



Irene Gomez-Bethke Papers.

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Source

NEEDS ASSESSMENT FOR THE 1990'S

LOS INVISIBLES

SPANISH SPEAKING AFFAIRS COUNCIL

SSAC'S PROPOSED NEEDS ASSESSMENT

In a Nutshell

To help make Minnesota Hispanics more visible, the Council proposes to conduct a one-and-a-half-year assessment of Hispanic needs in Minnesota. This study will begin approximately July 1, 1991 and be completed by December 31, 1992. It will focus on some 20 Minnesota communities where Hispanics are known to live; these communities will be grouped into "clusters" which will be surveyed (using 5 different instruments) by Council research teams. The study throughout will benefit from community participation through a Needs Assessment Committee (NAC) carefully selected to be broadly representative of Minnesota's Hispanic community statewide. Cost of this project will be approximately \$130,000.

SUBJECT COMMUNITIES

20 Metro and Greater Minnesota communities have been selected for this project; these have been divided into 8 "clusters" (each containing as many as 5 communities):

CLUSTER #1 (Watonwon/Blue Earth counties) includes Butterfield, Madelia, and St. James.

CLUSTER #2 (Polk/Clay counties) includes Crookston and Moorhead.

CLUSTER #3 (Freeborn/Mower/Steele/Winona counties) includes Albert Lea, Altura, Austin, Blooming Prairie, and Owatonna.

CLUSTER #4 (Hennepin/Ramsey counties) includes Minneapolis and St. Paul.

CLUSTER #5 (Lyon/Nobles counties) includes Marshall and Worthington.

CLUSTER #6 (Kandiyohi/Renville counties) includes Olivia and Willmar.

CLUSTER #7 (St. Louis County) includes Duluth.

CLUSTER #8 (Le Seur/Mcleod counties) includes Glencoe and Montgomery.

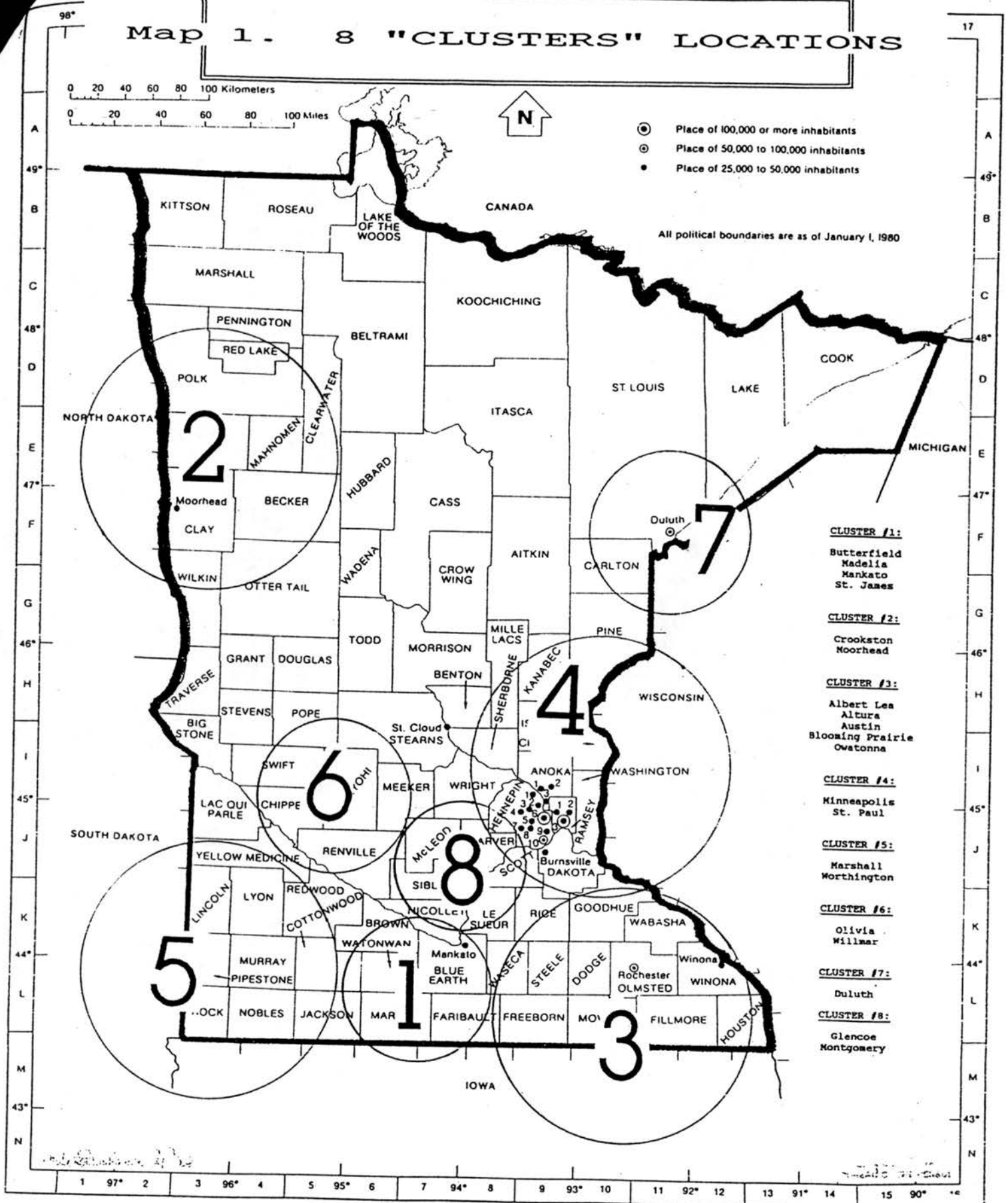
These communities and clusters are shown on Map 1.

THE NEEDS ASSESSMENT COMMITTEE

20 Hispanic community representatives have been invited to guide this project throughout. These representatives, and their affiliations are shown on the following page (Chart B).

SPANISH SPEAKING AFFAIRS COUNCIL

Map 1. 8 "CLUSTERS" LOCATIONS



MAIL to:
IRENE
mnpls
ELCO

TITLE I
MIGRANT EDUCATION PROGRAM
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(202) 260-1164
December 7, 1998

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Office of Educational Services for
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Grimes State Office Building
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REGION III: Delaware, Maryland, New Jersey, Ohio, Pennsylvania, and Washington, D.C.

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REGION V: Alabama, Arkansas, Georgia, Louisiana and Mississippi

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REGION VIII: Texas

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Comments and Recommendations: Interview for CLAC executive director

Technology:

Web site:

AL DIA
Enabling legislation
History
Current issues
Legislative issues
Community calendar
Board member info

E-mail:

Build network
State government
Community based organizations
Print media
Latino employees in all units of government
Councils of Color
Urban Coalition

Software:

For accounting/budgeting
Translating to Spanish
Policy
Tracking systems for systems
For Council activity and motions

Database:

For statewide constituents
Voter registration

Cable:

Tape board meetings
Create TV Program
Seek opportunities to advocate and promote our community

Library:

Ask Latino professors and scholars for info to start and build a library

AL DIA:

New format, color reflective blue, photos, chair's column, profile individuals, profile community based organizations, board reports, legislative process and issues, state and national issues, surveys, statistics on population and profiles of Latinos in all forms of public assistance.

Bilingual Directory: yellow pages listings make it more consumer friendly, improve circulation by marketing, division of sections, etc.

Annual Dinner: recognition to those profiled in AL DIA, individuals who have contributed or assisted our people, volunteers, etc.

Issues:

Welfare aka the move to self-sufficiency, time limitations, food stamps to permanent residents. Migrants, minimum wage, OSHA, human rights, health care, MN Care, language intimidation- in forms, parental participation, asking for info, interpretation services, census, bilingual education.labor shortage: education and training, documentation: false and undocumented. Justice/crime: property, juvenile, hate. Housing, section 8,tenants rights, heat, on and on!

Legislation: We currently have an friendly House, initiatives into bills, legislative sponsors, advocacy to influence public policy, build relationships with all legislators, greater Minnesota invitations to elected and appointed officials, inform and collaborate with the governor and state departments, legislators appointed to the Board.

Who is the Chicano Latino Affairs Council?

Have we carried out our mission?

What is our mission?

Do we have short-long range plans?

Do we have goals and objectives?

What kind of policy is made?

Have we implemented any rural advocacy?

What is our reputation in our community, the mainstream community, with the legislature?

What have we accomplished?

What are we as a Board proud of?

HEALING OUR COMMUNITY

The CLAC must rebuild the stature, standing, integrity of our agency. We have been invisible for too long. Many in the community are disappointed with our record. There have been too many periods of turmoil, lack of accountability, legal questions, and no clear leadership and direction from CLAC.

The most glaring reality is the turnover of executive directors. This is the revolving door theory. We have the potential to be leaders because of our statutory status. What keeps us down?

Is it the the gossip, innuendoes, stories without foundation? It seems that we do not have the ability to build consensus without personalities. Sometimes we seem to invent something that's wrong. We persuade ourselves to believe all manner of falsehood when our self interest guides us.

It is time to do self evaluations. There is a difference between a non-profit board and a state agency. The departments that have direct supervision over our budget are Administration and Finance. They have counseled that we have a lot of flexibility in the budget, but they caution that the test will be if we were audited could we meet **public scrutiny**. The board has done a great deal of travelling. Was it necessary that all board members go? My research indicates a report in writing is due after each trip. Has that been adhered to? The Centro Cultural Chicano celebration at \$75.00 an individual, can that be justified? The fact that there is money in the budget is not a good enough reason for taxpayers. We are planning a move to suite 210 and we have to explain to the legislature why. We

must always justify our existence. To begin with the legislature/governor only appropriate enough to keep us busy and quiet. We have not fared well in the media nor would we if we were audited and investigated. How we clean up?

We have potential. We can have an organization that can excel and flourish. Our team can meet the challenge to be smart, highly motivated, efficient, creative, strategic and visionary. Our organizational culture must change. Let's cultivate a path to appreciate our abilities, increase our self-confidence, nurture each other and to get things done.

As a team, let's make each other look good. Let's build individual capacity, team capacity and organizational capacity. Let's build competence, be responsible, be creditable, be accountable.

And when someone presents us with a complaint we must ask for it in writing and documentation to be fair to all. We can choose to listen and buy into negative thoughts or say to that person take it up with the individual or bring it up at a board meeting. If someone badmouths another then that usually means you also have been ill treated. Let's stop the cycle of bitterness, power struggles, and nasty comments.

We're family, let's care for each other. Let's rejoice when one of us makes it, let's bring each other up when we are down. Whomever the board selects as the next executive director I will do all I can to help them. I am your ally. I will continue to champion our cause.

Respectively submitted (because I was asked to share my thoughts with all board members).

Edwina Garcia
April 26, 1999

Since I came on board, March 15, 1999; I have met with the following people:

Rep. Carlos Mariani

We talked about the current legislative session and the dynamics of being in the minority. We discussed the Governor's budget and the likelihood of a real threat to the most vulnerable of our community, plus the fact that we had to build new alliances to a perceived conservative and unfriendly majority. We came to the conclusion that at this point in the session with committee deadlines being that week; our hope was to be vigilant in monitoring the budget committee. Carlos agreed to help us by alerting us to bad legislation.

Diana Olvedo Munoz, CLAC Board Vice-Chair

Diana gave me some background info on the board. We also talked about board expectations and how we, board and staff, could work and communicate in a more cohesive manner.

Vicki Olivo, Legislative Committee Chair

We met to follow the progress (or lack of) bills going through the legislature. Vicki reported on various bills that had strong potential of hurting our constituency. Mario provided a list of bills, which also needed careful scrutiny.

Children, Families, and Learning, Bilingual Conference

This conference was held at Hamline University for teachers, social workers, and providers. I was the keynote speaker. Carol Quest had attended Centro Legal's annual dinner where my presentation focused on Latinos participation in the community at large. We can be part of the majority world but we should remain true and proud of our heritage.

Jose Trejo, former, first and longest serving executive director for the Spanish Speaking Affairs Council

Jose gave me an extensive history of the council, and the successes and challenges of his tenure. We also spoke of a training session he and Elsa Vega Perez could provide. Jose was extremely helpful in his advice and is always willing to assist us.

Economic Development Budget Division, Sen. Jerry Janezich

See info in AL DIA under Chair's Column.

Councils of Color also highlighted in AL DIA.

Metropolitan Council, State of the Region

The majority of the presentation was on transit and transportation. Our population would benefit greatly with better public transit; it would enable us to go where the jobs are. The most pressing problem is housing; it has reached crisis level. In the metro area 38,000 renter households have income of less than \$30,000 a year. They pay more than 50% of their income for rent or live in severely

Substandard housing.

In the rural areas 146,000 low-income households pay more than 30% of their income for housing. The current annual production of affordable housing units is 1,100 but the need is for 3,000 to 4,000 units.

Rental vacancy rates in the twin cities have fallen from 7% to 1% and housing prices have continued to rise.

The official standard for housing affordability assumes that it will cost 30% of income.

HOUSE visit Rachel and I visited with House members in the retiring room, we also visited with some lobbyists.

Ty Guzman and Alma Garay-Lehn

We had an informal meeting regarding CLAC and Centro. We hope to establish a solid working relationship with Centro and other CBOs.

Dwight Peterson, Dept. of Finance

Rachel and I met with him to discuss the budget and so that I could become informed on some issues that needed clarification.

Irene Gomez-Bethke, Census 2000

We have met several times to discuss the urgency of being counted. Latinos have been reluctant to participate in the census before. Being counted means we can measure the needs our community and receive more aid in money, services, and specifically in pure numbers which can mean presence and political, socio-economic clout. It is important that we become partners in Census 2000. Redistricting will take place in 2000, representation is critical.

League of Women Voters Immigration Community Circle

The LWV is studying this issue.

Jan Larson, Larry Dowdle, Dept. of Administration

Rachel & I met with them to again gain info. They stated we had a healthy balance and Rachel was doing a good job. We ascertained that we could invest in the move to suite 210 by buying furniture, stocking up on supplies, and computer type equipment.

Eduardo Wolle, former executive director

We exchanged ideas about working in rural Minnesota. He is working on numerous projects in his position with the Dept. of Labor & Industry and in collaboration with the U of M. I also asked him for ideas and prospective on the Council. He too offered to assist in any capacity.

Christie Eilers, Office of the Attorney General

Christie introduced me to Bobby Champion, who would also work with the Councils of Color. They would be willing to make a presentation to our board whenever we were at full complement.

Community Focus Ad-hoc Committee

In preparation to meet with the governor's senior team we invited former board members, executive directors, and staff. Only one individual showed up. The folks I spoke to felt alienated; they had no interest in becoming involved again. We had met previously with the other Councils and had agreed that at this time we were not interested in revisiting our mission statute. We are still uncertain as to the political forces and what their agenda may be.

College of St. Catherine

The Latino community was invited to meet with St. Kate's new president. They too want to recruit Latino students and invited us to join efforts in reaching out to all the community.

Meeting with the Governor's team

The meeting was held at the mansion. The councils were in attendance. We introduced them to what we had accomplished and educated them in who we are and how we see our mission. We felt that we indeed made an impression on them, a positive one at that, and we will continue to remain optimistic.

South Hennepin Regional Planning Agency for Human Services

I was invited to facilitate the immigration forum. A large numbers of providers attended. We also had a number of community people including school and local government officials.

