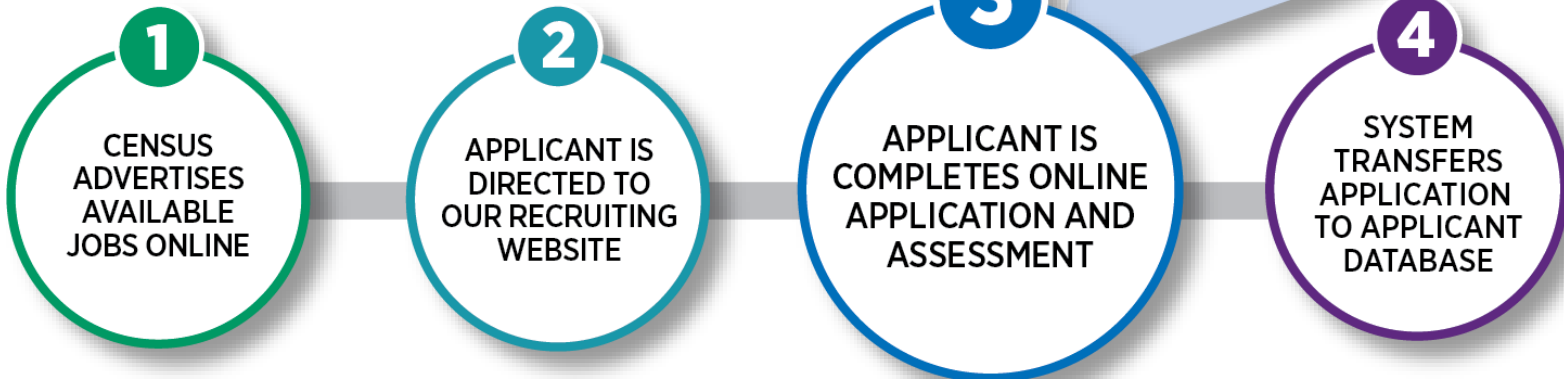


RECRUITING/ASSESSMENT IMPROVEMENTS

New for 2020, online job application and online assessments now utilize:

