

To: Indiana School Superintendents and School Leaders

From: Dr. Jennifer McCormick, Superintendent of Public Instruction

Date: Friday, January 3, 2020

Subject: Education Funding and the 2020 Census

Indiana's schools have an important role in the 2020 Census. We are asking educators across the state to help us ensure every Hoosier is counted. An accurate count in the census assures we receive our fair share of federal funds that support programs like Title I, special education, before and after school, and school nutrition.

Unfortunately, children from birth to age 4 and those ages 5-9 are the two age groups most likely to be undercounted in the Census, as was the case in 2010; with Black and Hispanic/Latino young children having a higher undercount than other children. This has a financial consequence for your school corporation and community. It is estimated that for every child missed in the count, approximately \$1,000 in federal funds is lost for essential services per year. That's \$10,000 per child over the next decade!

As a leader in your school and community, you are a trusted source of information to the caretakers of students and the larger school community. Your voice is needed now to help promote awareness of the 2020 Census to ensure a complete and accurate count of children in your community.

A key message that should be conveyed to parents is the census is a process that is a Constitutional requirement. Another key message that needs to be conveyed to parents is the census is safe, secure, and confidential. Please reassure parents their information is confidential and safe and will **not** be utilized for other purposes beyond the Census count.

A toolkit will be provided to you to assist you in conducting a census outreach within your school community. This toolkit provides you general awareness messaging and social media messaging (in 11 other languages) that can be used by your administrative team to inform students, staff, parents, and the community about the 2020 Census. The toolkit provides a list of additional resources to access to support your efforts.

An accurate census count is vital to schools receiving their fair share of funding to support operations. You are trusted messengers and your outreach efforts will help ensure every child is counted!