Roy Garza, Juanita Vail, La Raza Federation

They want for the Council to set up meetings with the relevant parties to inquire why Latinos were not hired in Ramsey County, the St. Paul School District, and state government. I told them we could help in some capacity, but that I need direction and approval from our board.

Affirmative Action Panel

The Latino and Black students at Hamline School of Law invited us. It was an interesting event. The panelists were diverse, disabled veteran, lesbian who works with HIV people, a university administrator, university professor, and myself.

Centro Cultural Chicano

Attended the event with most of you. I reconnected with a lot of folks. It was a great event.

Instituto de Arte & the City of Richfield

I spoke at the 2nd annual Cinco de Mayo celebration. Richfield's Latino population has increased significantly. Good people, good music, good food.

Windom Open School, Minneapolis

I spoke to students of color for their Cinco de Mayo event. Gloria Rivera who heard me speak at the bilingual conference invited me.

Shelia Scott, attorney

Scott called me to let us know about the employment problems migrants were encountering. We will reconnect after I have an opportunity to visit with Vicki.

Eustolio Benavidez

He came by to visit; Juan was also there as we had a going away party for Jessica. We were not able to talk as long as we had planned; nevertheless we did talk about his job.

Grant writing – Rochester

The MN Council of non-profits sponsored this training. Elsa Vega Perez was one of the presenters; she was the most knowledgeable of the participants. Rachel and I learned a great deal. This event was free.

Judy Plante, Dept. of Administration

Judy explained the services they provided in terms of training. Some can be done with the state picking up the tab, others we would have to pay for.

Yusef Mgeni, Urban Coalition

We spoke regarding ways we could work together in terms building alliances and coalitions. Some of the ideas we tossed around were to meet with them and the other councils on a monthly basis.

Upcoming meetings and events:

Ty Guzman, Centro Cultural Chicano
Jesse Bethke, CLUES
Paul Carrizales, HACER
Ramona Rosales, St. Thomas
Rafael Ortega, Commissioner Ramsey County
Diane White, MN Planning
Star & Tribune, Maria Elena Baca
News Night MN. , Channel 2
Ray Romero, DNR
Sam Magavern, Legal Aid Society
Mario Anchondo, Education Program

>
> Greetings Liza,
>
> Let me introduce myself as Mario Santos Anchondo Vargas. Currently, I hold
> the position of Executive Director of the Minnesota Hispanic Education
> Program. I have lived in Minnesota for roughly seven years - though only a
> short portion of that time has been spent in the metro area. I currently
> participate in a number of advisory committees in and out of the Latino
> community. One of those committees is the U.S. Census 2000 Minneapolis
> Count committee. About a month and half ago, I had a meeting with Paul
> Carrizales from HACER regarding the Census 2000.
>
> Paul and I first met last year at a Census 2000 presentation co-hosted by
> CreArte and HACER in south Minneapolis. The topic of discussion at that
> meeting was the need for a Latino Census organized effort to ensure a
> proper count in our community. In March, Paul, Teresa Chapa (CLUES), Raul
> Garza (CLUES), and I (CLUES at the time) had a brief meeting regarding the
> piloting an initiative in our community. Since then, CLUES has made it
> clear that they want to be involved.
>
> At our April meeting, Paul and I discussed possible Latino community
> leaders, as prospective members of a Latino taskforce, to lead a Census
> 2000 Latino Awareness Campaign in urban and rural Minnesota. You were
> mentioned as someone who could possibly be interested. Paul emphasised
> marketing as one of your strenghts and contributions for the initiative.
> Paul also mentioned that you currently chair the Board of Directors of the
> Latino Leadership Association. I'm wondering if this group would be
> particularly interested in the Census 2000 and in ensuring its success. I
> would be interested in meeting with this group to present the initiative
> and to recruit prospective taskforce members. I'm hoping that new ideas
> would emerge out of the presentation.
>
> In addition, Irene Bethke-Gomez and I had a similar conversation shortly
> after a Census 2000 Minneapolis Count committee meeting. I'm sure that
> your aware that Irene is now working for the Federal Government as a
> Community Partnership Specialist. Irene has been been our voice in both
> Minneapolis and St. Paul count committees. Irene also had a Census 2000
> table at the Cinco de Mayo celebration in St. Paul.
>
> I'm anticipating for the first taskforce meeting to be late in June early
> July. Your thoughts and recommendations would be greatly appreciated.
> Should you have any questions, please feel free to contact me at (651)
> 917-1913. Hasta pronto.
>
> mario
>
> P.S. Lunch sometime?
>
>
>
>
>
>
>

6-11-99

Irene

this is an FYI

Mario

Subject: TCPLN FW: Volunteer opportunities

Date: Tue, 25 May 1999 08:35:45 -0500

From: "Etienne, Liza" <Liza.C.Etienne@Norwest.com>

CC: "asanchez@pressenter.com" <asanchez@pressenter.com>

Casa de Esperanza -- a shelter for battered women, is looking for volunteers to work on an event planning committee and serve on their board.

The committee has been developed to plan a Fiesta Latina event to raise awareness for Casa de Esperanza.

Some of the folks on this committee include: Cargill (three volunteers), Honeywell (two volunteers), General Mills (one volunteer), Allina (two volunteers), US West (one volunteer) the administrator of Hennepin County, Sandra Vargas, and three community people.

Responsibilities: event planning and promotion

The current board is comprised of:

Andrea Aragon -- chair

Nancy "Rusty" Barcelo -- vice-chair

Peg Thomas -- treasurer

Lori-Anne Williams -- secretary

Other directors include;

Maritiza Mariani, Diana Villareal, Rosana Machado, Lori Guzman,
Oliver Williams, Michael Garcia, Sonia Davila, and Marina
Lyon

If you are interested in volunteering for their board or for their event, please contact Amy Sanchez at: asanchez@pressenter.com

Liza Etienne

Norwest, Midwest Communications

MS 1006

phone: 612.316.2447

fax: 612.667.9555

Subject: RE: saludos

Date: Mon, 24 May 1999 15:49:16 -0500

From: "Etienne, Liza" <Liza.C.Etienne@Norwest.com>

To: 'Mario Anchondo' <santos@uswest.net>

I believe it is a big issue for those in corporate too because we want to make sure that our ad dollars are spent appropriately and that we truly are meeting the needs of our Hispanic customers. It would also help our companies in determining whether our diversity recruitment initiatives are working.

Unfortunately, I have to pass on being part of the decision making process, because I don't have the time to attend additional meetings. I work full-time and I'm in grad school and on the leadership board of our internal Latino Resource Group at Norwest and the Twin Cities Professional Latino Network (TCPLN -- the one Paul was talking about).

I can help you with marketing collateral or get you names of people that can help.

More good contacts --

Rick Aguilar (hosts the Hispanic Marketing conference)
aguilarp@uswest.net
Luis Fitch (started his own Hispanic ad agency) luis@fitchdesign.com
Claudia Majuri (works for CREO international -- another ad agency)
cmajuri@martinwilliams.com
Miguel Ramos (Riverview Times) Ammultiv@aol.com
Mario Duarte (La Prensa) laprensa@winter.net
Abner Arauza (Notas Latinas) arauza@mhd1.moorhead.msus.edu
Adolfo Cardona (another Latino newspaper) adolfocardona@usa.net
Ruben Rosario (Pioneer Press) rrosario@pioneerpress.com
Maya Santamaria (Sabor Tropical) maya@mtn.org
Alex Trujillo (Latino Artist Group) ATrujillo@aol.com
Brenda Maldonado (Yamamoto Moss -- another ad agency)
bmaldonado@yamamoto-moss.com
Susan Bissonette (Transtop -- bus shelters) sbissonette@transtop.com

If you need funding:

Sarah Hernandez at Honeywell sarah.hernandez@corp.honeywell.com
Monica Bryand at St. Paul Companies Monica.Bryand@stpaul.com
Ruby Lee (St Paul Foundation) arl@tspf.com
Elsa Vega Perez (El Fondo) evega-perez@bremer.com

Latino employers:

Juan Rivas @ McDonald's (Teresa knows him well) -- I would guess that McDonald's is probably the largest employer of Latinos in the state and Juan works in their HR department.

I'm usually open for lunch but I'm confined to downtown Minneapolis. Let me know when and where and we can talk about it further.

Our next TCPLN meeting is in July. I'll add you to our e-mail distribution list.

Liza Etienne
Norwest, Midwest Communications
MS 1006
phone: 612.316.2447
fax: 612.667.9555

> -----
> From: Mario Anchondo
> Sent: Monday, May 24, 1999 2:59 PM
> To: liza.c.etienne@norwest.com
> Cc: hacer@tc.umn.edu
> Subject: saludos

ACTIVITIES REPORT
HISPANIC CENSUS CAMPAIGN

PREPARED FOR
RAUL DE ANDA, ACTING EXECUTIVE DIRECTOR
SPANISH SPEAKING AFFAIRS COUNCIL
506 RICE STREET
SAINT PAUL, MN 55103

BY
ADAM ACOSTA, CENSUS COORDINATOR
SPANISH SPEAKING AFFAIRS COUNCIL

May 18, 1990

Adam Acosta, Census Coordinator
Spanish Speaking Affairs Council

Raul De Anda, Acting Executive Director
Spanish Speaking Affairs Council
506 Rice Street
Saint Paul, MN 55103

Raul De Anda:

Here is the Hispanic Census Campaign activities and assessment report you requested; briefly outlining Spanish Speaking Affairs Council's (SSAC) involvement, while evaluating participation and response throughout Minnesota.

The report shows that although participation and response was greater within some areas and organizations, overall it was very good. Therefore SSAC's efforts, in promoting census awareness within the Hispanic communities and the public in general, must be termed a success.

I am very happy to have been a part of this very worthwhile campaign, and of having the opportunity to prepare this report for you.

Sincerely,

Adam Acosta, Census Coordinator
Spanish Speaking Affairs Council

EXECUTIVE SUMMARY

Hispanics are the second largest ethnic minority group in the U.S. They will also become the largest minority group in the nation within the next 30 years. Their rapid numerical increases and youthfulness means that the nation will become increasingly dependent upon them as service providers, taxpayers, and consumers. It is imperative then, that we the Hispanics of Minnesota stand up and be counted so that we together with all other residents of Hispanic origin, in this great country of ours, can avail ourselves of all social, economical, and political benefits rightfully just and due to us.

It is the task of the U.S. Census Bureau to provide the U.S. Federal Government with a complete and accurate count of all U.S. residents every ten years. Unfortunately, despite the efforts of the U.S. Census Bureau, minorities have historically gone severely undercounted. This presents a difficult and quasi complex problem which must be addressed for the purpose of reapportionment and allocation of Federal revenue - sharing dollars.

In a study conducted by the Spanish Speaking Affairs Council (SSAC), it was found that Minnesota's Hispanic Community has indeed gone undercounted, and that the percentage of the undercount far exceeds that at the national level. It was at this point that SSAC saw cause for concern and alarm, and decided to call upon its constituents to arm themselves with information about how the census works. SSAC called upon its constituents to organize, and to share information which would help Hispanics statewide understand the process. SSAC called for a singlemindedly campaign for a complete and accurate count in 1990. And finally SSAC called for a mutually supportive partnership in which Federal and State authorities, agencies, and members of the Hispanic community work together to solve a difficult and complex problem.

SSAC strategized, developed, and implemented a two pronged plan designed to directly and indirectly promote census awareness to Minnesota's Hispanic community. The plan was targeted but not limited to Hispanics, and was seen as the best workable solution to the problem.

The first prong (Direct contacts campaign) consisted of organized face to face contact with Hispanic organizations, agencies, and community leaders across the state. Through efforts of its own staff, U.S. Census Bureau staff, and the help of community volunteers, SSAC directed its campaign through four components; 1. Special events, 2. Workshops/network meetings, 3. Hispanic Community organizations, and agencies, and 4. Telephone banks at census time.

Throughout the implementation of the first prong, SSAC's efforts proved to be very rewarding. Hispanics from Duluth to East Grand Forks, Rochester to Worthington, Albert Lea to Bemidji, Moorhead, Crookston, Willmar, Marshall, Mankato, St. James, Medelia, Winnebago, Owatonna, Blooming Prairie, Northfield, the Metro Area and from many more towns and localities in Minnesota, came forth to join SSAC during its Hispanic census awareness campaign.

The success of SSAC's first prong (Direct Contacts Campaign) is further exemplified by the hundreds of volunteer workers who came forth to answer the call for action. Minnesota's Hispanic community must be commended for its performance and hard work toward making the 1990 census campaign a success.

The second prong (Indirect-Contact Campaign) consisted of communicating indirectly with Hispanics through multi-media messages, both electronic and printed. The messages were designed to be culturally sensitive and linguistically appropriate so as to compliment the efforts of SSAC's direct contact volunteers. Indirect Contact Components consisted of: 1. Television, 2. Newspaper, 3. SSAC's Newsletter Al Dia, 4. Radio, 5. Other printed media, 6. Direct mail.

Here again SSAC's efforts to implement the second prong proved to be rewarding and the second prong must, like the first prong, be termed to have been successful. Several PSA tapes formatted with different approaches to the message were produced locally and nationally, and aired on statewide T.V. stations.

Newspapers throughout the state printed articles on SSAC's involvement in promoting Hispanic census awareness in their localities. Visiones De La Roza, a monthly edition was extremely helpful in carrying the message from start to finish of SSAC's census campaign. Al Dia newsletter also was very helpful in promoting Hispanic census awareness.

Radio proved to be a terrific vehicle by which to carry the message. Here again, many Hispanic radio announcers came forth to answer the call for action. Abner Arauza of Moorhead, Bob Duenes of Owatonna, Nino Perez of Mankato, Mario Duarte, Eddie Sandoval, and Willie Dominguez all of the Metro Area, and many more Hispanics throughout Minnesota found spots on their programs for an important message. Bulletines were printed by SSAC, and distributed through churches. Direct mail distribution was provided by many social services offices. And so to all those who worked so hard in the second prong, SSAC commends you for your untiring efforts and dedication.,

The census is not over, and the primary results will not be known until sometime in December. However, it is the opinion of Hispanic leaders and volunteer workers throughout Minnesota, that all possible was done, with the resources available, to insure the most possible accurate and complete count of the Hispanic community in Minnesota.

RECOMMENDATIONS:

A. Direct-Contacts Campaign:

1. Special-Events and Booths

Assistance and guidance should be provided to communities and localities which have little or no experience in promoting a social gathering or function.

SSAC should work jointly with the census bureau to insure timely availability of promotional and informative materials.

Bureau of the census staff should be included when making first time presentations to Hispanic organizations and agencies.

2. Workshop/Network Meetings

First time meetings with Hispanic organizations, agencies, and leaders should be held a full year prior to the census day target date. Educational packetts and promotional materials should be provided at this time.

3. Hispanic Community Organizations

SSAC should work jointly with Hispanic Community organizations toward organizing a campaign tailored to their area and needs.

B. Indirect-Contacts Campaign:

1. Television

Production of PSA tapes should begin at least one year prior to the census day target date.

2. Newspaper

Contact should be made with the newspaper office staff whenever SSAC is making a presentation aimed at promoting census awareness.

3. SSAC's Newsletter Al Dia

Al Dia should provide space in its publication for monthly census articles at least one year prior to census day target date.

