



WESTERN NEW YORK LIBRARY RESOURCES COUNCIL

Questioning existing practices.
Testing new ideas.
WNYLRC: a leader in library innovation.

Census 2020 Resources

From the WNY Library Complete Count Committee:

How can our region's libraries prepare to assist their users?

Census 2020 officially begins April 1, 2020. Households will receive an invitation to participate in the census. Three options will be available to respond: online, by phone, or by mail. Libraries, particularly public libraries, will be on the front lines answering questions, assisting patrons with completing the census online, providing additional information on why the census matters...and it does matter!

The Census will shape how \$675 billion plus dollars in federal funding will be distributed to the states to support necessary programs and infrastructure including schools, roads and highways, natural disaster response, hospitals services, and, most important to libraries, LSTA funding. The Census is required by the U.S. Constitution to determine representation in Congress and the Electoral College (known as reapportionment). This data is also the basis for drawing districts for federal, state, and local offices (known as redistricting). At stake is New York's representation in Congress. It is predicted that we could lose two representatives in the House due to shifting populations and possible undercount particularly in the rural NY areas.

In The Media:

Sheryl Knab and Heidi Ziemer were interviewed by Government Technology magazine about the impact Census 2020 could have on the digital divide: <https://www.govtech.com/network/Could-the-2020-Census-Help-Bridge-the-Digital-Divide.html>

Below are resources that can help your library and your patrons understand the impact of the 2020 Census.

One Stop Resource

[Census 2020 LibGuide](#) (provided by Southeastern New York Library Resources Council)

Tip Sheets

[Census 2020 - Frequently Asked Questions](#)

[Census 2020 - Dos and Don'ts](#) (updated as of 10/25/2019)

[50 Ways Census Data Are Used](#) (From the 2020 Census Complete Count Committee Guide - US Census Bureau)

Census Banners:

These banners were created for a traveling exhibit on Census 2020 that WNYLRC is providing to the state. Please [fill out this form](#) to request the banners for display in your library. The accompanying online exhibit is now available at: <https://nyheritage.org/exhibits>.

You may download these files to create your own banners to display at your library. Banners were created by

Heidi Ziemer (WNYLRC) and Dawn Stanton (BECPL).

[Banner 1](#)

[Banner 2](#)

[Banner 3](#)

[Banner 4](#)

Powerpoints:

WNYLRC held a workshop on October 18, 2019, that included a panel discussion with Q&A. Panelists included:

- Jeff Behler, *Regional Director, New York Regional Office, U.S. Census Bureau*
- Amy Brombos, *Supervisory Partnership Specialist, New York Regional Census Center, Field Division, U.S. Census Bureau*
- David Kraiker, *Data Dissemination & GIS Specialist, Customer Liaison & Marketing Services Office, Data Dissemination and Training Branch, U.S. Census Bureau*
- Mary Jean Jakubowski, *Director, Buffalo & Erie County Public Library*
- Charles Lyons, *Director, Butler Library, Buffalo State College*
- Robert M. Adelman, *Chair, Department of Sociology, University at Buffalo*
- Grace Riario, *Executive Director, Ramapo Catskill Library System (RCLS)*

[Buffalo & Erie County Public Library and the 2020 Census](#)

[Buffalo State and the US Census](#)

[Preparing for Census 2020 In Your Libraries](#)

[Catskills Ramapo Library System and United States Census 2020](#)

[US Census 2020 - US Census Bureau](#)

[We've Got The Numbers! - US Census Bureau](#)

Census Templates

To ensure consistency in messaging among our libraries, use these templates to both increase awareness and encourage your users to complete the census. It also encourages them to view the library as a trusted place for information and completing the census online. You can customize the templates with your own logo. Provided templates are the courtesy of Buffalo & Erie County Public Library.

Logo Masthead Templates:

[Word](#)

[JPG](#)

[PNG](#)

[PDF](#)

[Pub](#)

The Census Is Coming Poster Template

[Word](#)

[Pub](#)

Census Day Poster Template

[Word](#)

[Pub](#)

Get Counted Poster Template

[Word](#)

[Pub](#)

Have You Been Counted? Poster Template

[Word](#)

[Pub](#)

Last Chance To Get Counted! Poster Template

[Word](#)

[Pub](#)

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