



UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau  
Office of the Director  
Washington, DC 20233-0001

May 29, 2020

Dear Education Leader:

Every 10 years, our country has an opportunity to shape the future of its schools and communities - and I am asking for your help. The U.S. Census Bureau is currently conducting the 2020 Census to count everyone living in the country. A complete and accurate count is critical to your school and your students.

Census data directly affect how the federal government allocates more than \$675 billion every year to communities for programs and services like Title 1, special education, school lunches, after school programs, Head Start, and more. Census data guide decisions made by states and localities, as well as the private and not-for-profit sector. A kindergartener not counted in the 2020 Census this spring will start high school when the next census begins in 2030. Many children were missed in the 2010 Census. That is 10 years of community resources missed.

I am writing today to ask you to join our national call to action to ensure all students take home critical information to their families and caregivers about the importance of participating in the 2020 Census. As a trusted voice in your community, you can be a strong champion for the importance of a complete and accurate count. Please partner with the 2020 Census by promoting the use of SIS in your schools and encouraging educators to incorporate the Census Statistics in Schools materials and resources in their Lesson Plans.

The Census Bureau has a free educational program called Statistics in Schools (SIS) that teaches children in a fun and informative way why the census is important. It provides lesson plans, activities, materials, and resources to enhance learning across a variety of subjects for pre-K through 12th grade students. This program was created by teachers for teachers. Please help drive awareness by using these materials to teach your students why the 2020 Census is so important. You can download information on the SIS website at <http://www.census.gov/schools/>.

Sincerely,

Julia Castle, Partnership Specialist- Louisiana