It would be advisable to borrow Visiones De La Raza's mailing list to increase circulation on the Hispanic Census Awareness Campaign.

4. Radio

SSAC should call upon its constituents, Hispanic agencies, and organizations to mail in letters supporting all Hispanic programs now airing on stations throughout Minnesota. Hopefully this will help increase the amount of radio air time now enjoyed by Minnesota's Hispanic community.

5. Other Printed Media

SSAC should continue to secure funding so as to insure the printing of educational and promotional materials tailored to its needs.

6. Direct Mail

An all out effort should be made by all Hispanic agencies and organizations, providing services to Hispanics, to include light-weight census materials in their mailing. County social service departments should also be included.

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ACTIVITIES REPORT

Hispanic Census Campaign

1. The Why and How of This Report

This report will briefly outline the Spanish Speaking Affairs Council's (SSAC's) role and participation in the 1990 census campaign. It assesses and evaluates the efforts of both SSAC and its statewide network of Hispanic community volunteers to determine whether the Hispanic census awareness campaign can be termed a success.

The information for this report was compiled from casual and informal conversation with Hispanic community leaders in professional as well as non-professional occupations, and from census related publications. These sources provided the foundation on which this report is based and the necessary details on which to draw a conclusion.

Recommendation for the planning and implementation phases of future census campaigns stems from personal observation as well as from input provided by (Hispanic) census volunteer workers throughout greater Minnesota.

2. Limitations

This report is intended for the sole use of the Spanish Speaking Affairs Council. Its purpose is to provide a foundation on which to base the planning and strategizing phases of future Hispanic census awareness campaigns. This report uses data and information gathered through casual and informal conversation. It does not make use of documented statistical information and should be used only for its sole purpose.

3. Introduction

Historically, despite the efforts of the U.S. Census Bureau, minority groups have gone undercounted. In 1980, for example, it was estimated that nationally the undercount for the general population was well below one percent, while for Hispanics and blacks the estimated undercount was seven percent (24).

An undercount deprives the state of Minnesota of a substantial amount in Federal resources. The Census Bureau estimates that for every one percent of Minnesota's population that has gone uncounted, the state has lost \$1,000,000 in Federal revenues per year since 1970. An undercount also deprives the Hispanic community of accurate data needed to improve its socio-economic status (Research Unit-Spanish Speaking Affairs Council).

In a study of the Hispanic community in Minnesota, the Spanish Speaking Affairs Council (SSAC) found the undercount to be even more inaccurate than that at the national level. In the report Minnesota's Hispanics At A Glance, a March 1989, Summary Edition of Minnesota's Hispanic Community: A Profile, SSAC indicates that the undercount of Hispanics in Minnesota could be as high as 20,000.

The severity of the undercount and potential loss in social, economical, and political benefits to the Hispanic community as well as to the state of Minnesota was cause for concern to SSAC.

4. A Beginning

The results of the census will have a profound effect on Minnesota's Hispanic community throughout the decade which lies ahead. So in January of 1989 SSAC committed itself to addressing the problem of the undercount; and began organizing and planning what was to be Minnesota's first Hispanic Census Awareness Campaign.

Early promotional efforts included enlisting the support of Hispanic organizations and agencies in the Metro area, the production of a demographic study of the states Hispanic community, and organization of a working partnership between Hispanic, State, and Federal organizations and agencies.

By January of 1990 much of the ground work had been done in the Metro area; The partnership was well organized and the individual partners were beginning to carry out their expected role in the 1990 Census Campaign.

In January of 1990, a Consultant/Census Coordinator was contracted by SSAC. His purpose would be to establish a network of Hispanic leaders and volunteers throughout Greater Minnesota, and to coordinate, monitor, and continue SSAC's efforts to promote Census Awareness to Hispanics statewide.

5. A State Wide Campaign

In January of 1990, SSAC reinforced its efforts to insure a complete count of Hispanics in Minnesota by carrying the message Hagase Contar; El Censo No Es La Imigra to Hispanic communities throughout the state. Cities and towns having a high concentration of Hispanics were targeted and employed as the vehicle by which to carry the message to their surrounding communities. A brief report on cities and towns that actively participated in the Hispanic Census Awareness Campaign follows below. Although there are many only those visited by SSAC staff will be listed, and for this we apologize. The cities and towns will follow in alphabetical order for no reason other than to facilitate quick reference.

6. Albert Lea

Albert Lea is a town with a population of about 20,000. It is well known for its ability to attract industry and provides jobs for a large work force living in surrounding farm communities. Hispanics started to settle in Albert Lea as far back as 1920 and have grown rapidly in numbers. It is estimated that the number of Hispanics living in Albert Lea and surrounding areas is about 1,000. SSAC made three trips to Albert Lea. The purpose of the first trip was to meet with Hispanic leaders and local officials, and to organize a volunteer census committee. The purpose of the second trip was to make a presentation at a Hispanic workshop attended by more than 300 Hispanics. The third trip was to promote the Its Not To Late To Be Counted phase of the census campaign and to reinforce SSAC's efforts in the campaign. All three trips were termed a great success. The Hispanic community is well organized and conducted a well planned and structured campaign. Albert Lea has high regards for SSAC. Some of this is because of SSAC's Hispanic leadership program through which many (now) Hispanic leaders became familiar with SSAC.

7. Blooming Prairie

Blooming Prairie is a small town of about 3000. Its main industry is farming, but many residents work in Albert Lea, Owatonna, or Austin. Total number of Hispanics living in Blooming Prairie is said to be about 300. Three trips were made to Blooming Prairie. The first was to set up a census volunteer committee. The second trip was to make a presentation to about 60 people attending one of their monthly social gatherings. The third trip at which time Albert Lea and Owatonna were also covered was to promote the Its Not To Late To Be Counted part of the census campaign. Blooming Prairie's Hispanic community is also well organized and did much to promote the census in its town as well as in its surrounding communities. The Minnesota Migrant Council is well established in this town, but very little if anything at all is said about SSAC. This is somewhat surprising when one stops to consider that Vicky Olivo, an ex-board member lives there.

8. Crookston

Crookston is a small town, population not known, which attracts many migrant farm workers. For the size of the town, it has its fair share of Hispanics. Two trips were made to Crookston. On the first trip a presentation was made at a care shelter. The presentation was well received and Brother Bill McDonald proved to be very helpful in promoting the census campaign. More materials were provided during the second trip and the importance of the census was re-emphasized. Crookston I'm sure, with the help of

Brother Bill and Tony Martinez, did a fine job on their census campaign. Crookston has, at this time, high regards for SSAC. Diana Chapa who now works in East Grand Forks and who once held Brother Bills job is a product of SSAC's Hispanic Leadership Program. Diana Chapa was very helpfull with the census campaign in her area, and proved herself to be a real leader. Hispanics in Crookston are very unorganized at this time. In fact, it seems that although the Crookston, Moorhead, and East Grand Forks area has many Hispanics with leadership qualities, not one of them has started to organize the Hispanic community.

9. Duluth

Duluth has a population of about 92,000. There are quite a few Hispanics in Duluth and its surrounding area. Most Hispanics are sparcelly populated and tend to have professional occupations. Sam Martinez was SSAC's contact in Duluth. Two trips were made to meet with Sam. During these trips the Census Bureau was also visited for the purpose of offering our help with the recruitment of Hispanic census workers. We got very poor response from the Census Bureau. They made no effort to contact Sam even though he had volunteered his services. In spite of this Sam continued to seek out Hispanic volunteers to help promote the census to Hispanics in Duluth and surrounding communities. He also sent in people to apply for jobs with the Census Bureau. Of those people Sam sent in to apply, seven qualified for employment. Still the Census Bureau did not see fit to hire Hispanics. Sam Martinez must be commended for doing such a fine job in promoting the census in his area inspite of the lack of cooperation from the Census Bureau. Hispanics are not organized as such in Duluth, but there are small groups who do get together frequently for the purpose of socializing. Not many Hispanics know of SSAC in Duluth, and those that do seem to think that SSAC comes around only when it needs something from the Hispanic community.

10. Mankato

Mankato's population numbers about 26,000. It is estimated that about 400 Hispanic make their home there. Two trips were made to Mankato. The purpose of the first trip was to set up a census volunteer committee. Antonia Zaragosa and Nino Perez took over from there. Antonia did much to promote the census by seeking out other volunteers to carry the message and distribute materials, while Nino relied on the air waves (his radio program) to carry the message. The second trip was made to stress the need for the Its Not To Late To Be Counted phase of the campaign, and to pay a visit to the Census Bureau. Mankato's Hispanic Census Campaign can only be termed a success. The Hispanic community is not well organized, but Hispanic leaders do a good job of keeping the community informed. Little is known about SSAC or its function

at the state level, and some residents believe SSAC is just another agency created for the purpose of pacifying the Hispanic community.

11. Metro Area-Minneapolis, St. Paul

Much was done to promote the Hispanic census campaign in this area. About 70% of Minnesota's Hispanic population lives in the Metro area. Hispanics in the Metro area are well organized, and the area serves as home to many agencies and organizations providing local and state-wide services to Hispanics. SSAC is regarded by many as being the most prestigious Hispanic agency in the state, and this provided credibility wherever the effort was made to promote Hispanic census awareness. During the campaign numerous presentations were made to schools, places of employment, churches, clubs, organizations, and the list could go on and on. Two major events were held, and the number of people attending was estimated to be about 1000. At the Our Lady of Guadalupe Church Event a mariachi group was retained to provide Hispanic music while coffee and rolls were served after church services. Presentations were made to a group of about 250 to 300 people after each service. At a census dance held at Centro Cultural Chicano about 400 people attended. Here the public was urged to fill out their census forms. Materials were passed out by the box full at each of these events and local officials and Hispanic leaders addressed the public in support of SSAC's campaign. I am confident that Hispanics in the Metro area will respond favorably to the census by mailing in their questionnaires.

12. Moorhead-East Grand Forks

Moorhead and East Grand Forks Hispanic leaders worked jointly to promote census awareness in the Red River Valley area. Three trips were made by SSAC to this area for the purpose of enlisting support in promoting the census in Hispanic communities. Although Hispanics are not organized in this area, there is some structure which forms the basis for informal organization. Abner Arauza provided time on his radio program for promotional messages. Social Services included light-weight census materials in their mail to clients both in Moorhead and in East Grand Forks. Diana Chapa sought out telephone volunteers and distributed materials. Ted Guerrero also distributed materials at Hispanic dances which he promotes. Tony Martinez was a key person in promoting the census while serving in his position with the Census Bureau. Josie Gonzalez handed out packets of census materials along with a verbal reminder to all her clients. When the final figures are in, I'm sure that this area will make a good showing. This area has high regards for SSAC. Again this is due in part to the Hispanic leadership program.

13. Rochester

Rochester like Duluth is a highly professional city. Hispanics feel no real need to organize. However, Jessie Jimenez was SSAC's contact here and he recruited volunteers to distribute materials and carry the message by phone. There are a good number of Hispanics living in Rochester and it is my belief that they will respond to the census with full cooperation. SSAC is not all that popular in this area. Many people in this area have never heard of SSAC, and even Jessie had misconception of the function and purpose which SSAC serves.

14. St. James, Medlia

St. James and Medlia are small farm towns which have a large migrant influx in the summer. It is estimated that about 400 Hispanics reside permanently in this area. The Hispanic community is growing rapidly in numbers and as a result is experiencing some open discrimination from the Anglo community. The Migrant Council has an office in this town headed by John De La Cruz who together with Nino Perez and Sister Rosanne provided much of the leg work needed to promote the census campaign. A joint presentation sponsored by Mankato, Medelia, and St. James was held in Medelia. About 40 Hispanics attended, and I left feeling confident that the importance of the census would be relayed to the community. SSAC traveled to St. James a second time to reinforce the communities efforts to promote the census awareness. SSAC was told that all was going well and that the Minnesota Migrant Council was helping many Hispanics fill out their questionnaires. There is no doubt in my mind but what this community has responded very well to the census campaign. Many residents in this area have never heard of SSAC and therefore have neither good nor bad to say. Here again this seems rather strange because it happens that another ex-board member lives here.

15. Willmar

Willmars population numbers about 18,000. Hispanics have experienced a tremendous growth rate within the last 3 years and now count about 2,500 permanent residents. It is estimated that this number fluctuates to as high as 4,000 during the peak of what they term the migrant season. Willmar Hispanic community leaders along with Kathy Hau, a school principal, played a very active role in promoting Hispanic census awareness in their community. Although there is no formal organization of Hispanics in Willmar, the task of organizing for the purpose of promoting census awareness to the Hispanic community was carried out with the professionalism of experts. Kathy Haug, Adrian Jimenez, Roberto and Elvira Trevino stand to be commended for the excellent job they did in organizing the volunteer workers for the census campaign. Three trips were made by SSAC to Willmar. The first trip

was made with the purpose of organizing the Hispanic leaders who would carry the load of promoting the census in their area. The second trip was made to give a presentation at Lincoln High School. And the third trip was mainly to reinforce and support the communities efforts in promoting Hispanic census awareness. Willmar was so well organized that they even produced and aired their own PSA tape. I expect the response of the Hispanic community to the census to be very positive.

16. Campaign Effectiveness

The Hispanic census awareness campaign consisted of many different activities outlined in Minnesota 1990 Hispanic Census Campaign. The plan of action is good and sound and therefore basically it was followed and carried out. The plan employs many methods by which to reach the Hispanic community. If in some areas the Hispanic Census Campaign was weaker the plan should not be faulted. Rather, it was the inability of that area to choose a method from the plan that could better serve its needs. More often than not the inability stems from a lack of money. Such is the case with Duluth and Rochester. In both areas Hispanics tend to have professional occupations, and do not live close to one another. The Hispanic population is scattered and not organized. This poses a problem when it comes time to call a gathering for the purpose of a presentation. In these cities, Radio, Television, or the print media would have been methods by which to get the message out to Hispanics. Unfortunately these methods cost money, and money is always a problem. Especially when you expect volunteer workers to provide it.

17. Census Bureau Strengths

Recently the Census Bureau has been the object of much criticism. It is this criticism that makes it rather difficult not to be subjective when looking for its strengths. If on the other hand I'm to be objective and open minded then I must say that two things come to my mind when it comes to assessing its strengths. One, the Census Bureau did make an attempt (through its regional offices) to pacify SSAC when it called to their attention the fact that some districts in Minnesota had not employed Hispanics. And two, it had the good sense to hire Aloyda Zaragosa, and Tony Martinez, who were so instrumental in the hiring of Hispanics in their districts. Aloyda was instrumental in the hiring of Hispanics even at the state level. Aloyda provided much credibility to my presentations outstate when I would introduce her as an employee of the U.S. Census Bureau. She made many trips throughout Minnesota with me, and I must say that the Hispanic community should be proud of her. In all fairness it must be said that there are many employees of the U.S. Census Bureau who gave SSAC their undivided attention, and fullest cooperation.

Janice Meyers (District Manager from Mankato) is one such person. Ted Pfohl (District Manager from Moorhead) is another. And then there is Margo Schlosser (District Manager from Coon Rapids), and Marty Kramer (District Manager from Minneapolis), and many other staff employees who were always there to help.

