

Census 2020 Actions Steps

Below is a list of suggested actions steps school system leaders and school leader can take to increase census participation.

- Regularly post 2020 Census messaging on your school district's webpage, social media platforms, in newsletters, and other means of communication. [This census toolkit](#) includes social media graphics, drop-in messages, official 2020 census PSAs, and PSA scripts. The info is regularly updated. You can [customize your image](#) using our ready-made templates.
- Encourage principals to post 2020 Census messaging in their forms of communication to teachers and to parents.
- Consider a friendly challenge between districts or schools for the highest self-response rate. Use the [Response Rate Map](#) site for tracking self-response and for challenge suggestions.
- Use your bully pulpit to speak [on the importance of the census for Louisiana education](#) and to encourage [response to the census](#).
- Ask principals and teachers to share pledge cards with their school families (*see sample pledge card attached*)
- Challenge principals and teachers to devise creative ways to get their families engaged, i.e., contests, competitions, etc.
- Encourage principals to incorporate [Statistics in Schools](#) in school program. SIS is a program of the U.S. Census Bureau created by teachers to enhance learning.
- Share with principals the Statistics in Schools free resources for parents and caretakers to keep children learning amid school closures. [These toolkits](#) are for Pre-K to 12 students.
- *Contact 2020 Census Partnership Specialists Julia Castle, Julia.c.castle@2020census.gov, 678-662-2801, or Nilima Mwendo, Nilima.z.mwendo@2020census.gov, 678-938-9168, for any questions, information, suggestions, or help you may need.*