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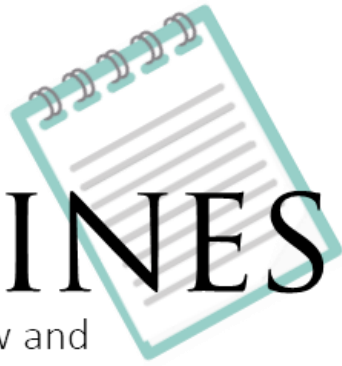
# Welcome to



The webinar will begin momentarily.  
Your line has been muted.

# COSSA HEADLINES

A monthly look at what's new and noteworthy in social science policy



November 14, 2019



Wendy Naus  
COSSA Executive Director  
[wnaus@coffa.org](mailto:wnaus@coffa.org)



Mary Jo Hoeksema,  
Director of Government Affairs,  
Population Association of America  
[maryjo@popassoc.org](mailto:maryjo@popassoc.org)

- ❑ This Month's HEADLINES
- ❑ This Month's DEEP DIVE: The 2020 Census, featuring Mary Jo Hoeksema.
- ❑ This Month's HOMEWORK: Actions you can take this month

# Questions

Use the chat box to ask a question.



More opportunities for Q&A at the end.



# This Month's Headlines



## CONGRESS

- CR Likely Through December
  - More: [www.cossa.org/tag/fy-2020](http://www.cossa.org/tag/fy-2020)
- House Passes *Higher Education Act* Reauthorization
  - More: [www.edlabor.house.gov/the-college-affordability-act-facts](http://www.edlabor.house.gov/the-college-affordability-act-facts)

## EXECUTIVE BRANCH

- White House Holds JCORE Summit; Reconstitutes PCAST
  - More: [www.cossa.org/tag/ostp](http://www.cossa.org/tag/ostp)
- OSTP Releases Opioid Research Roadmap
  - More: [www.whitehouse.gov/wp-content/uploads/2019/10/Health-Research-and-Development-for-Opioid-Crisis-National-Roadmap-2019.pdf](http://www.whitehouse.gov/wp-content/uploads/2019/10/Health-Research-and-Development-for-Opioid-Crisis-National-Roadmap-2019.pdf)
- Advisory Committee on Evidence Building Seeks Nominations
  - More: [www.federalregister.gov/documents/2019/11/06/2019-24172/advisory-committee-on-data-for-evidence-building](http://www.federalregister.gov/documents/2019/11/06/2019-24172/advisory-committee-on-data-for-evidence-building)

## COMMUNITY

- Next AAAS CEO: Sudip Parikh
  - More: <https://www.aaas.org/news/sudip-parikh-lead-aaas-worlds-largest-general-scientific-society-and-publisher-science-family>



## COMMUNITY (cont'd)

- Input Sought on Census Decennial Data Products Ahead of December Workshop
  - More: [https://sites.nationalacademies.org/DBASSE/CNSTAT/DBASSE\\_196518](https://sites.nationalacademies.org/DBASSE/CNSTAT/DBASSE_196518)
- National Academies' Minerva Assessment Released
  - More: [www.nap.edu/catalog/25482/evaluation-of-the-minerva-research-initiative](http://www.nap.edu/catalog/25482/evaluation-of-the-minerva-research-initiative)
- SSRC Launches MediaWell Platform on Disinformation Research
  - More: <https://mediawell.ssrc.org/>
- Golden Goose Award Nominations Open
  - More: [www.goldengooseaward.org/nomination/](http://www.goldengooseaward.org/nomination/)

## COSSA

- NC State Psychologists Jeni Burnette & Sarah Desmarais Answer "Why Social Science?"
  - More: [www.whysocialscience.com](http://www.whysocialscience.com)
- Nominations Open for 2020 COSSA Public Impact Award
  - More: <https://forms.gle/coBXEgFi1pY46qmR8>
- Advocacy Day 2020 Hotel Block Open
  - More: [www.cossa.org/event/2020-advocacy-day](http://www.cossa.org/event/2020-advocacy-day)
- Action Alert: Tell Congress to Finish FY 2020 Funding
  - More: <http://www.cossa.org/advocacy/take-action>



WASHINGTON UPDATE

Subscribe for more news: [www.cossa.org/washington-update](http://www.cossa.org/washington-update)

# Questions

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More opportunities for Q&A at the end.