18. Census Bureau Weakness

It is recognized that the Census Bureau has a big job to do. Nevertheless, mistakes were made and the public has the right to criticize. Joe Mancias, Jr., Director of the Census Bureau Promotion office at the Census Bureau made a decision to wait until January to release the bilingual promotional materials (30). In the article The Business of Counting Hispanics Mancias makes the statement "I'm trying to focus the national information campaign in March, April, and May, when the retention rate of the information will be the greatest. Now this is not just a mistake. To Hispanics it's a catastrophe. What good are materials in May when for many of us the campaign was over with in April. Prior to April SSAC would have paid to get its hands on materials. Then all of a sudden in April SSAC was up to its eye balls and elbows in materials. The Census Bureau deserves all the criticism it gets on this one.

The Rochester and Duluth districts had a real problem with hiring Hispanics. Now it wasn't because they couldn't recruit them. They had all kinds of qualified Hispanic applicants to choose from. It wasn't because they just weren't hiring, this is well into April I'm talking about, and they were sure hiring in other districts then! The answer they provided to our questions of why the reluctance to hire Hispanics was that they were color blind when calling up names for hire and that they simply couldn't call names up dependent on their last names. Now does this make sense in light of the fact that we were told that it was desirable to hire employees on a representative share of the community, or in other words that Hispanics would be hired in communities where there was a high concentration of Hispanics. To me it seems that these districts were not color blind at all in the selection process. Rather, it seems that their ability to distinguish difference of color was even greater than that with which most people are born. Yes Mistakes were made, but then we all make mistakes. The question is do we learn from our mistakes? Or rather, will the Census Bureau learn from its mistakes?

19. A final Analysis

In the final analysis SSAC's Minnesota 1990 Hispanic Census Campaign must be termed a success. To many of us it was a real experience as well as a first time experience. Many organizations and agencies devoted time, effort, and even money toward making the Minnesota 1990 Hispanic Census Campaign a success. Centro Cultural Chicano

stands to be commended for its contribution to this cause, as does Clues, Minnesota Migrant Council, Freeborn County Community Action Agency. Our Lady of Guadalupe Church, and many more I'm sure all throughout the state stand to be commended for their untiring efforts and dedication.

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(612) 291-6527

Laura Hutton
Metropolitan Council
Mears Park Centre, 230 E. 5th St.
St. Paul, MN 55101
(612) 291-6579

Lisa Freeze
c/o Dept. of Planning &
Economical Development
25 West Fourth Street
St. Paul, MN 55102
(612) 228-3270

Rod Swenson
333 Sibely Street
St. Paul, MN 55101
(612) 228-9788

Richard Vallegos
450 North Syndicato Suite 250
St. Paul, MN 55104
(612) 647-0384

Ian Tobias Thompson
Minnesota Migrant Council
220 South Robert Street
St. Paul, MN 55107
(612) 222-2121

St. Paul

Estalio Benevides
Neighborhood House Association
1;79 East Robie Street
St. Paul, MN 55107
(612) 227-9291

Sam Verdega
Concord Street Business Association
176 Concord St.
St. Paul, MN 55107
(612) 622-6347

Estalio Benevides
Neighborhood

Willmar

Kathy Haug
Lincoln Elementary
Willmar, MN 56201
(612) 235-1058

Adrian J. Garcia
P.O.Box 290, First Street
and Willmar Ave.
Willmar, MN 56201
(612) 235-5740

Robert Trevino & Wife
Willmar Technical College
Willmar, MN 56201
(612) 235-5114

Elvira Trevino
714 Southeast 4th St.
Willmar, MN 56201
(612) 235-4910

WORKS CITED

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Hispanic Jan./Feb. 1990: 24-30

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MIGRANT AND SEASONAL

FARM WORKERS COUNT

CONFERENCE

CENSUS 2000 OVERVIEW

**SHERATON RESTON HOTEL
RESTON, VA**

DECEMBER 7, 1998



Census 2000 Overview

Today's Topics

- ✓ The Importance of Census 2000
- ✓ Improving the Census
- ✓ Strategies to Include Migrant and Seasonal Farm Workers

Call test
Re: B. 8
Dec. 28 98

Keneth Prewitt: Census is a program that "belongs to people"
Unique role - Census in General
Strategies: Advisory, Mobilize Agency
* Council of colors → Immigrants (new)
① * 2 separate Censuses - (1st time in history)
② Intrusion in Scientific / Tech. system.
Justice: "Not to be counted - Not to be noticed." Social dynamic. "How will Census do this? (Language, Fear etc)"

Preston J. Waite: Census 2000 Plan
② No one has access to individual info including: Police, Emp. Courts, INS, Military, IRS, Welfare Agents, etc.
Fines / imprisonment
① Improvements: Master address
File 2. Marketing Campaign
3. More Effective Mail out / Mail Back
4. Statistical Sampling.

The Importance of Census 2000

Census 2000 Will:

- ✓ Account for each person
- ✓ Apportion each respondent to a geographic location
- ✓ Shape the distribution of political power and federal funding

Census 2000

Census Information is Confidential

- ✓ Cannot be used to identify individuals
- ✓ No one has access to individual information, including:
 - ✓ Police, Employers, Courts, INS, Military, IRS, Welfare Agents, Housing Inspectors, etc.
- ✓ Fines and imprisonment

Preston J. Waite Census 2000 Plan
Confidentiality / Improvements
Stats. to include Migrant / Seasonal
FWKs. Account for each person
② Apportion each respondent to a geo-
graphic location ③ Shape the distrib.
of political power and federal &
environment. \$ allocated via
Census Count. Housing, Educat.
Legal Services. Census information
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Ilene Jacobs

Census 2000

Improvements to the Census

- ✓ Comprehensive Master Address File
- ✓ Marketing Campaign
- ✓ More Effective Mail Out / Mail Back
- ✓ Statistical Sampling

① Language important to
Census Partnership
Program essential to
Success of Census.

Census 2000

Enhancements to Census 2000

- ✓ Master Address File
- ✓ Census 2000 Language Program
- ✓ Group Quarters Operation
- ✓ Other Operations
- ✓ Census 2000 Partnership Program

house level - Hispanic
350 people over country
150 Media Specialists
- Improve mail drop rate.
- Reduce differential undercount
Amphite Count Committee
CBO's
Religious Initiatives ^{sed.} Media/Promo.
Private Sector Initiatives
Gov. Initiatives: Hiring Ind. Staff

Census 2000

Comprehensive Master Address File

- ✓ Identify Concentrated Migrant Areas
- ✓ Supplemental Address Listing Procedures
 - ✓ Back housing
 - ✓ Converted buildings
 - ✓ Sheds, barns, and garages
 - ✓ Housing on commercial property
 - ✓ Condemned, inhabited buildings
 - ✓ Converted multiple living quarters
 - ✓ On-farm and barrack-style worker housing
 - ✓ Unregistered camps

Master Address File - Foundation

① Strats. to reach out to
identify Concentrated Migrant
areas. ② Supplemental address
Listing Procedures ③ Above
areas. Difficulties in
identifying unregistered
camps. Only through local
Community; access, cooperate
and locate.

Census 2000

Census 2000 Language Program

- ✓ New Mail Out / Mail Back Strategy
 - ✓ Request Spanish, Chinese, Tagalog, Vietnamese, or Korean questionnaires
- ✓ Language Guide
 - ✓ Instructions for a Census 2000 questionnaire
 - ✓ Several dozen languages
- ✓ Questionnaire Assistance Centers
 - ✓ Community staffed
- ✓ Be Counted

Need for those who neither
read nor speak English. ⑤ Lgs
Language Guide ③ Lgs
Identify people who
can help w/ lang. Identify
places where people feel safe.
Where to place people or
closest to population
Important to ^{all} have info on Counter
forms.

Census 2000

Group Quarters Operation

✓Includes:

- ✓Group homes, halfway houses, correctional facilities, dormitories, migrant & seasonal farm worker camps, etc.
- ✓On-Farm housing and barrack-style housing

✓Enumerators Visit Location and Administer Questionnaire

Social, economic

Short form: Basic Information

- 4th grade level

School Project:

1. Increase participation in Census 2000
 2. Help students understand the Census/why it is important.
- Materials for students - Spanish packets out by Jan. 1999*

Census 2000

Census 2000 Partnership Program

✓Spread The Word

- ✓The importance of participating
- ✓Confidentiality

✓Be Counted Sites

✓Questionnaire Assistance Centers

✓Recruitment

- ✓Employment testing and tutoring

Chief Brenda August - Pub. offices

1) Migrant Consortium.

2) Councils of Color.

State, Local agencies/orgs.

Lat. leadership. Nat. done to support local orgs. to do the job.

Increase #'s, wider spectrum

earlier. 400 Nat. Umbrella

Nongov. Orgs. A Com Act/Adv org.

Youth Org. Chambers of Com.

Trade Prof. org. Churches.

Service orgs. - Cath Chh. etc.

*NAAEP
Urban
League
Boy/Girl
Scouts*

Census 2000

Other Operations

✓"T-Night"

- ✓Campgrounds, RV Parks, Marinas, Fairs, etc.

✓Service Based Enumeration

- ✓Shelters, Soup Kitchens, Mobile Food Vans

✓Census in Schools

*1999 Brenda August
Puerto Rico Partnerships
Guam Unique Opportunity
Samoa to talk, share info
Virgin Islands + exchange of ideas
Committed to being contact person
Local government - City's Hispanic
Advisory Com. Newsletters
Promoting - Accurate info.
List of Farmworkers -
Articles for Newsletters -
Regional affairs -*

Census 2000

Enhancements to Census 2000

✓Master Address File

✓Census 2000 Language Program

✓Group Quarters Operation

✓Other Operations

✓Census 2000 Partnership Program

Partner Roles: Promo

N. Ed. Assoc. N. C. Math Geog.

*Inform Ed. about available
classroom teaching mats.*

*Include Census Articles in Journals
and Newsletters.*

Organizations

Relig.

Ed.

Labor Unions

Org. Serv. special pops. is Migrant

Fortune 500 Companies

Nat. L. Cities

Nat. Assoc.

Reg. Staff use Nat Assoc. to:

- Find local organizations not yet contacted.

- Strengthen partnerships already established at the local level.

- Open doors

Partner Activities

- Appoint Liaison to WCB.

- Issue pub. statement of Endorsement 2000

Sponsor Com. events

Promote Census among emp.

Put Census messages on Products.

Lulac. Lao 90 Nat. Orgs.

CAN CAN M

Urban League

30 drop in Offices

Internet Newsletter

200,000 Volunteers

18 announcements

March - April 15

Sub contract

**CENSUS 2000: MIGRANT AND SEASONAL
FARMWORKERS COUNT CONFERENCE**

REGISTRATION FORM

DATE AND TIMES: Monday, December 7, 8:30 a.m. to 5:00 p.m.
Tuesday, December 8, 8:30 a.m. to 12:00 p.m.

LOCATION: Sheraton Reston Hotel
11810 Sunrise Valley Drive
Reston, VA 20191
(703)-620-9000

REGISTRATION: Registration is limited to a maximum of 100 persons on a first-come, first-serve basis. Please FAX this form to Gretchen Stiers on 301-457-2644 as soon as possible but no later than November 6.

STIPENDS: A limited number of stipends to assist with travel are available for invitees who might not otherwise be available to attend. Please contact Gretchen Stiers on 301-457-2378 for further information about stipend availability.

ATTENDANCE: Please check one of the following:

☒ I will attend the meeting and am interested in a stipend.

☐ I will attend the meeting but do not need a stipend.

☐ I will NOT be able to attend the meeting.

INFORMATION: Please fill out the following:

Name: Irene Gómez-Bethke

Position/Title: Executive Director

Name of Program or Agency: Chicano Latino Affairs Council

Street Address: 555- Park Street, Suite 408

City: Saint Paul State: MN. Zip Code: 55103

Telephone: (612) 296-9541 Fax: (612) 297-1997

E-mail: clac_desk@state.mn.us

**For additional information, please contact Gretchen Stiers
or Annetta Clark Smith on 301-457-2378.**

301 457-2644

Study Circles Foster Dialogue on Immigration and Community Change

Across the nation, immigration is changing the face of our communities. At work, in school, on the streets, and at home, Americans and newcomers alike are facing the challenges and opportunities of living in increasingly diverse communities.

To help communities address these issues, the Study Circles Resource Center (SCRC) and its sister project, Congressional Exchange (CX), have published a new study circle guide for public dialogue and action, *Changing Faces, Changing Communities: Immigration & race, jobs, schools, and language differences*. SCRC and CX help people use study circles—small-group, democratic, participatory discussions—to meet challenges facing their community. Study circles offer citizens a chance to get to know one another, consider a range of views and solutions, explore differences, and find common ground for action.

One of the first cities to pilot the study circle discussion guide, *Changing Faces, Changing Communities*, was Miami, Florida. Like many other cities, Miami found that talking about immigration can be difficult because it affects so many areas of everyday life. Nevertheless, over 700 Miamians worked together across racial and ethnic boundaries to share their experiences, look closely at the impact of immigration, and identify ways to tackle community problems.

Communities of all sizes are trying to sort out what to do about issues such as language differences, bias crimes against immigrants, multiculturalism in the school curriculum, competition for jobs, and the impact of immigration on existing racial and ethnic tensions. Through dialogue, study circle participants work together to solve these types of problems—as individuals, in small groups, and as members of organizations. *Changing Faces, Changing Communities* offers numerous examples of positive steps that communities around the country are taking to make progress on these issues.

Talking about immigration and community change also raises important policy considerations. From Congress to state and local government, officeholders are looking for public input on difficult questions. For example, how many people, and which people, should be allowed to settle in the U.S.? What, if anything, does government owe newcomers who are here legally, but who are not citizens? Public officials at all levels of government are wrestling with how to provide a wide range of public services to growing populations. As everyday people meet to work through these issues, they need to communicate their views and ideas to elected officials. *Changing Faces, Changing Communities* provides a tested format for give-and-take dialogue between study circle participants and public officeholders.

Both SCRC and CX offer assistance and advice, free of charge, to organizers of large-scale study circle programs. Contact SCRC for information about how to make study circles happen in your community. For information on how to involve public officials in your study circles, contact CX. SCRC and CX are projects of The Topsfield Foundation, Inc., a nonprofit, nonpartisan foundation dedicated to advancing deliberative democracy and improving the quality of public life in the United States.

- 1.) Who are we?
- 2.) How are we Changing as a Comm.
- 3 " " Jobs / Economy / Change
4. What should we do about Immigration
- 1a Sch. / Gov.
5. Making a Dif.

The Latino Newspaper for News, Business,

Partnership to Encourage Accurate U.S. Census Count of Latinos in Minnesota

Robin Huiras

The last time the Census was completed in 1990, 5 percent of Hispanics were not accounted for in Minnesota. This time around, officials and community leaders are working to ensure not one person is missed.

June 28 marked the official beginning of the Complete Minnesota Census Count. A collaboration between the Chicano Affairs Council, Minnesota Planning and the U.S. Bureau of Census, the count combines traditional modes of counting individuals with newer efforts to increase awareness and outreach. Because information garnered in the Census aids the federal government in allocating funds, looks up private sector funding requests and is the base for restructuring cities, it is vital every person is counted, said Tom Laspy, Minnesota State demographer.

Specifically, the Hispanic community in Minnesota and the inner cities needs to be accounted completely.

