Today’s theme

The goal of Statistics in Schools Week, Day 4, is to teach students how census data is collected and used, and to boost their interest in the 2020 Census. The virtual field trip is an entertaining, fast-moving video that takes students on a mission to discover details about the Census Bureau’s work, featuring insights and demonstrations from Director Steven Dillingham and from Census Bureau experts in geography and data visualization. At the close of the video, students will be challenged to test their knowledge with an interactive quiz show.

Teachers are encouraged to extend the experience by having their students participate in a live Twitter chat at 1 p.m. EST on March 5. Experts from the Census Bureau (@uscensusbureau) will be on hand to discuss the 2020 Census and the many uses of census data. Just follow the hashtag #StatsinSchools to participate.

What students need to know about the 2020 Census

These are the most important points to convey to students about the 2020 Census:

• The census is a count of every person living in the United States that occurs every 10 years.

• Responses to the census help determine how hundreds of billions of dollars are distributed each year to states and communities to support things like schools, hospitals, housing, and parks.

• Every person needs to be counted so that the government knows where resources are most needed.

• You can do your part by making sure an adult in your home counts you—and every person living in your home—in the 2020 Census.

Materials needed

• This teacher guide

• 2020 Census Challenge student quiz (provided below)

• 2020 Census Challenge answer key (provided below)

• A TV, projector, or interactive whiteboard to play the virtual field trip video.
Grades K-2:
- **Creating and Taking a Survey** student worksheet and teacher guide.
- **Let’s Count!** student worksheet and teacher guide.

Grades 3-4:
- **Changes in My State** student worksheet and teacher guide.
- **Scavenger Hunt: Where is Gina the Geographer?** student worksheet and teacher guide.

Grades 5-6:
- **Getting To Know Your Neighbor** student worksheet and teacher guide.

Grades 7-8:
- **Census Data at Work** student worksheet and teacher guide.
- **What Role Does Geography Play in the Census?** student worksheet and teacher guide.

Grades 9-12:
- **Make Data Speak** student worksheet and teacher guide.
- **Beyond Population - Using Different Types of Density to Understand Land Use** student worksheet and teacher guide.

**Teacher directions**

Students will complete two activities in addition to watching the virtual field trip. The first activity is meant to be completed before viewing the video to introduce students to the 2020 Census and help them understand the importance of the data collected by the Census Bureau. The second activity should be completed after viewing the video to extend student engagement.

1. Begin the activity by going over the important points above that students need to know about the 2020 Census. Tell students that today they will be learning about the importance of the data collected through the census.

2. Explain that the data collected by the Census Bureau affects how many seats each state has in the House of Representatives, as well as how $675 billion a year is distributed to communities for vital programs and services. Tell them that over the next decade, lawmakers, business owners, and many others will use 2020 Census data to make critical decisions.
3. Pass out the activity for your grade level, as identified below, to your students and have them complete the activity before participating in the virtual field trip. Use the corresponding teacher guide to lead your class through the activity.

- Grades K-2: Creating and Taking a Survey
- Grades 3-4: Changes in My State
- Grades 5-6: Where Should I Live? Using U.S. Census Bureau Data to Make Decisions
- Grades 7-8: Census Data at Work
- Grades 9-12: Make Data Speak

4. Once your class has completed the worksheet, go to the SIS Week webpage for Thursday, March 5, to view the field trip video. At the close of the video, students will be challenged to test their knowledge with an interactive quiz show, the “2020 Census Challenge.” Find the student quiz and the answer key at the end of this teacher guide.

5. Be sure to tune in at 1 p.m. EST on March 5 for a live Twitter chat with experts from the Census Bureau (@uscensusbureau) to learn more about the 2020 Census and the uses of census data. Your class can join in while watching the virtual field trip or afterward. Just follow the hashtag #StatsinSchools to participate.

6. After viewing the video, have your students complete the activity most appropriate for your grade level below. In this activity, students will learn to define and analyze different types of census geographic entities and to determine how data from different census geographic entities might be useful.

- Grades K-2: Let’s Count!
- Grades 3-4: Scavenger Hunt: Where is Gina the Geographer?
- Grades 5-6: Getting To Know Your Neighbor
- Grades 7-8: What Role Does Geography Play in the Census?
- Grades 9-12: Beyond Population - Using Different Types of Density to Understand Land Use

7. Lastly, visit census.gov/schools/2020maps and select the map most appropriate for your grade level to help students learn more census-based facts about the United States and its territories.

**Bringing the message home**

Give each of your students our SIS take-home flyer to share with their family. Available in English and 12 additional languages, this flyer explains to adults the importance of the 2020 Census and how to count everyone living in their home.
2020 Census Challenge

First Name__________________________ Date________________

1. A complete count of children in the United States is important for
   A) Stores to stock their toy aisles
   B) School Funding and Planning
   C) Candy Manufacturers
   D) Social Media

2. Geography provides blank to statistical data.
   A) Meaning and Context
   B) Mountains and Streams
   C) Directions
   D) None of the Above

3. Data visualization, or the graphical representation of information and data includes visual elements such as:
   A) Charts
   B) Maps
   C) Graphs
   D) All of the above
4. The decennial census is mandated by:
   A) Doctors
   B) The Declaration of Independence
   C) The Constitution
   D) Federal Courts

5. The Geography Department at the Census Bureau makes maps that show which characteristics:
   A) Income
   B) Age
   C) Diversity
   D) All of the above

6. True or False? Participation in the Census is required by law.
   A) True
   B) False

7. According to the 2010 Census, the city with the largest population in the United States was:
   A) New York City
   B) Washington, DC
   C) San Francisco
   D) Chicago

8. Tasks of the Data Visualization Team Include:
   A) Knocking on doors
   B) Designing
   C) Intaking data to use
   D) B and C – Designing and Responding to Data Requests
9. The Census is important for determining...
2020 Census Challenge Answer Key

1. A complete count of children in the United States is important for
   A) Stores to stock their toy aisles
   **B) School Funding and Planning**
   C) Candy Manufacturers
   D) Social Media

2. Geography provides *blank* to statistical data.
   A) Meaning and Context
   **B) Mountains and Streams**
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   B) Designing
   C) Intaking data to use
   **D) B and C – Designing and Responding to Data Requests**

9. The Census is important for determining...
   **Potential answers can include hospitals, fire departments, schools, etc.**