- Situational Judgement Questions
- Biodata Questions

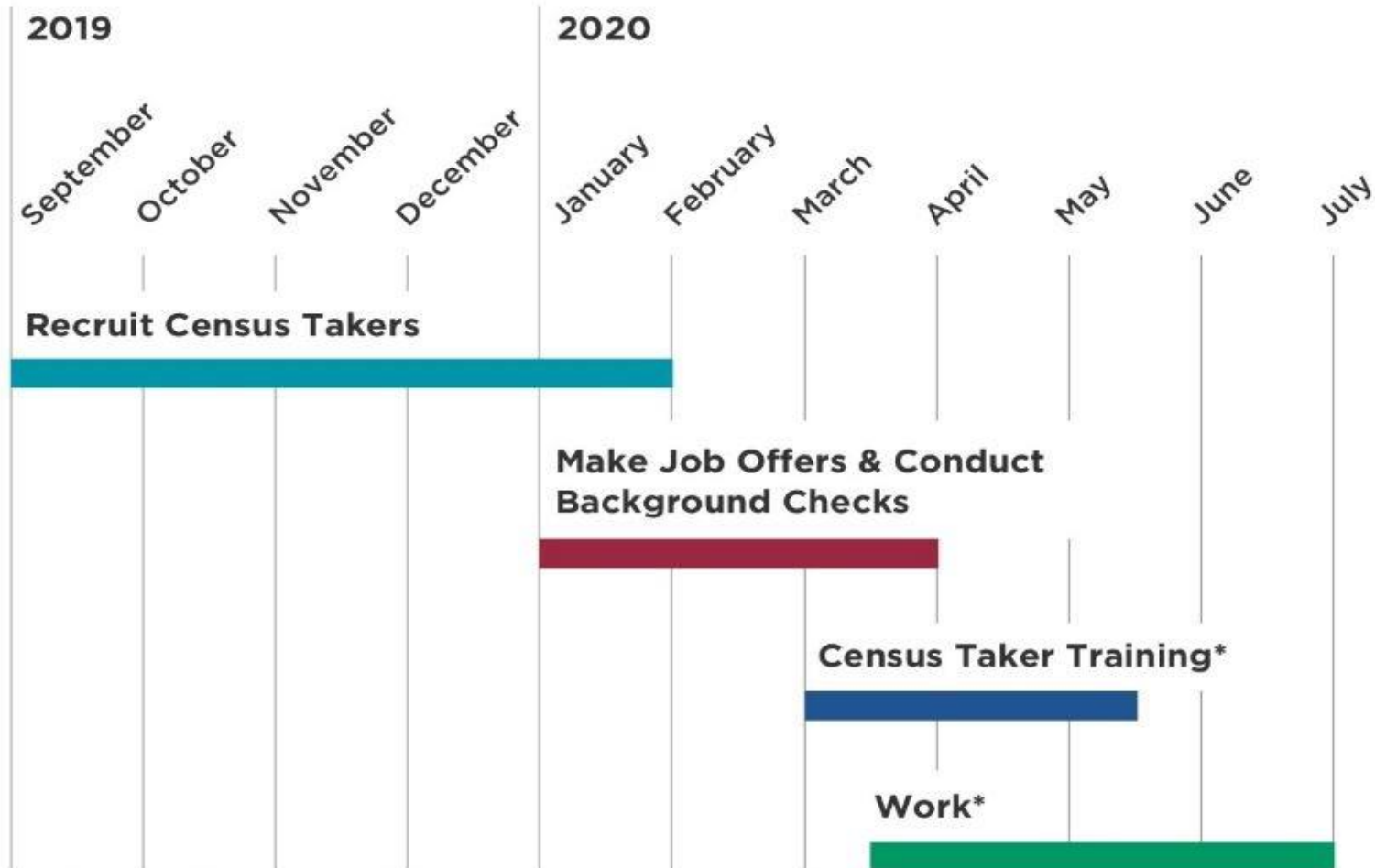
(Questions about life and work experiences, as well opinions, values, beliefs, and attitudes that reflect a historical perspective. – Wikipedia)



2020 Census

HIRING AND RECRUITING TIMELINE

2020 Census Recruiting and Hiring Timeline for Census Takers



* May not be available for this entire timeframe

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CCC SPONSORED RECRUITING EVENTS

Help us recruit for the 2020 Census by hosting an Applicant Day within your community.

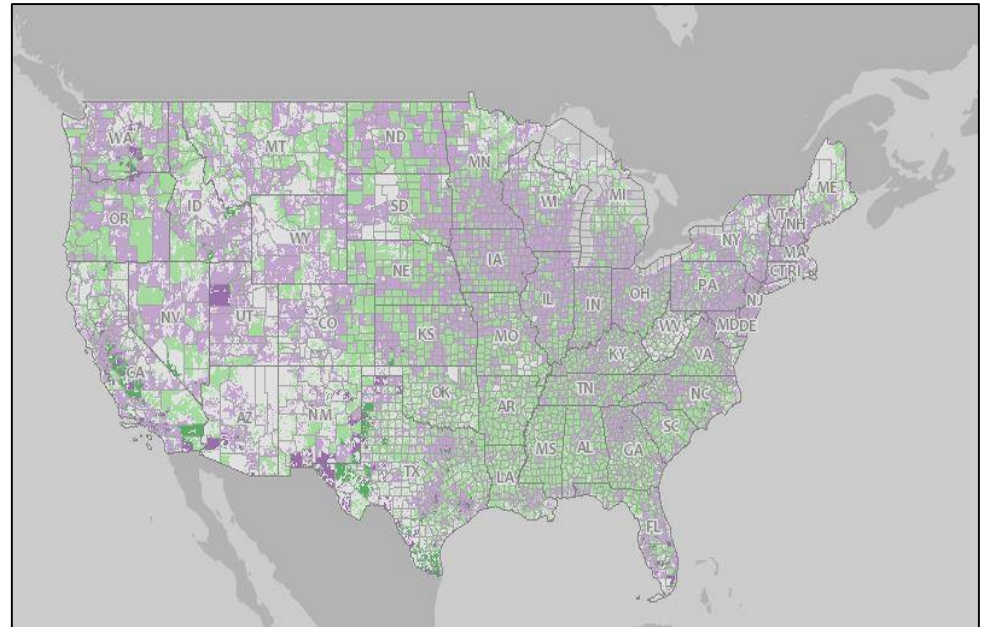
1. Pick a Date
2. Choose a Location
3. Select a Contact Person
4. Let Us Know That You're Interested in Hosting an Applicant Day
5. Get the Word Out in Every Communication Outlet that your Complete Count Committee Has Available (*Social Media, Posters, Websites, Advertising, Newsletters, Etc.*)