From the time of the last Census in 1990, the Hispanic population in Minnesota has increased by 37 percent. This is compared to an overall population increase of 7 percent. Additionally, Hispanics now live in each of the 87 counties in Minnesota.

Efforts

One of the first steps to ensure a complete and accurate count for Census 2000 is for community



E. Henry Palacios, (3rd from R to L), Regional Director for the Census 2000 met members of the Latino community

organizations to pledge partnerships with the U.S. Census Bureau.

"The partnership program is in order to create awareness, reduce barriers and encourage participation, said Irene Gomez-Bethke, a community partnership specialist for the U.S. Department of Commerce Bureau of the Census.

Gomez-Bethke, who works on creating partnerships in the

Hispanic community, has already gained the support of several Latino community-based organizations. Among these are Riverview Economic Development Agency, HACER, CLUES, La Oportunidad, Neighborhood House, the Hispanic Education Program and CLAC.

Activities these organizations have pledged to accomplish include hosting public meetings, distributing information,

displaying materials and assisting with recruitment.

Jesse Bethke Gomez said CLUES, as an established agency equipped with an employment center, served more than 12,500 clients last year and will try to recruit Census workers through its own center.

Neighborhood House has already hosted meetings, has pledged space and promised to

continue on page 4

ADDENDUM TO INTERIM EXECUTIVE DIRECTOR'S REPORT

CENSUS

The Chicano Latino Affairs Council's executive director has been invited to attend the upcoming Conference "Census 2000-Migrant and Seasonal Farmworkers Count" to be held in Reston Virginia on December 7 and 8. The Census Bureau is seeking our cooperation to form a partnership with them. And they ask our help in working out a specific plan for the inclusion of migrant and seasonal farmworkers and also to identify ways that we can support the Census. Because I needed to respond immediately, I called the Chairperson Juan Martinez to ask for his approval.

This was a follow up to communication between Maggie and Tom Beaver who is with the Washington Census Bureau in February. Tom called me to say he would be available in the near future to come do a workshop for the community.

INTERNSHIPS

Rachel and I have interviewed a Spanish and Communications major who is interested in doing an internship with CLAC starting sometime in January. We feel that we would like her to work with the Bilingual directory, Al Grano and in some other areas. I asked Rachel to research ways that we could get her a small stipend. I have enclosed Rachel's memo regarding this subject.

We also received a request from the University of Minnesota to place an intern. We have asked for two interns. One to work on organizational development and the other to work with the CLAC/ Census Migrant and Seasonal Farmworkers project. In addition, we will be including the internship opportunities in the Al Dia newsletter.

United States
**Census
2000**

Representation in the census alerts local and national officials to the needs of migrant and seasonal farm workers.

Working Along With Migrant and Seasonal Farm Workers

A Guide for Community-Based Organizations and Advocates for Migrant and Seasonal Farm Workers

Now Is the Time for You to Make a Difference.

The very nature of migrant and seasonal farm work often creates special needs, including health, job safety, job training, education, legal services and housing. If the workers have children, they may require assistance from school lunch programs or other special education programs. Representation in the census alerts local and national officials to the needs of migrant and seasonal farm workers.

Every 10 years, the Census Bureau must conduct a complete accounting of every person in the United States, no matter where they live or what language they speak. Accurate information is essential because the census numbers influence planning activities and help determine the distribution of funds for many programs. The Census Bureau is committed to working closely with community-based organizations to assure that migrant and seasonal farm workers who usually reside in the U.S. are included in Census 2000. This fact sheet explains what organizations and migrant and seasonal farm workers should know about Census 2000.

Partners Are the Key to Census 2000 Efforts to Include Migrant and Seasonal Farm Workers.

Census 2000 won't be complete without migrant and seasonal farm workers but frequent moves, temporary and hidden housing, overcrowded dwellings, cultural differences and language barriers may sometimes hamper our efforts. Therefore, the Census Bureau will seek the help of organizations that know and work with migrant and seasonal farm workers, including state, local and tribal governments, community-based organizations and advocacy groups. Partnerships with school-based migrant education programs, health clinics, migrant Head Start programs, housing organizations, legal service agencies and job training programs can contribute essential information and resources to this important effort. Community-based organizations can also play a vital role by spreading word-of-mouth information about the confidentiality of the census and why it is important for migrant and seasonal farm workers to participate.

D-3246 (8-98)

U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

An Equal Opportunity Employer
U.S. Census Bureau, the Official Statistics™

United States
**Census
2000**

Call
1-888-325-7733
for more
information about
Census 2000 jobs.

For additional information
about Census 2000, visit
the Census Bureau's
Internet site at
<http://www.census.gov> or
call one of our Regional
Census Centers across the
country:

Atlanta 404-331-0573
Boston 617-424-4977
Charlotte 704-344-6624
Chicago 312-353-9697
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-260-7702
or 212-260-7703
Philadelphia 215-597-8312
Seattle 206-553-5882

Knowing the Areas Where Migrant and Seasonal Farm Workers Live and Work Is Essential.

The Census Bureau will ask local organizations to locate areas where migrant and seasonal farm workers stay so that we'll be sure to include them in the census. In addition to conventional housing, these places include:

- Unregistered labor camps or on-farm employee housing, barrack-style housing, migrant centers, gathering places and hotels and motels used by farm workers.
- Vehicles parked in clusters near orchards and other worker sites, or areas containing travel trailers and camper shells.
- Areas where single-unit dwellings have been converted to multiple-unit dwellings.
- Areas with hidden living quarters behind or above commercial buildings or residential units, or in garages, outbuildings and alleys.
- Areas containing living quarters on unnamed public and private roads.
- Areas containing commercial buildings, condemned buildings, sheds, barns and buildings open to the elements where migrant and seasonal farm workers stay.

Migrant and Seasonal Farm Workers Will Have Many Opportunities to Take Part in Census 2000.

- Census takers will distribute questionnaires in areas where migrant and seasonal farm workers live and work.
- Questionnaires will be available to pick up in public places, chosen by members of the local community. To ensure that everyone is included, we'll make additional forms available in Spanish and other languages.
- Questionnaire Assistance Centers will be available for anyone who needs help filling out the census form. The Census Bureau needs your help to identify the best sites for Questionnaire Assistance Centers in migrant and seasonal farm worker areas. And we're looking for bilingual workers to staff these facilities.
- A toll-free telephone number with a multilingual staff will help people complete their questionnaires.

Answering the Census Is Important, Easy and Safe.

By law, the Census Bureau cannot share anyone's answers with others, including employers, welfare agencies, health and housing inspectors, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law can receive up to five years in prison and \$5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

The Census Bureau Encourages Qualified People, Including Service Providers and Migrant and Seasonal Farm Workers, to Help Us Take Census 2000.

Hiring from the community is important for creating a culturally diverse work force. Although the law requires the Census Bureau to give citizens preference, we intend to seek exemptions in areas where we need to hire noncitizens. The Census Bureau is actively seeking bilingual recruits to staff facilities and conduct the census. Call **1-888-325-7733** for more information about Census 2000 jobs.



Census 2000 Overview

Today's Topics

- ✓ The Importance of Census 2000
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Keneth Prewitt: Census is a program that "belongs to people" Unique role - Census in General Strategies: Advisory, Mobilize Agency * Council of colors > Immigrants (new) ① * 2 separate Censuses - (1st time in history) ② Intrusion in Scientific / Tech. system. Justice: "Not to be counted - Not to be noticed." Social dynamic. "How will Census do this? (Language, Fear etc)"

Preston J. Waite: Census 2000 Plan ② No one has access to individual info including: Police, Emp. Courts, INS Military, IRS - Welfare Agents - etc. Fines / imprisonment Improvements: ① Comprehensive Master address file 2. Marketing Campaign 3. More Effective Mailout / Mail Box 4. Statistical Sampling.

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- ✓ Account for each person
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Census 2000

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② Apportion each respondent to a geographic location ③ Shape the distrib. of political power and federal environment. ④ allocated via Census Count. Housing, Educat. Legal Services, Census information is confidential. ① Cannot be used to identify individuals

Ilene Jacobs:

Census 2000

Group Quarters Operation

- ✓ Includes:
 - ✓ Group homes, halfway houses, correctional facilities, dormitories, migrant & seasonal farm worker camps, etc.
 - ✓ On-Farm housing and barrack-style housing
- ✓ Enumerators Visit Location and Administer Questionnaire

Census 2000

Other Operations

- ✓ "T-Night"
 - ✓ Campgrounds, RV Parks, Marinas, Fairs, etc.
- ✓ Service Based Enumeration
 - ✓ Shelters, Soup Kitchens, Mobile Food Vans
- ✓ Census in Schools

Social, economic

① Short form: Basic Information

- 4th grade level

School Project:

1. Increase participation in Census 2000
2. Help students understand the Census / why it is important.

Materials for students - Spanish
Packets out by Jan. 1999

Census 2000

Census 2000 Partnership Program

- ✓ Spread The Word
 - ✓ The Importance of participating
 - ✓ Confidentiality
- ✓ Be Counted Sites
- ✓ Questionnaire Assistance Centers
- ✓ Recruitment
 - ✓ Employment testing and tutoring

Chief Brenda August - Pub. Office

1) Migrant Consortium.

2) Councils of Color.

State, Local agencies/orgs.
Lat. leadership. Nat. done to support & local orgs. to do the job.

Increase #'s, wider spectrum earlier. 400 Nat. / Umbrella

Nongov. Orgs. A Com Act / Adv org.

Youth Org. Chambers of Com.

Trade / Prof. org. Churches.

Service orgs. - Cath Church etc.

NAACP
Urban League
Boy/Girl Scouts

1999 Brenda August

Partnerships

Guam Unique Opportunity

Samoa to talk, share info

Virgin Islands + exchange of id

Committed to being contact person

Local governments - City's Hispanic

Advisory Com. Newsletters

Recruiting - Accurate info.

List of Farmworkers.

Articles for Newsletters.

Regional offices

Census 2000

Enhancements to Census 2000

- ✓ Master Address File
- ✓ Census 2000 Language Program
- ✓ Group Quarters Operation
- ✓ Other Operations
- ✓ Census 2000 Partnership Program

Partner Roles: Promo

N. Ed. Assoc. N. C. Math Geog.

Inform Ed. about available

classroom teaching mats.

Include Census Articles in Journals and Newsletters.

Census 2000

Improvements to the Census

- ✓ Comprehensive Master Address File
- ✓ Marketing Campaign
- ✓ More Effective Mail Out / Mail Back
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Census 2000

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local level - Hispanic
350 people over country
150 Media Specialists
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- Reduce differential undercount
Ample Count Committees
CBO's
Religious Initiatives ^{Secd.} Media / Prom.
Private Sector Initiatives
Gov. Initiatives: Hiring Ind. Sta

Census 2000

Comprehensive Master Address File

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Master Address File - Foundation

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Census 2000

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- ✓ Be Counted

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Org. Serv. special pops. ie Migrant

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Nat. Assoc.

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Lulac. Lao 90 Nat. Orgs.

CAN Cam N

Urban League

30 drop in Offices

Internet Newsletter

∴ 200,000 Volunteers

18 announcements

March - April 15

Sub contract

Census 2000: Migrant and Seasonal Farmworkers Count Conference
Sheraton Reston Hotel, Reston Virginia
December 7-8, 1998

Participant List-Bureau of the Census

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Branch Chief, Partnership
Census 2000 Promotion Office
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Partnership Specialist
Charlotte Region
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Speaker
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Apryl Stith Edlund
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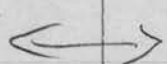
Census 2000
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1-28-'99

Harvey Uken

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Test.

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- Can follow
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(Space)-

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U.S citizen

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Confidentiality

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12-8-'98



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\$-5090 directed toward tier 3 to National

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^{which need}
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BOWMANS

United States **Census** **2000**

Raza, Origen Hispano y Ascendencia

Por Qué, Qué y Cómo

¿Por Qué el Censo 2000 hace Preguntas Sobre la Raza, el Origen Hispano y la Ascendencia de las Personas?

- **Las personas que contestan el censo ayudan a sus comunidades a obtener fondos federales e información valiosa** para planificar escuelas, hospitales y carreteras. La información del censo también identifica las áreas en que los residentes podrían necesitar servicios de particular interés para ciertos grupos raciales o étnicos, tales como campañas para detectar la hipertensión o diabetes.
- **El gobierno, a todos los niveles, necesita información relacionada con la raza, el origen hispano y la ascendencia** para establecer y evaluar programas, tales como la Ley de Igualdad de Oportunidades de Empleo, Ley de Derechos Civiles, Ley de Derecho a Voto, Ley de Salud Pública, Ley de Mejoramiento de los Servicios de Salud, Ley de Capacitación de Asociación de Trabajo, Ley de Igualdad de Oportunidad de Crédito, Ley de Igualdad de Vivienda, Programa de Datos para la Delimitación de Distritos del censo y otros.
- **Las organizaciones públicas y privadas utilizan la información sobre la raza, el origen hispano y la ascendencia** para encontrar áreas en que se pueden necesitar servicios especiales y para planificar y establecer los programas de educación, vivienda, salud y otros que se apliquen a estas necesidades. Por ejemplo, un sistema escolar podría usar esta información para diseñar actividades culturales que reflejen la diversidad de su comunidad. O un negocio podría usarla para seleccionar la variedad de mercancía que venderá en una tienda nueva.
- **A todo aquél que contesta el censo se le pregunta sobre la raza y el origen hispano** ya que esta información es necesaria para áreas tan pequeñas como los vecindarios y las cuadras residenciales de la zona urbana.
- **La pregunta sobre la ascendencia le permite a las personas identificar grupos que no se incluyen en las preguntas de raza y origen hispano**, tales como dominicanos, libaneses, camboyanos u holandeses. Las preguntas sobre la ascendencia se hacen solamente en el formulario largo, el cuestionario largo que se envía a uno de cada seis hogares. A excepción de las áreas más pequeñas, esta muestra es lo suficientemente grande para ser representativa.

Race, Hispanic Origin, and Ancestry (Spanish)

D-3249 (S) (12-99)

Departamento de Comercio de los EE.UU.
Administración de Economía y Estadísticas
OFICINA DEL CENSO

Empresa que Ofrece Igualdad de Oportunidades en el Empleo
U.S. Census Bureau

United States **Census 2000**

**Por primera vez,
las personas que
contesten el censo
podrán seleccionar
más de una
categoría racial
para indicar la
herencia de una
mezcla de razas.**

Para obtener más
información relacionada con
el Censo 2000, visite la
dirección de Internet de la
Oficina del Censo en:
<http://www.census.gov> o
llame a uno de los Centros
Regionales del Censo
localizados a través del país:

Atlanta 404-331-0573

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Charlotte 704-344-6624

Chicago 312-353-9759

Dallas 214-655-3060

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Kansas City 816-801-2020

Los Angeles 818-904-6522

New York City 212-620-7702
ó 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

¿Tenemos Todos que Contestar la Pregunta Acerca del Origen Hispano?

Sí, TODOS deben contestar la pregunta acerca del origen hispano. A las personas que no sean de origen hispano se les pide que marquen el cuadrado "NO, ni español/hispano/latino". A las personas de origen hispano se les pide que indiquen el grupo específico al cual pertenecen: cubano, mexicano, puertorriqueño u otros grupos, tales como español, hondureño o venezolano.