Deep Dive



# United States Census 2020

## The 2020 Census

Today's Guest:

Mary Jo Hoeksema

Director of Government Affairs,  
Population Association of America &  
Co-Director, The Census Project







**COSSA Deep Dive Webinar:  
The 2020 Census  
Mary Jo Hoeksema  
November 2019**

# The Census is Coming, The Census is Coming!

- Official count or enumeration of the U.S. population
- Conducted decennially
- Constitutionally mandated
- Largest U.S. peacetime mobilization
- Determines representation in U.S. House of Representatives
- Guides distribution of billions of dollars in federal funding



**Census 2020: Shape Your Future. START HERE.**



# Decennial Census and Federal Spending

- **\$800 Billion Annually**
- **55 largest federal spending programs**
- **Major federal education programs include:**
  - **Federal Direct Student Loans**
  - **Pell Grant Program**
  - **Career and Technical Education grants**
  - **Supporting Effective Instruction State Grants**



*Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*

# Accurate Decennial Census: Vital to America's Higher Education Enterprise

Decennial data are used in academic settings to:

- Train undergraduate and graduate students
- Design research studies and surveys
- Inform research findings
- Understand socioeconomic and demographic changes in student population



© Can Stock Photo

**An accurate, inclusive decennial census benefits America's higher education institutions, their faculty, and students!**

# 2020 Census: Major Milestones

**2020 Census already underway**

**Join the 2020 Census Team!**



# 2020 Census: Major Milestones in 2020

- January** Launch National Advertising Campaign
- January** Enumeration starts in Remote Alaska
- March** Self Response Phase of Census (internet, mail, phone) in 4 waves

## **April 1**      **Census Day**



- April** Enumeration of Group Quarters (including college dorms)
- May-July** Non-Response Follow Up operation
- December** Census Bureau transmits state population totals and congressional apportionment to the President.

**Census 2020: Shape Your Future. START HERE.**



# 2020 Census: Unique Features and Challenges

- Use of satellite imagery as part of address canvassing operation
- Nation’s first “digital” or online census
  - Option to respond for the first time via Internet, phone, or mail
  - Bureau’s goal is to have 55% of responses submitted digitally, whether on a desktop computer or mobile phone.
- Better technology for enumerators in the field
- Enhanced technologies to safeguard data

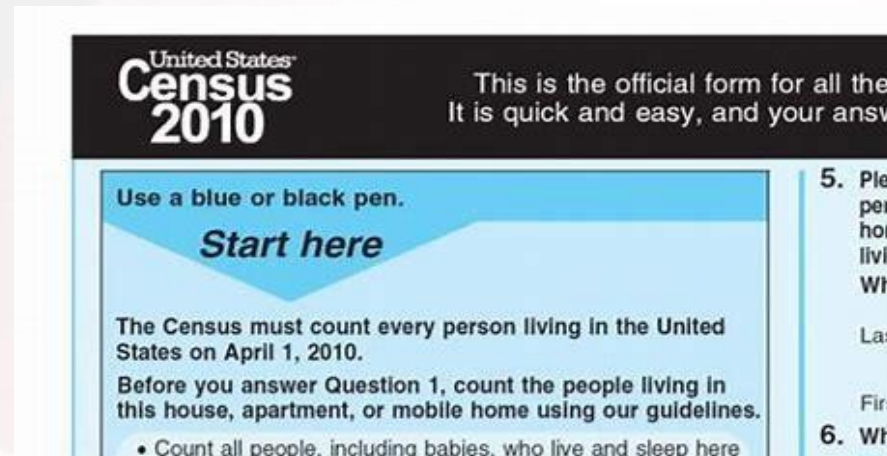


**Census 2020: Shape Your Future. START HERE.**



# 2020 Census: Unique Features and Challenges

- 7 core questions
  - Age, Hispanic origin, race, relationship, sex, tenure (owner/renter) and operational questions (number of people in household, names, and household telephone number)
- New write-in areas for white and black origins for race question
- Distinction between opposite-sex and same sex couples in response categories for the relationship question
- No citizenship question!