ONLINE TOOLS AND RESOURCES

2020 Census Mail Contact Strategies Map

In the 2020 Census, about **95 percent** of housing units will receive their census invitations in the mail. This map shows the mail contact strategies for each community.

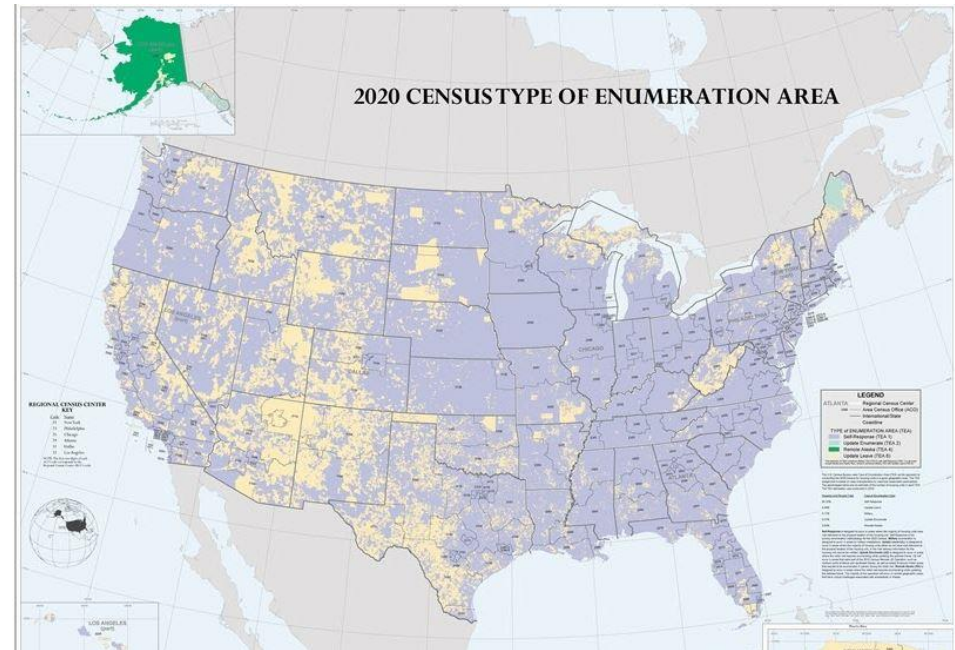
- Most housing units will **first** receive a letter asking you to go online to complete the census questionnaire (Highlighted in **purple** as “**Internet First**” on the map).
- Areas that are **less likely** to respond online will **receive a paper questionnaire** along with their **first invitation**, and this will include information about how to respond online or by phone (these **Internet Choice** areas are shown in **green**).
- Some areas will receive invitations in bilingual **Spanish** and **English** (darker shades), while most areas will receive invitations in English (lighter shades)