¿Cómo Contesto la Pregunta Acerca de la Raza?

Las personas que contestan el censo deciden cuál es su identificación racial. Por primera vez, las personas que contesten el censo podrán seleccionar más de una categoría racial para indicar la herencia de una mezcla de razas. Los grupos que se muestran en la pregunta acerca de la raza en el censo caen bajo los seis grupos raciales que son necesarios para el gobierno federal: blanco, negro o africano americano, indio americano o nativo de Alaska, asiático, y nativo de Hawaii y de otras islas del Pacífico. A las personas que marquen la categoría indio americano o nativo de Alaska, se les pide que proporcionen el nombre de la tribu en la que están inscritas o de su tribu principal. A las personas que digan que son "otra asiática", de "otra de las islas del Pacífico" o de "alguna otra raza" se les pide que también escriban su raza.

¿Cómo deben Contestar los Hispanos la Pregunta Acerca de la Raza?

Las personas de origen hispano pueden ser de cualquier raza. Los hispanos pueden elegir una o más categorías de raza, inclusive la blanca, negra o africana americana, india americana y nativa de Alaska, asiática, y nativa de Hawaii y otra de las islas del Pacífico. Si alguien no se identifica con ninguno de los grupos de raza especificados, podría marcar la categoría "alguna otra raza" y escribir su raza.

¿Cómo Respondo a la Pregunta Sobre la Ascendencia?

La ascendencia se refiere a la nacionalidad, el linaje o el país en el cual una persona o los padres o ancestros de la persona nacieron, antes de llegar a los Estados Unidos. Como ejemplos de ascendencias pueden mencionarse la polaca, la jamaicana, la egipcia y la taiwanesa. La pregunta sobre la ascendencia les permite a las personas que responden escribir su linaje o ascendencia.

Contestar el Censo es Importante, Fácil y Seguro.

Por ley, la Oficina del Censo no puede compartir sus respuestas con ninguna otra entidad de gobierno, como las agencias de beneficencia pública, el Servicio de Inmigración y Naturalización, el Servicio de Rentas Internas (IRS), los tribunales, las autoridades de vivienda, la policía y las fuerzas armadas. Cualquier persona que infrinja esta ley puede recibir una condena de hasta cinco años de cárcel y \$5,000 en multas. La ley funciona, durante la década de los años 90 se procesaron millones de cuestionarios sin que se presentara ningún abuso de confianza.

CENSO 2000

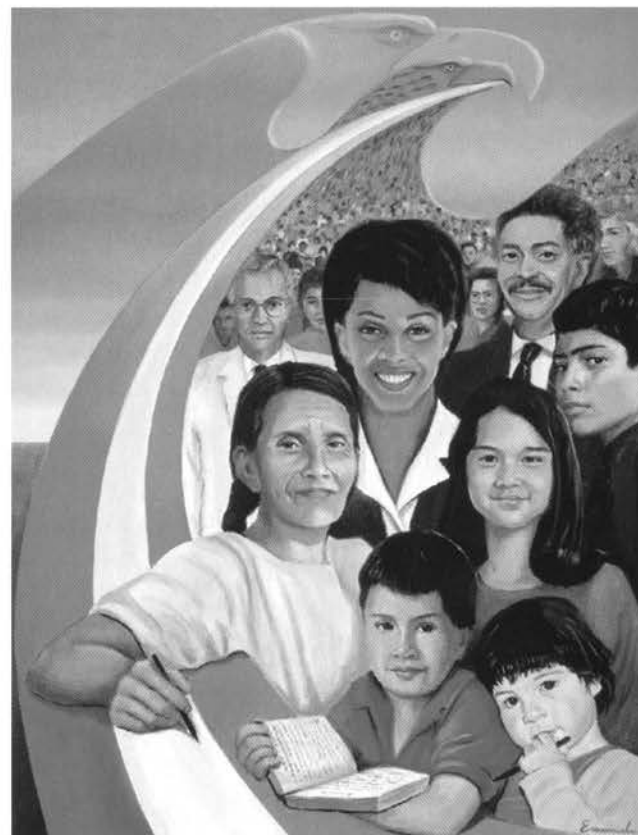
¡HAGASE CONTAR! MAKE YOURSELF COUNT!

UN MANUAL DE ENTRENAMIENTO DEL CENSO 2000
PARA ORGANIZADORES COMUNITARIOS



MALDEF

The Mexican American Legal Defense and Educational Fund



RECONOCIMIENTO

La campaña *¡Hágase Contar! Make Yourself Count!* depende exclusivamente de fondos de fundaciones privadas, individuos y corporaciones. MALDEF no acepta fondos gubernamentales. Esta campaña es posible gracias al patrocinio de:

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Turner Broadcasting Systems; WPWR-TV Channel 50 Foundation; Univision;
Wal-Mart Stores, Inc., y demás.

MENSAJE DE LA PRESIDENTE

Educar a la comunidad latina sobre los temas que afectan su vida cotidiana directamente es lo principal para MALDEF y no hay nada más importante en este momento que el Censo del año 2000.

¡Hágase Contar! Make Yourself Count! es la campaña del censo más ambiciosa en la historia de MALDEF. El propósito de la campaña es educar a la comunidad Latina sobre la importancia del censo y animar a todo Latino a que participe en el censo para asegurar que no haya una baja cuenta de Latinos en el Censo 2000. Hay directoras regionales trabajando en las comunidades por todo el país, y por primera vez MALDEF abrió una oficina en Atlanta, Georgia, para servir efectivamente a la comunidad Latina creciente en esta región sureste de los Estados Unidos.

Pero no lo podemos hacer solos. Dependemos de nuestros asociados quienes desempeñan un papel valioso en esta campaña. Es a través de nuestros asociados, voluntarios y organizaciones comunitarias como también fundaciones y corporaciones que podemos transmitir la información sobre el censo a más personas. Con la ayuda de las cadenas de televisión, red de radio-emisoras y prensa, MALDEF ha producido varios anuncios de servicio público que incluyen a gente famosa como Oscar de la Hoya, Celia Cruz, Sammy Sosa y demás. El utilizar los medios de comunicación en español e inglés es un componente clave de nuestra campaña.

El proceso del censo es sencillo: a mediados de marzo, la Oficina del Censo mandará formularios del censo a todo hogar en los Estados Unidos. Desafortunadamente, gran parte de



la comunidad no regresa los formularios debido a varias razones: algunos son inmigrantes recién llegados quienes no entienden el proceso; algunos se sienten presionados a no participar por sus patrones porque tienen miedo de que se descubrirán condiciones ilegales de labor o vivienda; y algunos desconfían del gobierno a consecuencia de experiencias negativas en el pasado.

Para poder promover la participación en el censo y aclarar información errónea, *¡Hágase Contar!* enfatiza la importancia de ser contado. Contar con precisión a toda y cada persona que vive en los Estados Unidos es vital porque estos datos se utilizan para distribuir fondos y determinar la representación política de nuestras comunidades.

Usted es el mejor mensajero del censo. Como voluntarios y líderes ustedes conocen a su comunidad mejor que nadie. Este manual de entrenamiento le ayudará a transmitir el mensaje a su comunidad de una manera efectiva.

Anticipamos nuestros esfuerzos colaborativos para lograr que todos los Latinos sean contados en el Censo 2000 y que nuestras comunidades reciban los recursos necesarios para asegurar su bienestar.

INTRODUCCION

El Fondo Mexicano Americano para la Defensa Legal y Educación (MALDEF) es una organización no lucrativa cuya misión es promover los derechos civiles de los Latinos/Hispanos que viven en los Estados Unidos. Una de las prioridades de MALDEF es asegurar que todos los Latinos sean contados en el Censo 2000. MALDEF depende exclusivamente de fondos otorgados por fundaciones privadas, individuos y corporaciones para llevar a cabo sus logros; MALDEF no acepta fondos del gobierno.

¡Hágase Contar! Make Yourself Count! es una campaña nacional diseñada para asegurar que los Latinos/Hispanos sean contados en el Censo 2000. Como país, necesitamos tener un conocimiento profundo de toda la comunidad latina en los Estados Unidos. Necesitamos tener respuestas a preguntas tales como: ¿Cuántos somos? ¿Quiénes somos? ¿Dónde vivimos? ¿Qué idioma hablamos? Y quizás lo más importante, ¿Qué es lo que necesitamos? Por tres décadas MALDEF ha iniciado esta tarea de llegar a las comunidades latinas para informarles, educarles y apoyarles para que participen en el censo.

Este manual es una guía sobre la importancia de la participación de nuestra comunidad en el censo del año 2000. Contiene consejos, recordatorios y temas claves para los voluntarios y presentadores sobre el censo. Incluye un resumen del censo, una sección de preguntas y respuestas, y un repaso informativo sobre como se llevará a cabo el censo. También hay consejos útiles sobre como motivar a su comunidad a que desempeñe un papel activo en el esfuerzo para informarse sobre el censo. También se incluye una lista útil y recordatorios para su presentación. Este manual termina con una sección que se llama, "Consejos para el voluntario."

¡Hágase Contar! Make Yourself Count!

RESUMEN

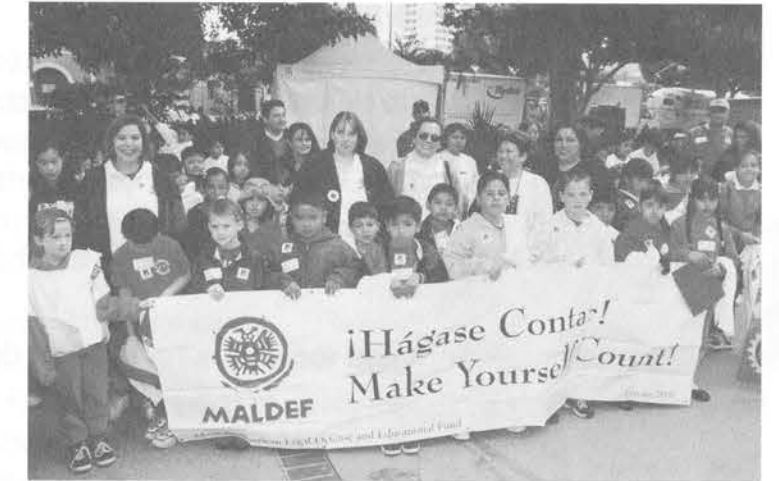
Cada diez años, se requiere que la Oficina del Censo cuente a cada persona que vive en los Estados Unidos. La información estadística que se adquiere es confidencial. Se usa para hacer decisiones importantes tales como cuanto dinero dar a las escuelas, cuanto se necesita para construir más viviendas, carreteras, y como delinear los distritos políticos entre otras cosas.

La ley federal prohíbe estrictamente que cualquier persona fuera de la Oficina del Censo lea sus respuestas, incluyendo la policía, FBI, el IRS, Welfare (Oficina de Bienestar), Inmigración o cualquier otra agencia del gobierno. Ninguna corte de leyes, ni siquiera el presidente de los EE.UU. puede saber respuestas individuales.

En marzo del año 2000, todo hogar recibirá una encuesta del censo por correo. Llenar el formulario del censo nos permite desempeñar un papel importante en las decisiones que afectan a nuestra comunidad. No importa en donde vivimos o que trabajo desempeñamos, llenar el formulario es sencillo, confidencial, y significa participar.

Su papel como voluntario es clave en la campaña del Censo 2000 *¡Hágase Contar! Make Yourself Count!* Su participación ayudará a difundir un mensaje informado y enfocado hacia los latinos. Este manual le da puntos básicos para tener una discusión que anime la participación en el censo.

El Censo 2000 recibirá extensiva publicidad en los meses que vienen. Para MALDEF, conseguir la mejor persona para presentar el mensaje sobre el censo es de suma importancia. Usted es esa persona. Antes de cada presentación, póngase en contacto con MALDEF para obtener la información del día sobre el censo. También le proporcionamos los temas de discusión más pertinentes y las estrategias que hay que considerar. Además, sus aportes después de cada presentación nos ayudará mucho a mantenernos informados del esfuerzo de reclutamiento y de las preocupaciones de los participantes.



PREGUNTAS, RESPUESTAS Y TEMAS CLAVES

P#1: ¿Qué es el Censo 2000?

R: La Constitución de los Estados Unidos requiere que la Oficina del Censo, la cual es parte del Departamento de Comercio de los Estados Unidos, cuente al número de personas que viven en los Estados Unidos cada diez años. Esto incluye niños e inmigrantes, ya sean legales o sin documentos. La información que recogen en el censo es confidencial y es importante porque es la base para la distribución por el gobierno de fondos públicos y representación política. La próxima cuenta se llevará a cabo en el año 2000 y se llama "Censo 2000." El Día del Censo es el 1^{ro} de abril y debe enviar su formulario completo durante el mes de abril.

P#2: ¿Son confidenciales los datos recogidos del Censo 2000?

R: Sí. Leyes federales prohíben compartir las respuestas individuales con cualquier persona, corte o agencia gubernamental, incluyendo la Inmigración (INS), FBI, o cualquier otra agencia del gobierno. A la vez que protege la confidencialidad, la ley requiere que todos los que viven en el país llenen el formulario.

P#3: ¿Cómo se usarán los datos recogidos del Censo 2000?

R: La información recogida del Censo 2000 se usará para varios propósitos. Los datos recogidos del censo se usarán para los propósitos tales como:

- ◆ Determinar el número de representantes que cada estado manda al Congreso.
- ◆ Otorgar fondos federales para escuelas locales y estatales, servicios de empleo, construcción de vivienda, carreteras, y servicios para niños y ancianos.
- ◆ Evaluar programas del gobierno y programas particulares de servicios sociales para poder asegurar que los programas de salud y de desarrollo económico sean inclusivos y que sirvan a las necesidades lingüísticas de la población local.
- ◆ Asegurar que se cumplen con las leyes de derechos civiles tales como las que impiden la discriminación en el empleo.
- ◆ Saber quienes somos, que idioma hablamos, lo que necesitamos en nuestras comunidades.

P#4: ¿Cómo funciona el Censo 2000?

R: Mandan todos los formularios a la dirección del domicilio, no vienen por nombre.

EL FORMULARIO DEL CENSO

P#5: ¿Qué es la carta de aviso?

R: Recibirán una carta de aviso al principio de marzo. Es un recordatorio de que ya va a llegar el formulario del censo. También le da la oportunidad de pedir el formulario en español u otro idioma. ¡Es muy importante que marquen la caja para pedir el formulario en español y que lo devuelvan por correo!

P#6: ¿Recibiré los dos formularios?

R: Todos los hogares en los Estados Unidos recibirán un formulario del censo. La mayoría recibirán el formulario corto. Uno de cada seis hogares recibirá el formulario largo o sea que aproximadamente el 83% de las viviendas en el país recibirán el formulario corto.

P#7: ¿Qué es el formulario corto?

R: El formulario corto contiene preguntas básicas incluyendo: nombre, sexo, edad, relación a la persona llenando el formulario, origen Hispano/Latino, raza y si renta o es casa propia.

P#8: ¿Qué es el formulario largo?

