



The 2010 Census Is Coming.  
Make Sure Your Students Count!

## The Census in Schools program: It's About Us

The U.S. Census Bureau has created a Census in Schools program called 2010 Census: It's About Us. The program will provide educators with resources to teach the nation's students about the importance of the census so children can help deliver this message to their families. The program will engage America's youth to help ensure every child and every household member is counted in 2010.

## Who will the Census in Schools program reach?

The program will reach the following audiences within the 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands and American Samoa:

- ▲ Every public, private and tribal school, through printed and Web-based materials
- ▲ Home schools, through Web-based materials
- ▲ Students in kindergarten through 12th grade
- ▲ School administrators
- ▲ Teachers
- ▲ Households with school-age children
- ▲ Educational organizations

## What does the Census in Schools program offer educators and students?

- ▲ Age-specific educational materials for students in kindergarten through 12th grade. Materials include: maps displaying population counts and other demographic information; and lesson plans grouped by grade and correlated to national standards for math, geography and language arts. Materials that integrate census information with social studies and community participation also will be available.
- ▲ Kits for principals containing maps, a Census in Schools program brochure, information about online lessons, quick-start teaching guides and family take-home kits.
- ▲ Online resources for teachers, including lesson plans, family take-home kits, event ideas and census data to teach students and their families about the census' role in U.S. history, current events and more. The interactive, user-friendly Census in Schools Web site features memory games, word finds, state facts, coloring pages, research project ideas and more.
- ▲ Opportunities to discuss and practice civic responsibility through five 15-minute lessons, available online, during a Census in Schools Week celebration.



A COMPLETE AND ACCURATE COUNT  
IS IN OUR HANDS.

United States  
**Census**  
**2010**

## 2010 Census Timeline: Key Dates



### April 2009

Every principal in the United States receives a letter announcing the 2010 Census: It's About Us program; Census Bureau and Scholastic Inc. raise awareness of the Census in Schools program among educators so census-related lessons can be integrated into 2009 – 2010 curriculums.



### August 2009

Principals receive Census in Schools program kits in conjunction with the beginning of 2009 – 2010 school year; teachers can access educational digital lessons online.



### January 2010 - March 2010

Schools host their Census in Schools Week celebrations and distribute family take-home pages to encourage census-related conversations at home.



April  
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### April 1, 2010

Schools recognize Census Day with projects, lessons and games available on the Census in Schools Web site.

## What do Census in Schools program lessons entail?

### Lessons are designed to:

- ▲ Familiarize students with the census questionnaire.
- ▲ Help children build map literacy by teaching students how to read different kinds of maps and how to create their own maps.
- ▲ Immerse students in census data and encourage them to collect data on their own.
- ▲ Challenge students to get to know their communities and think about community needs.
- ▲ Make it easy for educators to include the materials in their lesson plans.

## How can you use the Census in Schools program?

### Administrators and educators:

- ▲ Integrate the standards-aligned materials and lesson plans into your curriculum.
- ▲ Teach students about the history and importance of the nation's census and underscore how a complete count benefits their communities.
- ▲ Help students understand that the census is about them, their families and their neighbors, not just about people in other places.
- ▲ Ask Parent Teacher Associations and Parent Teacher Organizations to get involved in raising awareness of the 2010 Census.
- ▲ Spread the news about the 2010 Census through school Web sites, newsletters and parent-teacher conferences.
- ▲ Provide students with family take-home pages to promote participation in the 2010 Census and initiate a family dialogue about the benefits of being counted.

### Educational organizations:

- ▲ Become an official Census Bureau partner for the 2010 Census.
- ▲ Send notices about the Census in Schools program to your members.
- ▲ Publish articles about the program in newsletters and on your organization's Web site.
- ▲ Encourage school administrators to endorse the Census in Schools program nationwide.

**For more information about the Census in Schools program, please visit [census.gov/schools/](http://census.gov/schools/). For more information about the 2010 Census, please visit [2010census.gov](http://2010census.gov).**