<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427>

TYPE OF ENUMERATION AREA (TEA) VIEWER

- The U.S. Census Bureau uses TEA as the approach to conducting the 2020 Census for housing units in a given geographic area.
- **Types of enumeration include:** Self-response, update enumerate, remote Alaska, update leave and military
- Each enumeration type has a distinct color code

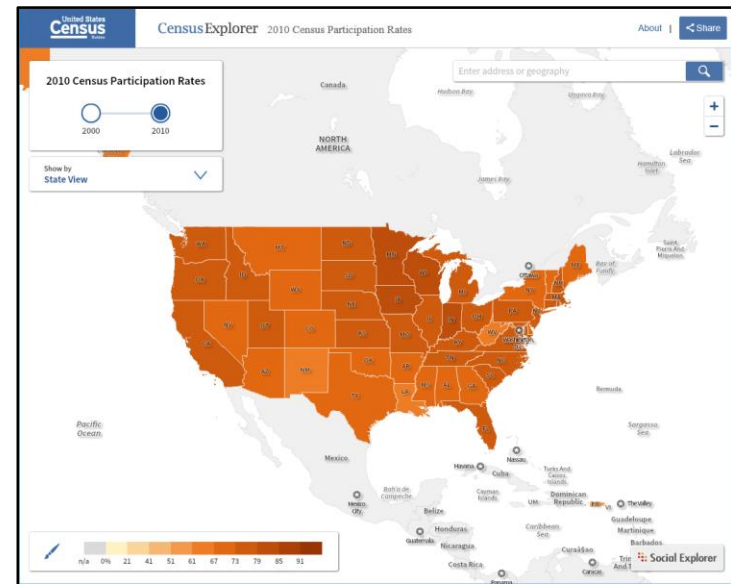


<https://gisportal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340>

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MAIL PARTICIPATION RATE MAP (MPR)

- Covers the 2000 and 2010 Decennials
- Demonstrates the mailed-in responses & participation rates
- Darker / Deeper the color, the higher the Census Mail Participation Rate (*Light Orange to Dark Red*)

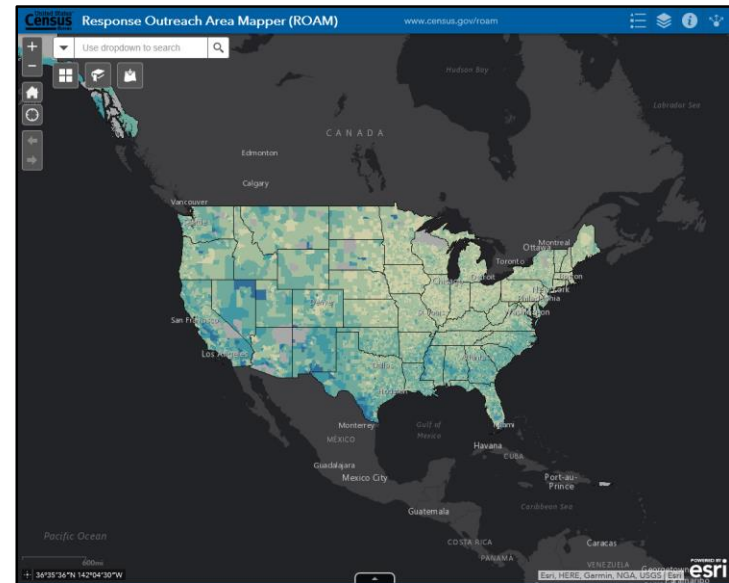


census.gov/censusexplorer/2010ratemap.html

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RESPONSE OUTREACH AREA MAPPER (ROAM)