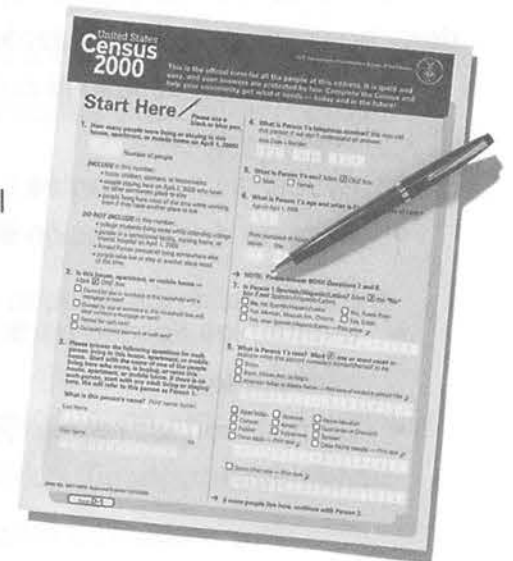
R: El formulario largo cubre alrededor de 27 temas adicionales tales como nivel de educación, si es Hispano/Latino, raza, si es veterano, ganancia, transporte, empleo, vivienda y más. Estos datos proporcionan información sobre el estado social, demográfico y económico de los habitantes de los Estados Unidos.

P#9: ¿Qué pasa si necesito un formulario en español?

R: Cuando reciba la carta de aviso en marzo, marque la caja apropiada pidiendo el formulario en español.

P#10: ¿A quién llamo si no recibo mi formulario de censo?

R: Puede llamar a una de las oficinas de censo más cercanas, las cuales aparecen al final del manual.



DATOS ETNICOS

La pregunta acerca de la etnicidad es muy importante. Pregunta: ¿Eres Español/Hispano/Latino? Esta pregunta tiene mucha importancia para los Latinos/Hispanos en los Estados Unidos ya que pide específicamente si uno es de descendencia hispana/latina. Es sumamente importante estar consciente de esta pregunta porque es la única parte del formulario donde uno puede reconocer su origen hispano/latino ya que afecta nuestros esfuerzos por defender nuestros derechos civiles de las siguientes maneras:

- Asegurar el acceso al cuidado médico de los que no hablan inglés.
- Ayudar a comerciantes Latinos/Hispanos.
- Evitar la discriminación en las escuelas públicas y en el empleo.
- Evaluar los riesgos particulares que corren ciertos grupos minoritarios.
- Cumplir con los requisitos de La Acta de Derechos del Votante, la cual requiere materiales bilingües para votantes.

7. Is Person 1 Spanish/Hispanic/Latino? Mark ☒ the "No" box if **not** Spanish/Hispanic/Latino.

<input type="checkbox"/> No, not Spanish/Hispanic/Latino	<input type="checkbox"/> Yes, Puerto Rican
<input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano	<input type="checkbox"/> Yes, Cuban
<input type="checkbox"/> Yes, other Spanish/Hispanic/Latino — Print group.	

Below the form is a row of 15 empty boxes for printing the group name.

HORARIO PREVISTO

- **Principio de marzo 2000:** Las cartas llegarán en inglés a todo hogar para avisar a los residentes que los formularios están por llegar.
- **Mediados de marzo 2000:** Llegarán los formularios del censo por correo a todo hogar.
- **Finales de marzo 2000:** Se mandarán cartas a todo hogar para recordarles que hay que devolver los formularios del censo antes de abril 2000.
- **Principio de abril 2000:** La Oficina del Censo piensa mandar un formulario de reemplazo a todo hogar por si acaso el primero se perdió y no lo vieron bien.
- **Finales de abril a junio 2000:** 400,000 empleados del censo irán puerta a puerta para hacer seguimiento con las personas que no devolvieron sus formularios.

EL ERROR DE CUENTA

Según la Oficina del Censo, el Censo de 1990 no contó alrededor del 10 millones de personas. ¡Este error significó **una pérdida de 4 millones de personas!**

El Censo 1990 no contó a ciertos grupos más que a otros. Por ejemplo, los niños, los inquilinos y las minorías étnicas no fueron contados en más ocasiones comparados con los adultos, los dueños de casa, y personas clasificadas como "blancos."

- Los Asiáticos no fueron contados por el 2.3%, los Africano-Americanos por el 4%
- 1.2 millones de los Latinos/Hispanos no fueron contados que equivaló el 5% de la población hispana/latina

El no ser contado tiene efectos negativos. Por ejemplo, si las comunidades son mal contadas, no recibirán fondos suficientes para la educación pública, la prevención de crimen, la salud y el transporte público. Tampoco recibirán su porción justa de representación en el Congreso, las legislaturas estatales, y gobiernos locales por todo el país.

EL CENSO 2000 Y USTED

Hay muchas cosas que usted puede hacer para movilizar a su comunidad para el Censo 2000:

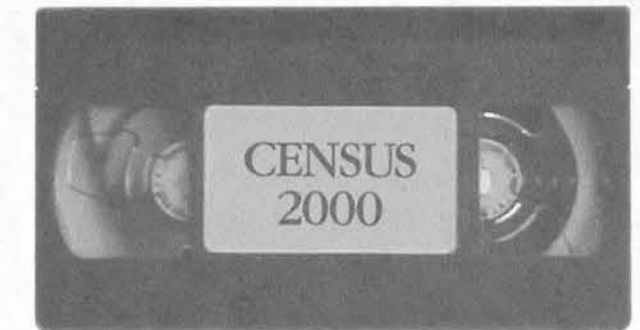
- ✓ **¡Hágase Contar!**
Primero, hay que llenar y devolver el formulario del censo.
- ✓ **Asegúrese que los demás sean contados.**
Asegúrese que su familia, sus vecinos y sus amigos también llenen y devuelvan sus formularios.
- ✓ **Organice a su comunidad.**
Pídales a las organizaciones comunitarias, iglesias, escuelas y tiendas que promueven el censo. Obtenga y distribuya materiales sobre el censo que MALDEF le puede dar.
- ✓ **Incluya información del censo.**
Ponga recordatorios del censo en los boletines, volantes y otros materiales escritos. Si tienen una maquina contestadora, pueden poner un mensaje sobre el censo.

VIDEO DEL CENSO

MALDEF produjo un video informativo en español para usar en las presentaciones sobre el censo. Puede usar este video de 11 minutos poniéndose en contacto con MALDEF.

Materiales necesarios para mostar el video:

1. Necesita un VCR para cassettes tipo VHS
2. Televisión
3. Folletos de ***¡Hágase Contar! Make Yourself Count!*** y otros materiales informativos de la Oficina del Censo o de MALDEF.



Ensaye su presentación hasta que se sienta que conoce a fondo el material. Repase este manual y el video para sentirse seguro de que entienda el proceso del censo y llame a MALDEF si tiene preguntas.

LA PRESENTACION

Para empezar, preséntese a si mismo y dé información del censo. Por ejemplo, "Cada diez años la Constitución de los EE.UU. ordena que se lleve a cabo un censo para determinar cuantas personas viven en el país sin importar su estado migratorio. El objeto es tomar una contabilidad precisa de los residentes y toda la información que usted da es confidencial. Todos cuentan en el Censo 2000."

Para enfocar a su audiencia y despertar interés, puede hacer una o dos preguntas sin dar la respuesta ya que habrá oportunidad de contestar varias preguntas y dialogar sobre el Censo 2000 después de su presentación.

Las siguientes preguntas sirven de guía:

1. ¿Por qué se toma un Censo?
2. ¿A quiénes se van a contar? ¿Se tienen que contar a los que no son ciudadanos o a los residentes legales o indocumentados en el censo 2000? ¿Por qué?
3. ¿Cuál es la importancia del censo y cómo afecta a la gente de bajos ingresos?
4. ¿A quién se puede llamar para más información sobre el censo?
5. ¿Cómo se puede obtener un formulario del censo en español?
6. ¿Qué debe uno hacer si no recibe un formulario del censo?
7. ¿Cómo se puede asegurar que la comunidad Latina sea contada por completo en el Censo 2000?
8. ¿Quién lee las respuestas de su formulario del censo? ¿Por qué?
9. ¿Cuál es el efecto que tiene el censo sobre la representación política para los Latinos/Hispanos?

Distribuya los materiales al final de la presentación.

CONSEJOS PARA EL VOLUNTARIO

- ✓ **Manténgalo sencillo y concéntrese en los temas claves.**
Busque los momentos para regresar a los temas claves que quiere que el público recuerde. Enfatique continuamente la importancia de la confidencialidad. Es rápido, fácil y confidencial.
- ✓ **Repetición es clave.**
La repetición es la clave para que la gente absorba el mensaje.
- ✓ **Está bien decir, "No lo sé."**
Reconozca que es una buena pregunta. Cuando no esté seguro de la respuesta, pida el nombre de la persona y ofrezca llamarle más tarde con la respuesta.

¡Hágase Contar! Make Yourself Count!

OFICINAS REGIONALES DEL CENSO

Si vive en estos estados, llame al número correspondiente:

Alabama, Florida, Georgia:
404-331-0573

Alaska, Northern California, Idaho, Oregon, Washington:
206-553-5882

Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming:
303-231-5029

Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma:
816-801-2020

Southern California, Hawaii:
818-904-6522

Connecticut, Maine, Massachusetts, New Hampshire, New York (excepto Nueva York City y los Burroughs), Rhode Island, Vermont:
617-424-4977

Delaware, District of Columbia, Maryland, New Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Monmouth, Salem, Ocean), Pennsylvania:
215-597-8312

Illinois, Indiana, Wisconsin:
312-353-9759

Kentucky, North Carolina, South Carolina, Tennessee, Virginia:
704-344-6624

Louisiana, Mississippi, Texas:
214-655-3060

Michigan, Ohio, West Virginia:
248-967-9524

New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, Warren), New York City y los Burroughs:
212-620-7702 y 212-620-7703

Puerto Rico:
787-771-3660

U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam:
301-457-4038

CONTACTOS DE MALDEF PARA EL CENSO

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Jacqueline Rosier - Directora Regional del Censo
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Tel: 404.504.7020

Oficina Regional de Chicago
Ana Maria Soto - Directora Regional del Censo
Asoto@maldef.org
Tel: 312.782.1422

Oficina Regional de Los Angeles
Louisa Ollague - Directora Regional del Censo
Lollague@maldef.org
Tel: 213.629.2512

Oficina Regional de San Antonio
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También agradecemos mucho el trabajo de las siguientes voluntarias para la campana del censo ¡Hágase Contar!

Denise Velasco, UC Berkeley
Angelita Haro, UC Santa Cruz

LUGARES EN EL INTERNET PARA INFORMACION SOBRE EL CENSO

www.maldef.org
www.census.gov
www.civilrights.org/lce/

We would like to acknowledge the contributions of MALDEF's ¡Hágase Contar! interns to our census campaign:

Denise Velasco, UC Berkeley
Angelita Haro, UC Santa Cruz

HELPFUL WEB SITES FOR CENSUS INFORMATION

www.maldef.org
www.census.gov
www.civilrights.org/lce/

REGIONAL CENSUS OFFICES

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Puerto Rico:
787-771-3660

U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam:
301-457-4038

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Annette Garcia - Census Media Director
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CENSUS 2000

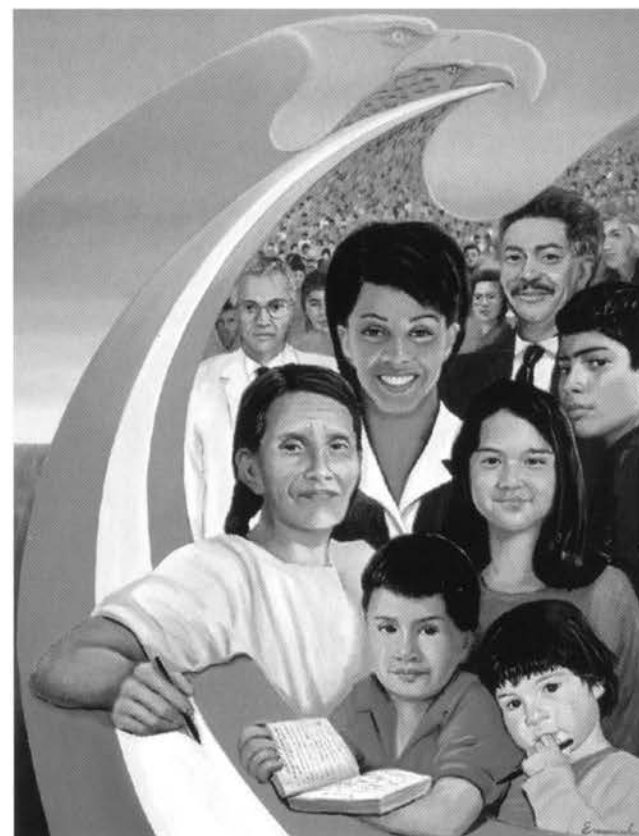
¡HAGASE CONTAR! **MAKE YOURSELF COUNT!**

A CENSUS 2000 TRAINING MANUAL
FOR COMMUNITY ORGANIZERS



MALDEF

The Mexican American Legal Defense and Educational Fund



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MALDEF depends solely on the support of private foundations, individuals and corporations to fund its endeavors, and does not accept government funding. *¡Hágase Contar! Make Yourself Count!* is made possible by the generous support of:

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and Wal-Mart Stores, Inc., among others.

MESSAGE FROM THE PRESIDENT AND GENERAL COUNSEL

Educating the Latino community about issues that directly affect their lives is MALDEF's first order of business and nothing is more important today than the upcoming 2000 Census.

¡Hágase Contar! Make Yourself Count! is our most ambitious census outreach campaign in MALDEF's history. The purpose of the campaign is to educate the Latino community about the importance of the census and encourage every Latino to participate in it to ensure that Latinos are not undercounted in the 2000 census. We have regional census directors working in communities throughout the country, and opened an office in Atlanta, Georgia for the very first time to effectively reach the growing Latino community in the southeastern United States.

We can't do it alone and must also rely on our partners who play an invaluable role in the campaign. From volunteers and community-based organizations to foundations and corporations, our partnerships allow us to convey the message to people we couldn't reach on our own. We have produced several public-service announcements featuring Latino celebrities to promote participation in the census. Getting the word out via Spanish- and English-language television, radio and print media is a critical component of the campaign.

The process of the census is fairly simple: in mid-March 2000, the U.S. Census Bureau will mail census forms to every home in the United States. Unfortunately, many Latinos do not return



the forms for a variety of reasons: some are recent immigrants who may be unfamiliar with the process and face language and cultural barriers; some are dissuaded from participating by employers who fear disclosure of illegal housing and working conditions; and many fear the government because of negative past experiences, discrimination or their immigration status.

In order to promote census participation, and alleviate fears and misconceptions, *Hágase Contar* focuses on the importance of being counted. Accurately counting every person living in the United States is vital because census data is used for resource allocation and political representation for our communities.

Our most important census messenger is you. As community leaders and volunteers, you know your community best. This training manual will assist you in effectively relaying the message to your community.

We look forward to working with you to make sure Latinos are counted in the 2000 Census so that our communities receive the resources needed for their well-being.

INTRODUCTION

The Mexican American Legal Defense and Educational Fund (MALDEF) is a national nonprofit organization whose mission is to promote the civil rights of Latinos/Hispanics living in the United States. As the decennial census approaches, one of MALDEF's top priorities is ensuring that all Latinos are informed about the importance of the census and are encouraged to participate and be counted in the Census 2000. MALDEF receives funding exclusively from private foundations, individuals and corporations to carry out its many endeavors including the census campaign, and does not accept any government funding.