# 2020 Census: Unique Features and Challenges

## Challenges Facing 2020 Census

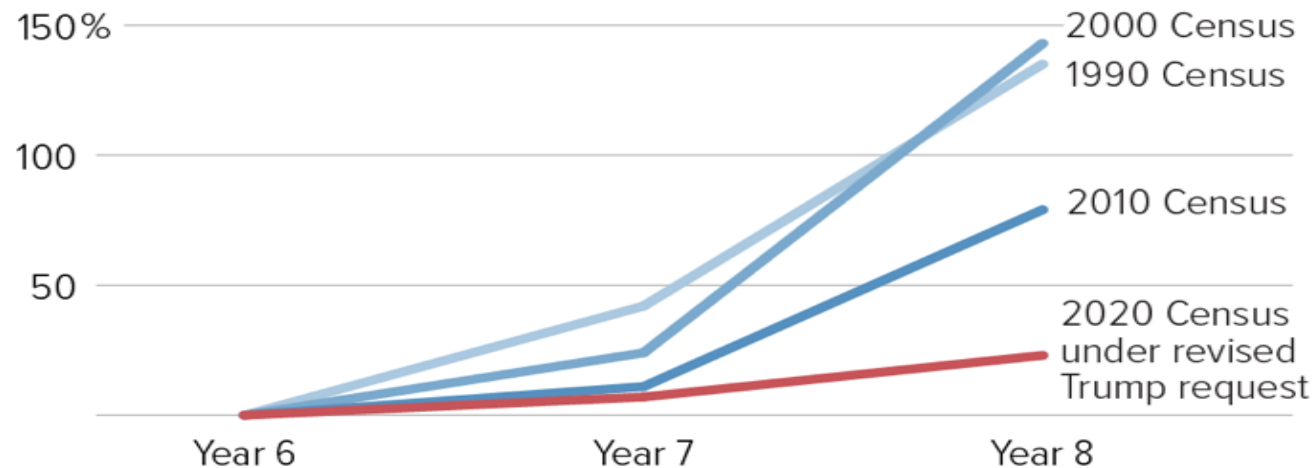
- Funding
- Participation
- Cybersecurity
- Disinformation Campaigns
- Hiring



# Challenge #1: Funding Ramp Up to 2020 Census

## Proposed Increase in 2018 Census Bureau Funding Far Less Than in Previous Decennial Census Cycles

Change in Census Bureau budget relative to year 6 of each decade



Note: All years are fiscal years. Figures show discretionary budget authority in each year of the decade relative to that in the sixth year, not adjusted for inflation.

Source: CBPP based on Office of Management and Budget, enacted appropriations, and October 12, 2017 testimony by Commerce Secretary Ross.

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

***Fun Fact: At least 60 percent of decennial census life cycle spending occurs in the last two years.***

# Census Funding: Fiscal Year 2020



- **Administration request**--\$7.2 billion
- **Stakeholder request**--\$8.45 billion
  - Still less than inflation-adjusted appropriation for Bureau in last year of Census 2010 (\$8.6 billion in 2020 dollars).
- **U.S. House of Representatives**--\$8.45 billion
  - Passed as part of HR 3055, minibus that included FY 2020 CJS bill
  - \$7.5 billion designated for 2020 Census
- **U.S. Senate**--\$7.6 billion
  - Census funding included in Senate version of HR 3055
  - \$6.7 billion designated for 2020 Census



# Census Funding: Fiscal Year 2020

## FY 2020 Continuing Resolution (CR)

- Current CR funds federal government through November 21
- Includes language allowing faster spend rate for 2020 Census
- Second CR will likely fund government until December 20

**ASK:** Census stakeholders are urging Congress to provide the 2020 Census with a full-year, direct appropriation at no less than the \$6.7 billion recommended by the U.S. Senate.

**RATIONALE:** Census needs certainty of full year funding at start of fiscal year, so it knows what funding it will have to conduct the count and can proceed with final preparations without concern that its funding may fall short.

