



The 2020 Census has started, and The University of Alabama plays a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels - from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of our neighbors, schools, hospitals, businesses, fire departments, and more. The U.S. Census Bureau and the Alabama Department of Economic and Community Affairs is partnering with the colleges and universities to get the word out about the importance of the count. Faculty, staff and students can be trusted voices in their communities. They can inspire communities to support a complete and accurate count.

The Alabama Counts! 2020 Census Committee is an advisory group composed of public and private statewide organizations committed to working together to ensure each Alabamian is counted in the 2020 Census. Alabama Counts! builds trust in communities and promotes the 2020 Census. Through these efforts, we are striving for maximum participation in every community across the state.

A special thank you to the UA Faculty Senate for promoting the 2020 Census and Alabama Counts! We want to remind and encourage you to do the following.

Be social: Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Alabama Counts and Census Bureau social media content.

Stress that the 2020 Census is safe, secure, and confidential: Responses to the 2020 Census are safe, secure, and protected by federal law. It cannot be used against respondents in any way. Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online.

Focus on students: Encourage every off-campus student to complete their census online and ensure the University completes the group quarter enumerations for on-campus students.

Tap into your groups: When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, community leadership groups, fraternities and sororities.

Remember the undercounted: Children under the age of 5 had the highest undercount of any age group in the 2010 Census. Young children who are missed in the census tend to have complex living arrangements. They might live with only one parent; large, extended families; foster families; or multiple families under one roof. These children may stay in more than one home throughout the year and may not be related to the person responding to the census.

Be mindful: Public health and safety is critical at this moment of uncertainty. Fortunately, it has never been easier and more accessible to respond to the census on your own -- online at www.my2020Census.gov; over the phone at 844-330-2020; or by mail -- all without having to meet someone in person. The deadline for self-response has been extended to August 14 (from July 31).

Thank you for supporting Alabama Counts!

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