MALDEF's *¡Hágase Contar! Make Yourself Count!* is a national bilingual grass roots education and multi-media campaign designed to ensure that Latinos/Hispanics fill out and return their census forms. The information gathered during the census will provide a clearer picture of the Latino/Hispanic community in the United States. It will help answer questions like: How many are we? Who are we? What languages do we speak? And most importantly, what services and programs does our community need to grow and prosper? For three decades MALDEF has initiated the task of reaching Latino/Hispanic communities to inform, educate, and support participation in the census. The census is more than just a head count—it is used to determine the allocation of resources, reapportionment of legislative seats and political district boundaries.

This booklet is designed to guide our outreach partners speaking on the importance of our community's participation in next year's census. It contains helpful tips and key points to keep in mind. There is a census overview, a question-and-answer section, and an informative run down of how the census is conducted. There are also suggestions on how to motivate our community to take an active role in census outreach efforts.

¡Hágase Contar! Make Yourself Count!

OVERVIEW

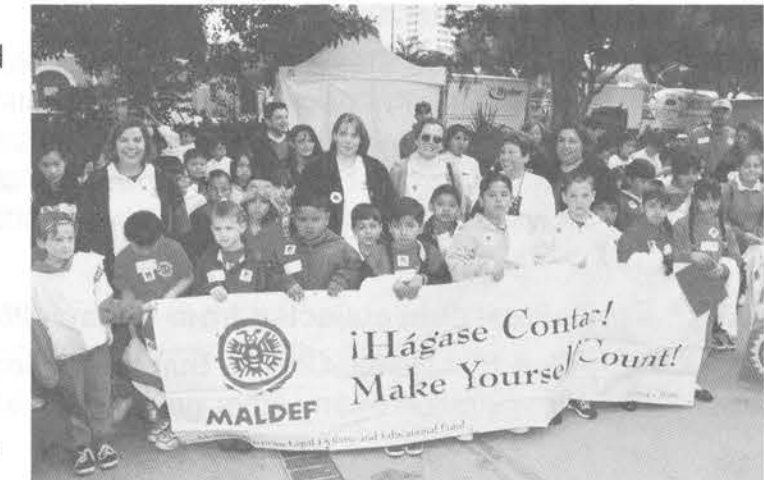
Once every ten years, the Census Bureau is required to count every person living in the United States. The statistical information gathered is confidential. It is used to make many important decisions including allocating money to schools, determining health services, planning for housing needs, and drawing political boundaries.

The sharing of individual census data with anyone outside of the Bureau of the Census is strictly prohibited by federal law and nobody—not the police, FBI, IRS, Welfare or Immigration—can read the individual responses. Not even the President of the United States can see these forms.

In March 2000, all homes should receive a census questionnaire in the mail. Completing the census form allows us to have a role in decisions affecting our community. No matter where we live or what we do, filling out the questionnaire means we are participating.

As a speaker you are critical in the Census 2000 *¡Hágase Contar! Make Yourself Count!* outreach effort. This booklet provides you with basic talking points to give an informed message to motivate and encourage Latino/Hispanic census participation. It is crucial that you stick to the key points.

In the coming months the upcoming census will receive extensive media coverage. MALDEF will work to get the right person to carry the most effective message at each public event. To keep current, contact MALDEF before each appearance to get the most up-to-date information. Your input after each presentation also will assist us in responding to new issues which arise in outreach efforts.



QUESTIONS, ANSWERS & KEY POINTS

Q1: What is Census 2000?

A: The United States Constitution requires the U.S. Census Bureau, in the Department of Commerce, to count the number of people living in the United States every ten years. This includes children and immigrants, whether legal or undocumented. The information collected in the census is confidential and important because it is the basis for governmental distribution of public funds and political representation. The next scheduled count will be in the year 2000 and is called "Census 2000."

Q2: Is individual data collected from Census 2000 confidential?

A: Yes. By law, the Census Bureau cannot share your answers with anyone including the IRS, FBI, Welfare, Immigration or any other government agency.

Q3: How will data collected from Census 2000 be used?

A: The information gathered from Census 2000 will be used for a variety of purposes. Data collected from the census is used:

- ◆ To determine the number of representatives each state sends to Congress.
- ◆ To allocate federal funds for local and state schools, employment services, housing assistance, roads, and services for children and the elderly.
- ◆ To evaluate government and private social service programs in order to ensure that health and economic development programs are inclusive and serve the linguistic needs of the local population.
- ◆ To enforce civil rights laws such as those that prevent discrimination in employment.
- ◆ To help us know what we need as a people.

Q4: How does the census work?

A: All census forms get mailed to household addresses—not individual names. Recipients complete the form and mail it back on or before April 2000.

THE CENSUS FORMS

Q5: What is the advance census letter?

A: You will receive this letter in English in early March. It is a reminder that the census forms are on their way. It will also give you the opportunity to request the census forms in Spanish and other languages. It is important that those who are interested in receiving a form in Spanish, **check off the box requesting the Spanish form and mail it back!**

Q6: Will I get both forms?

A: Every household in America will receive a census form. Most of us (5 out of 6) will receive the short form. One in six American households will receive the long form.

Q7: What is the short form?

A: The short form contains questions that address basic information. These types of questions include: name, sex, age, relationship, Hispanic origin, race, and whether an individual's home is rented or owned.

Q8: What is the long form?

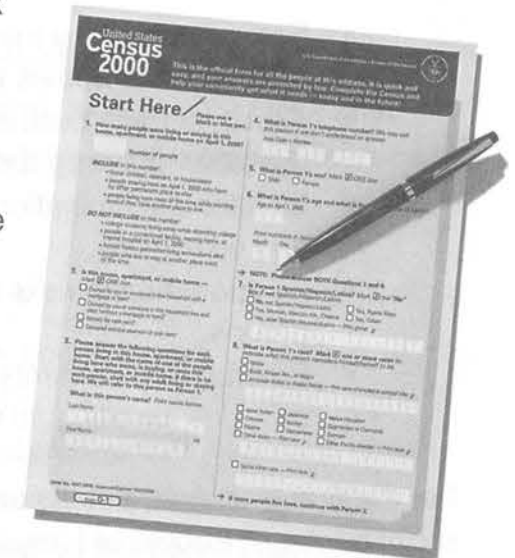
A: The long form covers approximately 27 additional subjects such as education, race, Hispanic origin, ancestry, veteran status, income, transportation, employment, and housing. The long form provides comprehensive information on the social, demographic, health, and economic status of all people living in the United States.

Q9: What if I need a census form in Spanish or another language?

A: Make sure to check the appropriate box requesting a form in a language other than English when you receive your advance census letter in March.

Q10: Who do I call if I don't receive a census form?

A: Call your regional census office. Refer to the phone numbers provided at the end of this manual.



ETHNICITY DATA

The ethnicity questions are especially important to Latinos/Hispanics. They specifically ask: Is Person 1 Spanish/Hispanic/Latino? It is extremely important to be aware of this question because it is the only point on the forms where Hispanic descent can be identified. This information is used to help:

- Ensure access by minority groups and limited-English-proficient individuals to health care.
- Assist minority businesses under minority business development programs.
- Monitor discrimination in public schools, employment, and elsewhere.
- Evaluate health risks that are unique to certain minority groups.
- Enforce requirements of the Voting Rights Act, which provides for bilingual voting materials.

7. Is Person 1 Spanish/Hispanic/Latino? Mark ☒ the "No" box if **not** Spanish/Hispanic/Latino.

<input type="checkbox"/> No, not Spanish/Hispanic/Latino	<input type="checkbox"/> Yes, Puerto Rican
<input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano	<input type="checkbox"/> Yes, Cuban
<input type="checkbox"/> Yes, other Spanish/Hispanic/Latino — Print group. <input checked="" type="checkbox"/>	

For the first time ever, people answering the census will be able to select more than one racial category to indicate mixed racial heritage. People of Latino/Hispanic origin may be of any race. Hispanics can choose one or more race categories, including White, Black or African American, American Indian and Alaska Native, Asian, and Native Hawaiian and other Pacific Islander. If someone does not identify with any of the specified race groups, he or she may mark the "Some other race" category and write in their race.

SCHEDULE

- **Early March 2000:** Letters will be mailed to every home to alert residents that the census forms will be arriving soon.
- **Mid-March 2000:** Census forms will be delivered to every home by mail.
- **Late March 2000:** Letters will be sent to all homes reminding them to return the census forms by April 2000.
- **Early April 2000:** The Census Bureau is considering mailing a replacement form to every home in case the first one was misplaced or overlooked.
- **Late April—June 2000:** 400,000 census employees will go door-to-door to follow up with households which did not respond to the mailing.

THE UNDERCOUNT

The Census Bureau has acknowledged that data collected from the 1990 Census was the most inaccurate in census history.

The 1990 census missed many groups. For example, children, renters, and racial and ethnic minorities were undercounted at higher rates than adults, homeowners and non-Hispanic whites. Asians were undercounted by 2.3%, African Americans by 4%, and Latinos/Hispanics by 5%. This means that 1.2 million Latino/Hispanics were not counted.

What Are The Consequences?

The undercount of our communities is not a distant problem. It is real, it affects us all and is tied to issues of equity and fairness. An accurate and full count of our population will mean we receive our fair share of services and representation. It will determine the quality of all our lives for the next ten years including what kinds of schools, community centers, health care programs, transportation improvements and emergency services we'll have. In the new century the number of Latinos/Hispanics living in the United States must be accurate. We must have a good portrait of the entire Latino/Hispanic population to know how to meet our needs.

Undercounted communities will not get their fair share of proportional representation in Congress, state legislatures and local governments across the country. Please make sure you participate and make yourself count!

CENSUS 2000 AND YOU

There are many things you can do to help mobilize your community for the 2000 census. Here are suggestions:

✓ **Make Yourself Count!**

First and foremost, complete and return your census form.

✓ **Make Sure Others are Counted.**

Make sure that your family, neighbors and friends complete and return their census forms, too.

✓ **Organize Your Community.**

Encourage community organizations, churches, schools, and stores to promote the census. Organize a "Get-out-the-Count" door-to-door campaign. Outreach materials can be obtained from MALDEF.

✓ **Familiarize Yourself.**

Become aware of the Census Bureau Partnership Specialist and utilize their resources.

✓ **Include Census Notices.**

Put census reminders in newsletters, flyers, and other written materials. Consider having recorded messages for callers to listen to while they are on hold reminding callers of the census.

CENSUS VIDEO

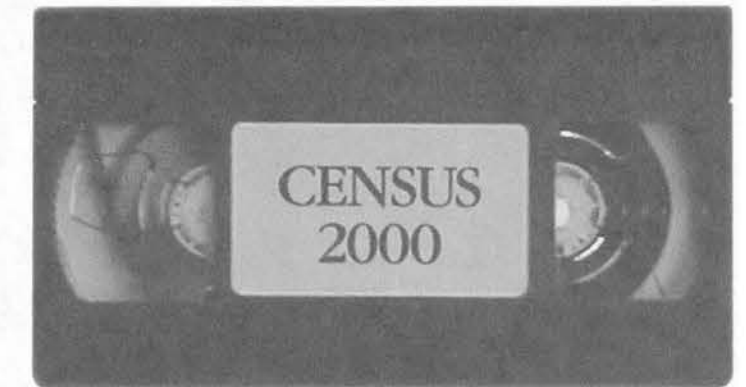
MALDEF has produced a Spanish-language informational video for use in presentations on the census. The video supplements this booklet and other MALDEF census materials. Contact MALDEF for copies of the video. Below is a guide for using the video.

Video Presenter's Guide

Materials Needed for Presenting the Video

1. VHS video cassette recorder (VCR) and television hook-ups.
2. Television monitor.
3. *¡Hágase Contar! Make Yourself Count!* brochures and any informational materials from the Census Bureau.

You should rehearse your presentation until you are comfortable with the material. Review this booklet and video to make sure you understand the census process. If needed, review other informational materials produced by the Census Bureau. These materials can be obtained from your local Census Bureau office listed at the back of this manual. Use the Census Bureau office as a resource.



THE PRESENTATION

Begin by introducing yourself and the census. For example, "Once every ten years, the United States Census Bureau counts every single person who lives in the United States. The census is designed to give us a full and accurate picture on how many people live in the United States, who we are, where we live, and how we live."

To engage your audience you can ask one or two hypothetical questions at the beginning and later on you will be able to discuss the questions carefully and delve into more issues about the Census 2000. The following questions can help generate discussion and the answers have been covered in this manual.

1. Why is a census taken?
2. Who gets counted? Are non-citizens, legal and undocumented residents supposed to be counted in the census? Why?
3. How does the census affect the public resources available to Latino communities?
4. Who can you call for information about the census?
5. How can you obtain a census form in Spanish?
6. What should you do if you do not receive a census form?
7. How can you help ensure that the Latino community is fully counted in the 2000 census?
8. Who reads your answers from the census forms? Why?
9. How does the census affect Latino political representation?

Distribute any materials at the end of your presentation.

SPEAKING TIPS

- ✓ **Keep it simple and stick to key points.**
Watch for openings that allow you to "bridge back" to the key points you want your audience to remember. Keep highlighting the importance of confidentiality—It's fast, easy, and confidential.
- ✓ **Repetition is the key.**
Repetition helps people absorb the message.
- ✓ **It's OK to say, "I don't know."**
Acknowledge it's a good question. When you are unsure of the answer, simply request a name and offer to call later with an answer. Make sure you follow up.

¡Hágase Contar! Make Yourself Count!

REGIONAL CENSUS OFFICES

If you live here...

Alabama, Florida, Georgia:
404-331-0573

Alaska, Northern California, Idaho, Oregon, Washington:
206-553-5882

Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming:
303-231-5029

Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma:
816-801-2020

Southern California, Hawaii:
818-904-6522

Connecticut, Maine, Massachusetts, New Hampshire, New York (excepto Nueva York City y los Burroughs), Rhode Island, Vermont:
617-424-4977

Delaware, District of Columbia, Maryland, New Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Monmouth, Salem, Ocean), Pennsylvania:
215-597-8312

Illinois, Indiana, Wisconsin:
312-353-9759

Kentucky, North Carolina, South Carolina, Tennessee, Virginia:
704-344-6624

Louisiana, Mississippi, Texas:
214-655-3060

Michigan, Ohio, West Virginia:
248-967-9524

New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, Warren), New York City y los Burroughs:
212-620-7702 y 212-620-7703

Puerto Rico:
787-771-3660

U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam:
301-457-4038

MALDEF CENSUS CONTACTS

Los Angeles- National Office
Margaret Leal-Sotelo - National Census Director
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Atlanta- Census Office
Jacqueline Rosier - Regional Census Director
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Phone: 404.504.7020

Chicago Regional Office
Ana Maria Soto - Regional Census Director
Asoto@maldef.org
Phone: 312.782.1422

Los Angeles Regional Office
Louisa Ollague - Regional Census Director
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San Antonio Regional Office
Viviana Lopez-Davis - Regional Census Director
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Phone: 210.224.5476

San Francisco Regional Office
Isabel Alegria - Regional Census Director
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Phone: 415.248.5803

Washington, D.C. Regional Office
Daniel Diaz - Regional Census Director
maldef2000@aol.com
Phone: 202.293.2828

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