*The decennial census has unique constitutional and statutory requirements.*



# Challenge #2: Participation

## *Who are the “hard to count”?*

- People of color
- Low-income or no-income households
- Young children under the age of 5
- Rural residents
- Limited English Proficiency
- Frequent movers or renters
- Large or single-parent households
- People experiencing homelessness
- Foreign-born residents
- Low educational attainment households
- People who distrust government authorities or could be targets of law enforcement



<https://www.censushardtocountmaps2020.us/>

# Challenge #2: Participation

## Participation Barriers facing 2020 Census

- More U.S. households becoming “harder to reach”
- Distrust in government
- Complications associated with online portal
- Impact of extreme natural disasters
- Delayed/Insufficient outreach



# Challenge #3: Cybersecurity

***2020 CENSUS: Further Actions Needed to Reduce Key Risks to a Successful Enumeration***, April 2019, GAO, April 2019

## **Major IT threats Include**

- **IT infrastructure reliability and capacity**
  - Can the systems handle the load?
- **Cyber risks**
  - Hacking, security, threats that seek to crash systems or steal information
- **Impersonators**
  - Websites that mimic census.gov



## **Census Bureau/ Department of Homeland Security partnership:**

- Ensure scalable and secure network connection for 2020 respondents
- Strengthen response to cybersecurity threats



# Challenge #4: Disinformation Threats

## Misinformation/Disinformation campaigns

- Census, Congress concerned about attempts to spread viral information through digital and social networks to suppress response or confuse respondents.
- Congress requesting commitments from Facebook, Twitter, Reddit, and Google to prevent spread of misinformation.

You can help!

[rumors@census.gov](mailto:rumors@census.gov)



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# Challenge #5: Hiring

## Census Bureau targets:

- Recruit 2.7 million applicants
- Hire 500,000-800,000 temporary workers

## Current hurdles:

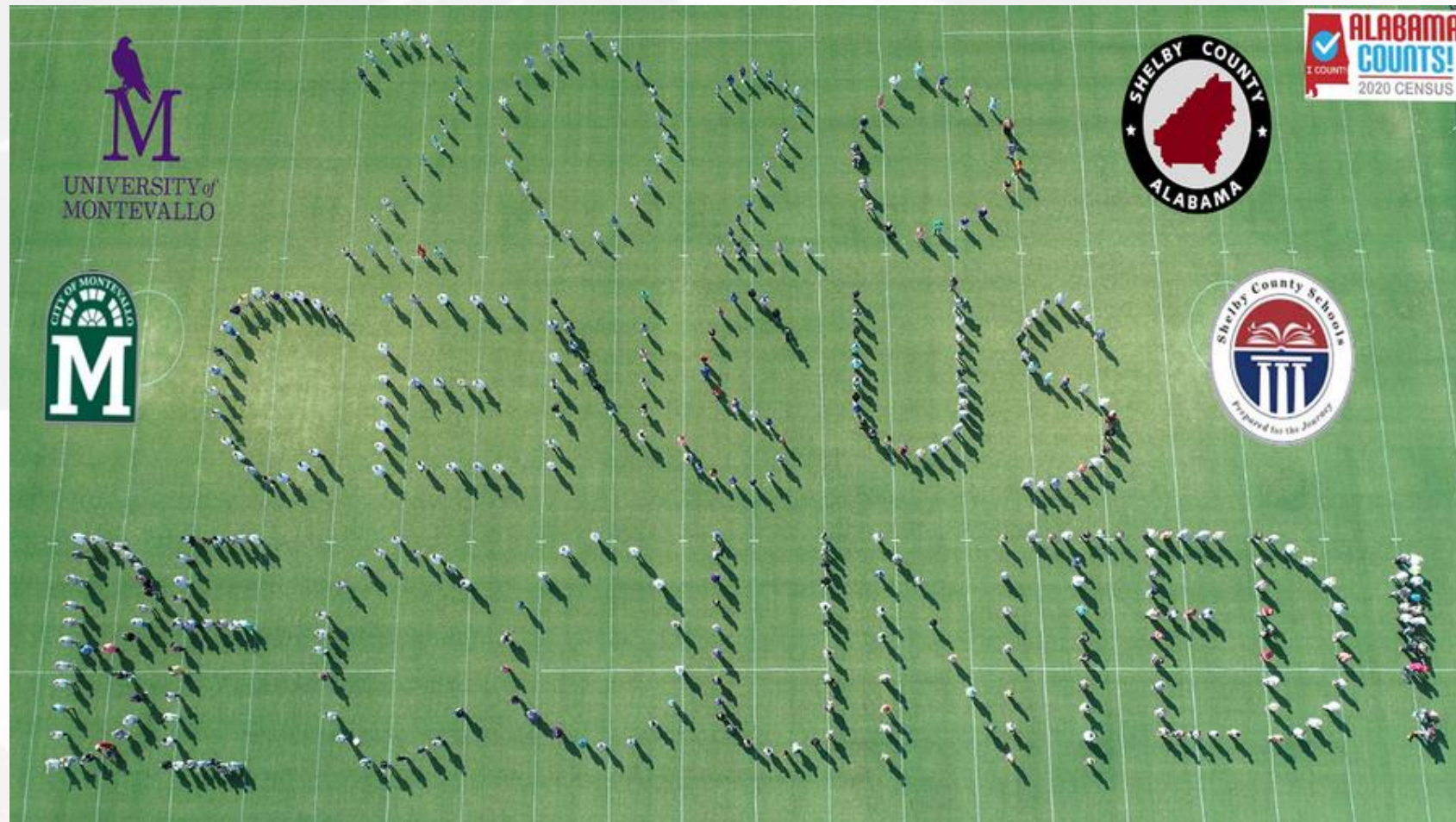
- Low national unemployment
- Delays in processing background checks
- Pay too low in some regions

