



Population Research Center
PORTLAND STATE UNIVERSITY



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CENSUS 20/20

Raise awareness, share information, and exchange best practices.
For all to count, all must be counted.

WE NEED 20/20 VISION FOR THE 2020 CENSUS.

Jason R. Jurjevich, Ph.D.

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Assistant Director, Population Research Center (PRC)



Overview

- Census 20/20 website
 - Launched February, 2018
- Webinar presentation
 1. Reasons for creating the website
 2. Website audience and objectives
 3. Website structure
 - Faces, Challenges, and Tools & Resources



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United States[™]
Census
Bureau



The Leadership
Conference
Education Fund



SDC

The U.S. Census Bureau's
Premier Local Partner

FCCP

FUNDERS' COMMITTEE
FOR CIVIC PARTICIPATION



ASIAN AMERICANS
**ADVANCING
JUSTICE**
AAJC

United States[™]
**Census
2020**

Indiana



CensusOutreach
A PROJECT OF GREATNONPROFITS



NCSL

NATIONAL CONFERENCE OF STATE LEGISLATURES

The Census Project



Reasons for Creating Census 20/20

1. Lots of great information, but scattered across multiple websites
2. Need to summarize emerging barriers to securing a fair and accurate count
3. Address requests from state and local leaders interested in raising awareness and begin planning for Census 2020
4. Avoid siloed information and exchange best practices



Census 20/20 Audience and Objectives

- Two audiences:
 1. Engaged members of the public
 2. Community leaders, planners, elected officials, and other census advocates
- Goals
 - Foster community preparedness and inspire individual action to support a fair and accurate census in 2020 and beyond
 - Navigable and engaging
 - Digestible and clear language
 - Collaborative



Census 20/20 Site Layout

- Three main pages:
 1. Faces
 2. Challenges
 3. Tools and Resources



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[ABOUT](#) [FACES](#) [CHALLENGES](#) [TOOLS](#)

FACES



UNCOVERING THE HUMAN STORY THROUGH DATA

Census data record our individual stories and human experience. Data are vital to governance, planning, and for ensuring resources are fairly allocated in American communities.

Here we explore the power of census data—providing a glimpse into our intricate, ever-evolving country.



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CHALLENGES



BARRIERS TO A FAIR AND ACCURATE COUNT

Every 10 years the census is our one opportunity to capture who we are, where we live, and how we're growing together as a nation. Counting over 300 million people is a tall order. Right now, a number of obstacles are standing in the way of achieving a fair and accurate census.

Here we unpack these challenges and summarize the implications.



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ABOUT FACES CHALLENGES TOOLS

TOOLS & RESOURCES

BEST PRACTICES TO GET OUT THE COUNT

The Tools page shares information and best practices to foster community preparedness and inspire individual action for a fair and accurate count in the 2020 census.

Get ready to count everyone. Now.



Census 20/20

- Census 20/20 website address
 - <https://census2020now.org/>



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