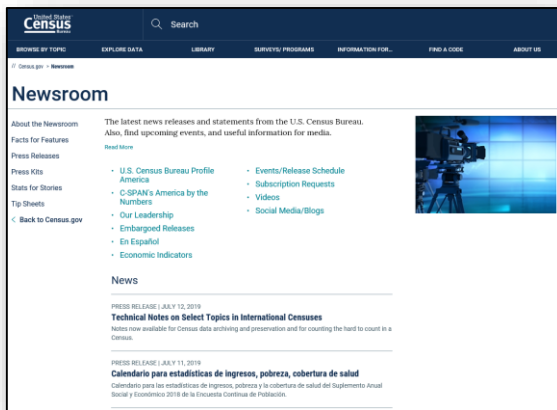
- Covers 2012 - 2016 (*5 year estimate*)
- Identifies hard-to-survey areas and provides a socioeconomic & demographic profile
- Darker / Deeper the color, the higher the Low Response Score (*Light Beige to Green to Dark Blue*)



[census.gov/roam](https://www.census.gov/roam)

2020 Census MEDIA RESOURCES

MEDIA NEWSROOM



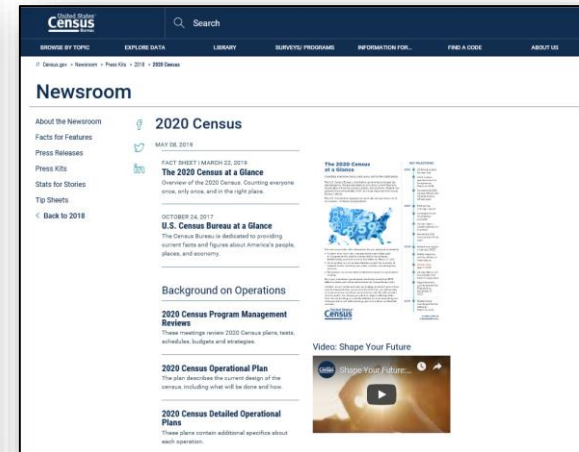
census.gov/newsroom.html

RECRUITING TOOLKIT



[www2.census.gov/about/partners/general/
2020-recruitment-toolkit.pdf?#](https://www2.census.gov/about/partners/general/2020-recruitment-toolkit.pdf?#)

MEDIA TOOLKIT

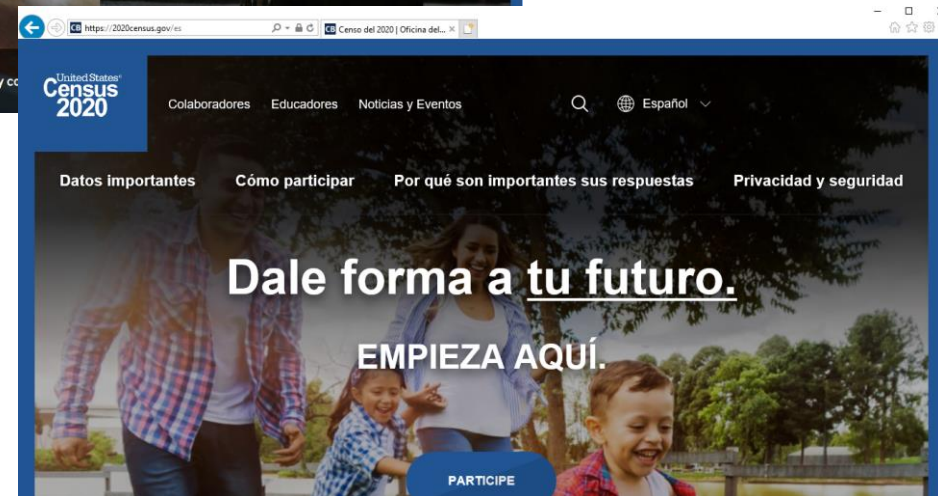
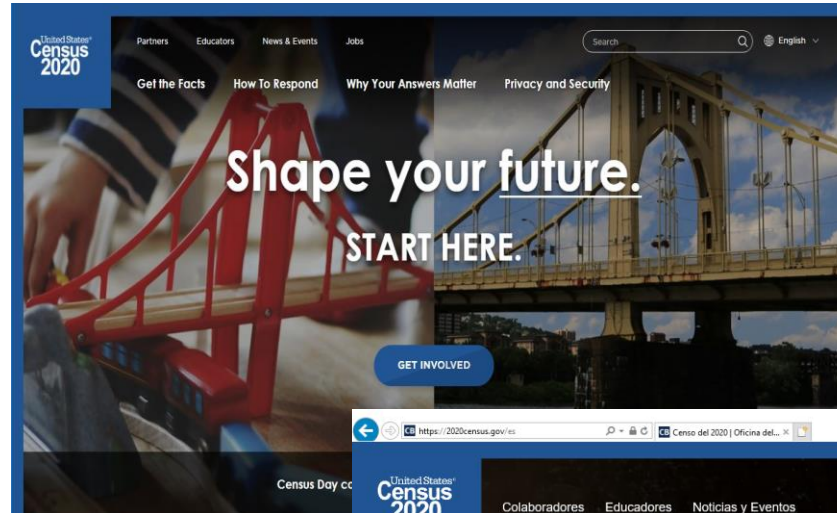


