



HIGHER EDUCATION FOR EDUCATORS

Census 2020

Once every decade, America comes together to count every resident in the United States. The goal is to count everyone once, and only once, and in the right place.

Beginning mid-March, every household should receive a postcard in the mail to participate in Census 2020. Once you get the invitation, you can respond by mail, phone or online. **National Census Day is April 1, 2020.**

It Matters

Census 2020 is Ohio's chance to make sure that every individual is counted and has a voice. This opportunity to count the population only comes once every decade and shapes how Ohio spends and operates for the next 10 years.

- It's **easy**; the Census asks you questions about you such as your name and birthday. It typically takes around 10 minutes to complete.
- It's **safe**; all Census responses are kept confidential and cannot be shared - even with law enforcement. All responses are encrypted.
- It's **important**; it determines the distribution of billions of dollars in federal funding to local communities like yours. The count also guides where new schools and hospitals are needed and where to add public safety resources.

Impacts

Colleges, universities, community colleges and trade schools all rely on federal funding that is guided by the results of the Census.

- It impacts funding for improvements to campus like new buildings and classrooms, as well as the health and social services departments.
- It impacts the amount of federal loans and grants that are given.

Challenge for Universities

Most confusion for the Census can be cleared up by explaining how to count your individuals living both on- and off-campus. Be aware that the individuals living on campus are counted through the university through a group quarters (GQ) system.



An accurate Census count can be an ongoing benefit to a college or university by ensuring a fair share of federal funding.

– College President

- A GQ facility is a place where people live or stay in a group living arrangement that is owned/managed by an organization; in this case, through student life and campus housing.
- College housing makes up 35% of GQ facilities in Ohio.

Counting On-Campus Students

Each institution should receive a letter from the Census Bureau explaining the available counting options.

While there are four different ways for counting your students, the State of Ohio recommends using the **eResponse** method for the easiest, most accurate and efficient count. Select your method now so you are ready when you get a call from the Census Bureau.

Off-Campus Students

Students that live off campus need to respond to the Census themselves, because unlike their on-campus classmates, they will not be counted through campus housing or their guardians.

- Off-campus roommates should count themselves at the place they live and sleep most of the time. If unsure of where that is, they should count themselves where they stayed on April 1, 2020.
- This includes those living in fraternity and sorority houses, as well as other off-campus houses and apartment.
- Commuter college students are counted at the parental/guardian home.

How to Promote

There are many easy ways to promote the Census on your campus. You could:

- Partner with residence hall administrators to put up flyers in dorms, dining halls, main buildings, etc.
- Have a Census booth set up at career fairs and events.
- Promote the Census through your university's different social media accounts.
- Hand out "I was counted" stickers on Census Day, April 1, 2020.

Responsibility

It is everyone's responsibility to get the count right for Ohio, and that starts with educating those who are not familiar with the Census.

Please take the time to inform your students about the importance of Census 2020.



Mike DeWine, Governor
Jon Husted, Lt. Governor

Development
Services Agency

Lydia L. Mihalik, Director

Our Goal: Make sure every Ohioan is counted.