

The 2010 Census on Campus Initiative

The 2010 Census on Campus Initiative seeks to educate, engage, and mobilize college and university students, administration, and faculty so that in the 2010 Census, every individual is counted—once, and in the right place.

Required by the Constitution, the census is conducted once every 10 years. Census data affect political representation and direct the distribution of billions of dollars in annual federal funding. In your academic community, census data affect funding for critical services and help shape community decisions for the rest of the decade.

The census counts everyone residing in the United States, and people should be counted where they live and sleep most of the year. However, the highly mobile college student population has historically been hard to count. Consequently, if they are under-represented in the census, students and the academic communities they live in might not receive their fair share of funds and services.

As powerful grassroots organizers, students can have an influential voice in reaching others with the message of the 2010 Census.



With over a million students attending more than 300 academic institutions in New England, Upstate New York, and Puerto Rico, it is critical to engage this diverse and historically hard-to-count population to achieve an accurate count in 2010.



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The Census on Campus Goal:

To establish partnerships with every college and university, engaging the students, administration, and faculty so that in the 2010 Census, every individual is counted—once, and in the right place.

United States
Census
2010

The 2010 Census is important.

Census data affect and inform:

- ▶ College tuition grant and loan programs.
- ▶ Decisions about funding for critical services in your academic community, like transportation, public safety, medical care, and road repairs.
- ▶ Important research done by college faculty, students, librarians, and community leaders.
- ▶ Your voice in Congress and in the state and local community!

Students who participate in the 2010 Census awareness campaign, "Census on Campus," can become civically engaged in their communities and earn valuable resume-building experience.



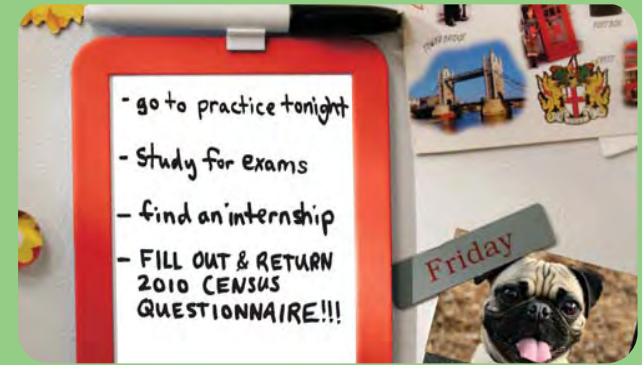
Get involved!

Students – Become a leader at your college or university! Be a part of the 2010 Census awareness campaign:

- ▶ Educate yourself by visiting www.2010census.gov.
- ▶ Distribute census materials through your organizations, clubs, activities, and student media.
- ▶ Post Census 2010 signs or banners in your student unions.
- ▶ Write about the census through social networking sites like Facebook, Twitter, and WordPress.

Faculty – Engage and educate your students about this historic event! Inspire your students to take action and make sure they fill out their census questionnaires. Include key census dates and information on course materials:

- ▶ Syllabi
- ▶ Blackboard pages
- ▶ Websites
- ▶ Blogs



Administrators – You have the ability to reach students with important, necessary information. Why not also participate in this critical undertaking by sharing with students the importance of filling out the census? Post census information on:

- ▶ Your college or university's website, calendar, and Blackboard pages.
- ▶ Key communications about registration, financial aid, and campus-wide events.

For more information on what you can do at your college or university, or to become a census partner, please contact a Census Partnership Specialist at boston.pdsp@census.gov or 617-223-3610.



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