[census.gov/newsroom/press-kits/
/2018/2020-census.html](https://census.gov/newsroom/press-kits/2018/2020-census.html)

2020 Census

SHAPE YOUR FUTURE - START HERE.

- **2020census.gov** features Census outreach fact sheets and posters for counting seniors, children and renters
- Information on how to **avoid scams** and the truth about any **2020 Census rumors**
- Guidance on why your answers matter
- Recruitment and congressional **toolkits**
- Webpage can be viewed In **English** and **Spanish**



For more resources, visit our 2020 Partner page at <https://2020census.gov/en/partners.html>

CRITICAL NEXT STEPS

CRITICAL NEXT STEPS TO START A CCC

1. Formalize with Letter to Regional Director
2. Appoint a Census Liaison
3. Determine CCC Membership
4. Establish a CCC
5. Request CCC Training
6. Help with Recruiting for Census Jobs

2020 Census

CONNECT WITH US

2020 Census Homepage

census.gov/2020Census

Census Alerts

public.govdelivery.com/accounts/USCENSUS/subscriber/new

2020 Census
Memorandum Series

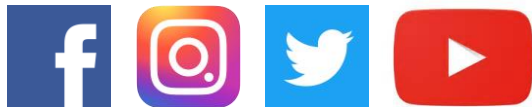
census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

American Community Survey

census.gov/programs-surveys/acs/

Census Jobs

2020census.gov/jobs or 2020census.gov/fieldjobs
census.gov/about/regions/chicago/jobs/all.html



uscensusbureau

Thank You for Your Partnership!

If you have any questions during the 2020 Census, **our Partnership Specialists are here to help.**

Please Contact:

Name

Partnership Specialist

U.S. Census Bureau - Chicago Region

Phone number

Email address

United States[®]
Census
2020



FEBRUARY 7, 2020

WISCONSIN VOTES

Engaging Voters



EILEEN NEWCOMER
VOTER EDUCATION MANAGER
LEAGUE OF WOMEN VOTERS OF WISCONSIN

League of Women Voters

Who We Are

Nonpartisan, nonprofit organization of women and men committed to making voting free, fair, and accessible to all

