

Ms. Lubby Navarro, Board Member

**SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE NATIONAL ASSOCIATION OF LATINO ELECTED AND APPOINTED OFFICIALS (NALEO) EDUCATIONAL FUND “¡HÁGASE CONTAR!/MAKE 2020 CENSUS COUNT” INITIATIVE**

**COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS**

**LINK TO STRATEGIC**

**BLUEPRINT: INFORMED, ENGAGED AND EMPOWERED STAKEHOLDERS**

On April 1, 2019, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund launched the *¡Hágase Contar!/Make 2020 Census Count* initiative, a nationwide effort to achieve a full and accurate count of Hispanics in Census 2020. The NALEO Educational Fund is a non-profit, non-partisan organization, and the *¡Hágase Contar!* initiative is an outreach and “Get-Out-the-Count” (GOTC) effort which focuses on regions with “hard-to-count” Hispanic communities. Based on Census estimates, approximately 16 percent of Miami-Dade County’s current population lives in hard-to count neighborhoods.

A fair and accurate Census 2020 count of all of Miami-Dade County residents is critical to ensuring that the County receives its fair share of resources to meet community needs. Census data guide the allocation of more than \$44 billion in federal funding to Florida, including resources for critical programs such as education for English language learners and school lunch programs. In addition, Census data are used to reapportion seats in Congress, and for redistricting, and it is crucial that the population growth in Florida and Miami-Dade County translates into fair representation in our democratic process.

It is particularly important that there be an accurate count of Miami-Dade’s Hispanic families in Census 2020. Seventy-one percent of the Miami-Dade County Public School students are Hispanic. In addition, research has found that in Census 2010, there was an undercount of very young Hispanic children (age 0-4) in the United States, with a net undercount of 18,000 of these children in Miami-Dade County – this was the third highest undercount of any county in the nation. For this reason, the *¡Hágase Contar!* initiative includes the *¡Házme Contar!* sub-campaign, which is focused on achieving a full count of very young Hispanic children.

The *¡Hágase Contar!* initiative will include partnerships with local officials and government agencies, community-based organizations, educators, childcare providers, parent leader groups, businesses, and local media to ensure they have the tools, information, and resources needed to mobilize the County’s residents to participate in Census 2020.

The initiative's activities will include "train-the-trainer" workshops; the dissemination of campaign materials and promotional information; public awareness and community education events; digital and traditional media efforts; and other GOTC efforts. The campaign also includes a bilingual hotline – 877-EL-CENSO (877-352-3676) – and the [www.hagasecontar.org](http://www.hagasecontar.org) website.

Members of the community may join the conversation on Census 2020 by using the following hashtags: #Make2020Count and #HagaseContar on social media.

This item has been reviewed and approved by the School Board Attorney's office as to form and legal sufficiency.

**ACTION PROPOSED BY  
LUBBY NAVARRO:**

That The School Board of Miami Dade County, Florida, endorse the *¡Hágase Contar!* Make 2020 Census Count initiative.