

Ms. Perla Tabares Hantman, Board Member

**SUBJECT: SCHOOL BOARD SUPPORT OF THE U.S. CENSUS BUREAU
OUTREACH CAMPAIGN PROMOTING COMMUNITY-WIDE
PARTICIPATION IN THE 2010 CENSUS**

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS

**LINK TO DISTRICT
STRATEGIC PLAN: GENERAL OPERATIONS**

The U.S. Constitution mandates a headcount every ten years of all persons living in the United States. This includes people of all ages, races, ethnic groups, citizens and non-citizens. Our nation is now preparing for the next census that will take place in 2010. The U.S. Census Bureau is the federal agency charged with this massive operation of counting an estimated 310 million people nation-wide. On a local level, the assistance of state and local governments, the school district, community-based organizations, businesses and other stakeholders is essential to meet the common goal of counting all residents in Miami-Dade County (County). The local agencies will be instrumental in helping educate residents and promote participation. In the case of Miami-Dade County, this effort takes on added importance because the County is ranked the 5th highest in the nation of persons that are considered "Hard-to-Count". The U.S. Census Bureau estimates that over 44% of the County's population falls under this category.

Participation by everyone is critical to our community, as the Census results determine how Congressional representation is apportioned. In addition, approximately \$300 billion in federal funds are distributed annually to state and local areas, based on population counts, for the following areas:

- Title I grants to educational agencies (School Districts across the nation)
- Head Start Programs
- Food grants for women, infants, and children
- Public Transportation
- Road rehabilitation and construction
- Programs for the elderly
- Emergency food and shelter
- Empowerment zones

Recognizing the School District as an important partner, the U.S. Census Bureau created a Census in Schools program called *2010 Census: It's About Us*, officially launched on November 2, 2009. The program will provide teachers with resources to educate the nation's students about the importance of the census so children can help deliver this message to their families. The program flyer emphasizes that this initiative "will engage America's youth to help ensure every child and every household member is counted in 2010".

It is recommended that the School Board support the U.S. Census Bureau outreach campaigns in our schools, and to collaborate with local government entities in their efforts to promote the participation of all residents in the Census. The District's participation in these efforts is vital to help ensure an accurate and complete count in our community.

**ACTION PROPOSED BY
MS. PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, support the U.S. Census Bureau Outreach Campaign to promote community-wide participation in the 2010 Census, and request the Superintendent to partner with local government entities to assist in these efforts.