[2020census.gov/jobs](https://2020census.gov/jobs)





# University Engagement Needed



# Counting Students: 101


- College students who are living at home should be counted at their home address.
- College students who live away from home should count themselves at the on- or off-campus residence where they live and sleep most of the time, even if they are home on April 1, 2020.
- U.S. college students who are living and attending college outside the United States are not counted in the census.
- Foreign students living and attending college in the United States should be counted at the on- or off-campus residence where they live and sleep most of the time.



# Homework for COSSA Members

- *Immediately* contact U.S. Senators and U.S. Representatives to urge Congress to fully fund the 2020 Census by providing \$6.7 billion in the next Fiscal Year 2020 Continuing Resolution.
- Engage and Inform colleagues about importance of participating in 2020 Census.
- Get Involved with Complete Count Committees.





# The Census Project

Stay informed/Get Involved:

- [www.thecensusproject.org](http://www.thecensusproject.org)
- <https://2020census.gov>
- <https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html>

Mary Jo Hoeksema  
[maryjo@popassoc.org](mailto:maryjo@popassoc.org)





# Discussion



Let's hear from you!

If using computer microphone: **raise your hand!**

**Step 1: select "participants"**

**Step 2: select "raise hand"**

**(may be in sidebar)**

**Step 3: after you're unmuted, ask your question!**

If using telephone audio/microphone: **put your question in the chat box!**



# Homework



- Mary Jo's Homework Assignment
- Respond to and share COSSA's Action Alert
  - <http://www.cossa.org/advocacy/take-action>
- Nominate Recipients of the COSSA Public Impact Award by 12/2
  - <https://forms.gle/coBXEgFi1pY46qmR8>
- Respond to CNSTAT's Request for Input on 2020 Census Data Products by 12/4
  - [https://sites.nationalacademies.org/DBASSE/CNSTAT/DBASSE\\_196518](https://sites.nationalacademies.org/DBASSE/CNSTAT/DBASSE_196518)

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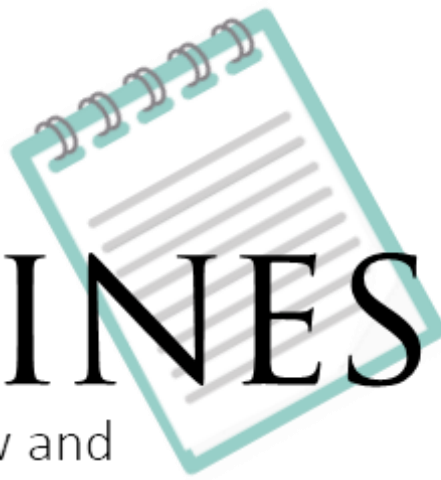
**Homework**

fppt.com



# C<sup>SSA</sup> HEADLINES

A monthly look at what's new and noteworthy in social science policy



## Next Month:

- December's HEADLINES
- DEEP DIVE: Research Security with Toby Smith, Vice President for Policy, Association for American Universities

**Miss last month's Headlines?**

[www.cossa.org/resources/headlines](http://www.cossa.org/resources/headlines)

# COSSA HEADLINES

A monthly look at what's new and noteworthy in social science policy



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- Encourage other organizations and universities to **Join COSSA** (*email Wendy at [wnaus@cossa.org](mailto:wnaus@cossa.org)*)
- Send us your ideas** for DEEP DIVES (*email Camille at [chosman@cossa.org](mailto:chosman@cossa.org)*)





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