Our Mission

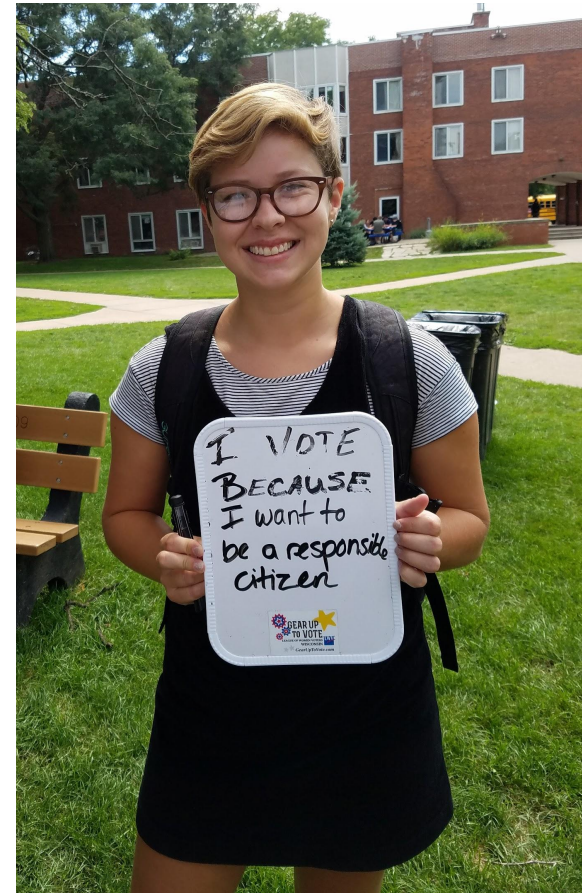
Our mission is to empower voters and defend democracy



Voter Eligibility in Wisconsin

You are eligible to vote if:

- You are a U.S. Citizen
- You will be at least 18 years old on or before Election Day
- You have resided in WI for 10 days prior to the election
- You are not currently serving a sentence including incarceration, parole, probation, or extended supervision for a felony conviction
- You have not been determined by a court to be ineligible to vote (for example: through a guardianship decision)



What You Can Do -

Ask your students to vote and help them create their plan to vote

Key questions to ask:

1. When will you vote?
2. Do you need to register to vote at your current address?
3. How are you getting to your polling place?
4. What will you need to bring with you?
5. What resources will you use to learn about the candidates?



1. When Will You Vote?



Things to consider:

- Voting early/absentee or on Election Day
- Polls are open from 7am-8pm

Election Dates:

- Feb 18, 2020
- April 7, 2020
- May 12, 2020*
- Aug 11, 2020
- Nov 3, 2020

2. Do You Need to Register at Your Current Address?

Who needs to register?

- First time voters
- If you've moved
- If you've changed your name

How to register:

- **Online at MyVote.WI.Gov** (up to 20 days before the election)
- **By mail to your municipal clerk** (up to 20 days before the election)
- **In person at your municipal clerk's office** (through the Friday before the election)
- **At your polling place on Election Day**



3. How Are You Getting to Your Polling Place?



Walk



Bike



Drive










Bus

Follow Up Question: Do you need to line up a ride?

4. What Will You Need to Bring With You?

The Difference Between
PROOF OF RESIDENCE AND PHOTO ID
for Voting in Wisconsin



PROOF OF RESIDENCE	PHOTO ID
<p>Proof of Residence is used to Register to Vote Can use documents like...</p> <p> CABLE, PHONE OR UTILITY BILL</p> <p>UTILITY BILL Issued within 90 days of the Election</p> <p> WI DRIVER LICENSE or RECEIPT</p> <p>DRIVER LICENSE OR ID Must be valid and show the voter's current name and address</p> <p> PAY STUB</p> <p>PAY STUB, BANK STATEMENT... There are many other documents like a pay stub that can be used</p> <p>Shows voter's current name and current address Can show a copy or show it on your electronic device</p>	<p>Photo ID is used after you're registered to get your ballot Can use documents like...</p> <p> US PASSPORT</p> <p>U.S. PASSPORT Can be expired since Nov. 8, 2016</p> <p> WI STATE ID CARD or RECEIPT</p> <p>WISCONSIN DRIVER LICENSE OR ID Can be expired since Nov. 8, 2016 Can be used if revoked</p> <p> VETERAN'S ID</p> <p>VETERAN'S & MILITARY ID... ID's like a Veteran's ID can also be used</p> <p>DOES NOT NEED A CURRENT ADDRESS Shows voter's name as they are registered to vote</p>

