

Census 2020 Newsletter

VOLUME 2, ISSUE 2

FEBRUARY 2020

Maryland Founders Day Celebration Census 2020 Presentation

As part of the statewide Delta Sigma Theta Sorority, Inc.'s *MarylandBeCounted* program, the Maryland State Social Action Coordinator, Soror Lorna Forde and members of the Maryland DST Census 2020 Marketing Committee provided resources and discussed Chapters' plans for implementing **Census 2020** community outreach with many of the nearly 1,500 Founders Day attendees. Samples and giveaways of a myriad **Census 2020** paraphernalia were available, including fact sheets, handouts, handbags, key chains, and notepads.



The coordinator of the Marketing Committee, Soror Kimberly Scott [*Frederick County Alumnae*], encouraged Chapter members from around the state to share their ideas for recognizing the Sorority's March 28 "**Census 2020 Day**" as members approached the exhibit. Committee members, Sorors Sonya Whited [*Princess Anne Alumnae*], and Dianne L. Cherry, Ph.D., [*Montgomery County Alumnae*], shared the goal of Chapters' involvement during that day: to increase the count of underrepresented communities. Committee member Soror DeLisa Prater, [*Fort Washington Alumnae Chapter*] although unable to attend, supported our efforts behind the scenes.

According to Soror Whited, "This year, Deltas plan to make sure we all count, and we plan to make sure we all are counted!" As it was Founders Day, references were made to correlate our work with that of "The Twenty – two".

During the "*Social Action Moment*" after the luncheon, the sorors took to the stage to emphasize to assembled Chapter members the importance of engaging the areas and populations in their communities that historically have been undercounted in the Census, and, consequently, underrepresented in the allocation of millions of federal dollars for programs and infrastructure.



Princess Anne Alumnae Chapter hosts MLK Day of Service Activity

The Princess Anne Alumnae Chapter had a great morning at their Dr. Martin Luther King Day of Service youth activity with well over 300 attendees! The chapter, working with Tri County (Wicomico, Worcester, and Somerset) CCCs and US Census Job recruiters, promoted the importance of the complete count with information and their Complete Count Candy Jar! Special congratulations to the winners of the “Dr. Martin Luther King Jr.’s “I have a Dream” speech is important today because....” on-site essay contest where all participants in the contest received a book bag from Extraordinary League of Gentlemen, Inc.



Annapolis Alumnae Chapter Founders Day Social Action Activity

The Annapolis Alumnae Chapter of Delta Sigma Theta Sorority had an awesome experience at their 2020 Founders Day! It began with a heartfelt welcome from our lovely president, Soror Nas Afi, followed by the occasion by Founders Day Chair, Soror Veronica B. Williams. There were a total of 65 people in attendance of which 18 were sorors. We had a rich discussion led by Co-Chair of Social Action, Gail P. Bingham. This year's focus was 100 years since Delta Sigma Theta Sorority, Inc. participated in The Women's Suffrage March on March 3, 1913, the first public act of Delta Sigma Theta Sorority, Inc. THUS, helping to achieve the ultimate goal--ratification of the 19th Amendment to the U.S. Constitution which was on August 26, 1920. The 19th Amendment to the Constitution was indeed ratified giving all women the right to vote! A special thanks to Soror LaTonya Edmond for the PowerPoint design and Sorors Iva Toler and Tamla Bias for creative catering.



Montgomery County Alumnae Chapter MLK Day of Service Activity

The annual collaboration between the Montgomery County Volunteer Center and Montgomery County Alumnae Chapter, with this year's theme, "Joining Hands in Selfless Service, produced another successful *Dr. Martin L. King, Jr. Day of Service* on January 20 at the Silver Spring Civic Center.

The *Day of Service* transforms the activist's life and teachings into community action that helps solve social problems. More than 1,100 participants of every age and background celebrate Dr. King through service projects that strengthen communities, empower individuals, bridge barriers, and create solutions.

For example, 250 community residents packed 10,564 meals for the *Rise Against Hunger*, and 22 units of blood were collected by staffers in the *National Children's Hospital* traveling vehicle. Also included were projects to make lap blankets for seniors, and several collections for toiletries for homeless women and men.

The Day of Service afforded great exposure to Montgomery County Alumnae Chapter's Census 2020 engagement program. Supported by representatives of the Montgomery County Census office, MCAC Sorors staffed tables with "why the Census is important" handouts and pamphlets.

Also included were placards and postcards with contact data for responding to Census 2020 forms online, by phone, and by mail: follow - up interviews for non - respondents will be conducted by a Census taker in the home. Specific employment outreach materials were targeted to job - seeking adults and teens as well, and youngsters could choose coloring pages. In addition to the Chapter's wide - ranging Census 2020 outreach to hundreds, MCAC promoted its continuing voter registration effort with contact information and directions for using the online Maryland Voter Services. Montgomery County Board of Elections staff provided residents with local recommendations. As a result, four new voters registered onsite during the Day of Service celebration!



Tri-County (MD) Alumnae Chapter: Census Briefing and Soror Ambassador Training

Committed to spreading the importance of the 2020 Census and how the responses to the Census will shape decisions about public funds for schools, fire and emergency services, healthcare for our community and how many seats Maryland will get in Congress, Tri-County (MD) Alumnae sorors accepted the challenge to become Census Ambassadors. On January 12, 2020 over 75 sorors received a comprehensive 2020 Census briefing and ambassador training.

Sorors were empowered with an in-depth knowledge of the Census, resources to help answer questions, address misinformation and methods to engage other organizations in census outreach. Some key messages included:

- The 2020 Census is a non-partisan effort to get a complete and accurate count of the U.S. population. It counts everyone who lives in the United States, including children and newborn babies.
- Everyone staying in the home on April 1 that does not have a permanent place to live, including those who sleep in your home most of the time should be counted.
- You can respond online, over the phone and by mail. Online response is encouraged.
- Responses are confidential and protected by law.



Maryland Chapter March 28, 2020 Activities

Annapolis Alumnae Chapter

Name of Event: **Block Party**

Activity Description: Census 2020 Awareness Block Party, with City of Annapolis

Baltimore Alumnae Chapter and Baltimore Metropolitan Chapter

Name of Event: **Census 2020 Community Fair**

Activity Description: Providing Baltimore City residents the opportunity to complete the Census using Laptops which will be provided; DJ, activities for children and collegiate step/stroll

Baltimore Country Alumnae Chapter

Name of Event: **Black History Month Program; Parents Night in November**

Activity Description: Representatives from Census 2020, will provide detail about process

Fort Washington Alumnae Chapter

Name of Event: **Census 2020 Forestville Mall**

Activity Description: Town Hall Presentation with Prince George's County Complete Count Committee and US Census Bureau

Montgomery County Alumnae Chapter

Name of Event: **Covering Montgomery County with Census 2020**

Activity Description: Three engagement sites - Silver Spring Farmers' Market; Rio Shopping Mall; and, Fairland Road Long – Term Nursing care facility

Princess Anne Alumnae Chapter and Cambridge Alumnae Chapter

Name of Event: **Party with a Purpose**

Activity Description: Block party in multiple locations - like National Night out Style

Chapter Hashtags for **Census 2020** Activities:

#MDDSTsaysbecounted

#Census2020

How the 2020 Census will invite everyone to respond


How the 2020 Census will invite everyone to respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

United States Census 2020

How is your Maryland Chapter supporting *Census 2020*?

Email Chapter Article Submissions to
DeLisaPrater@comcast.net
and
DrCher80@gmail.com

Article Submission Due Dates:

March 7, 2020
April 4, 2020