MORE INFORMATION ON PROOF OF RESIDENCE:
<https://myvote.wi.gov/ProofofResidence>

MORE INFORMATION ON PHOTO ID:
<https://myvote.wi.gov/PhotoIDRequired>

5. What Resources Will You Use to Learn About the Candidates?

Some Resources:

- VOTE411.org
- Candidate Forums
- Candidates' Websites
- News Articles and Interviews

The screenshot displays the VOTE 411 website. At the top, there is a navigation bar with a 'MENU' icon, the 'VOTE 411' logo, and buttons for 'Register to vote' and 'Donate'. The main content area features a large banner with the text 'ELECTION INFORMATION YOU NEED' and 'Brought to you by The League of Women Voters Education Fund'. Below the banner are three interactive cards: 'Register to Vote' (with a laptop icon), 'Check Your Voter Registration Status' (with a clipboard icon), and 'Find What's on Your Ballot' (with a ballot icon). Each card has a small circular icon with a question mark in the bottom right corner. Below the banner, there is a section titled 'PERSONALIZED VOTING INFORMATION' with two checkmarks: 'See What's On Your Ballot' and 'Check Your Voter Registration'. To the right of this section is a form titled 'Enter Your Address to Get Started:' with input fields for 'Street address', 'City', and a 'Select a state' dropdown menu.

Resources:

The screenshot shows the MyVote Wisconsin website. At the top left is the MyVote WISCONSIN logo. To the right is a 'Military & Overseas Voters' button and search bars for 'Search by Name' and 'Search by Address'. Below this is a navigation menu with options: 'My Voter Info', 'Find My Polling Place', 'What's On My Ballot', 'Update My Name or Address', 'Register To Vote', and 'Vote Absentee'. A red banner below the menu reads 'NEXT STATEWIDE ELECTION'. The main content area features the title '2020 Spring Election and Presidential Preference Vote' with the date 'Tuesday, April 7, 2020'. Below the title are four circular icons with links: 'Add To Calendar', 'Where Do I Vote?', 'What's On My Ballot?', and 'Register To Vote'. At the bottom of the page is the text 'MyVote.WI.Gov'.



The screenshot shows the 'Voter Information' page. On the left is a vertical navigation menu with links: HOME, ABOUT, JOIN A LOCAL LEAGUE, SIGN UP FOR NEWS / ALERTS, VOTER INFORMATION (highlighted), INFORMACIÓN DEL VOTANTE, BE A WISCONSIN VOTER, DONATE, NEWSROOM, POSITIONS, MEMBER RESOURCES, EVENTS CALENDAR, TAKE ACTION, and CENTENNIAL INFORMATION. The main content area features a photo of three young women with the text 'Are you ready to vote? Make sure your friends and family are, too.' Below the photo is a 'SHARE' button and the text 'Are you ready to vote in Wisconsin? Información del votante en español aquí.' A date 'Next Statewide Election: February 18, 2020' is displayed. Below this are four large boxes: 'DONATE' (a red button), 'PLEDGE TO VOTE' (with a checkmark icon), 'REGISTER TO VOTE' (with the MyVote logo), and 'LEARN ABOUT THE CANDIDATES & ISSUES' (with the VOTE 411 logo). To the right of the 'REGISTER TO VOTE' box is another box for 'PHOTO ID FOR VOTING' (with a photo icon). At the bottom left of the page are social media icons for Facebook and Twitter, and a 'VOTER INFORMATION/ INFORMACIÓN DEL VOTANTE' button. At the bottom right is the text 'LWVWI.org'.

LWVWI.org

Questions?

Contact Info:

Eileen Newcomer

Voter Education Manager

League of Women Voters of Wisconsin

enewcomer@lwvwi.org

(608)256-0827



Q & A