



# Statistics in Schools Ambassador Welcome Toolkit

Shaping the future for students and schools.



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IN SCHOOLS**

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# Welcome to the SIS ambassador program

**Welcome to *Statistics in Schools*! We are delighted that you are joining us to champion the SIS program in your classrooms, schools, and communities.**

Thanks to you, more teachers will use SIS resources in the classroom to engage students, deepen their knowledge across many subjects, and better prepare them for their future education and careers. With these new SIS materials, you can also show your students how the 2020 Census will shape the future of our communities by influencing the way billions of dollars in federal funds are distributed to communities like theirs each year.

This toolkit is filled with materials that will make it easy for you to share *Statistics in Schools* with your school, community, and professional network. Inside, you will find answers to many of your questions, as well as key messages and best practices for promoting the program.

We invite you to contact us at any time with questions or to share your experiences. Simply email our ambassador coordinators at [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov).

Thanks again for volunteering your time and effort. Your devotion to educating and supporting our nation's youth continues to inspire us.

Sincerely,  
The SIS team



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# Ambassador checklist

**Let's get started! Use the checklist below to set yourself up for a meaningful SIS ambassador experience. Check off your progress as you complete your first tasks as an ambassador!**

- Read through this toolkit and email [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov) if you have questions.
- Follow Statistics in Schools on [Pinterest](#) and join in on the fun!
- Using the roadmap provided, mark key SIS dates on your calendar. Event-specific information will be provided closer to each event for you to post on your social media platforms.
- Stay tuned for more information on the SIS ambassador webinar.
- Download the [SIS PowerPoint presentation](#) as a tool for explaining the program to fellow educators.
- Download the social media posts at the end of this toolkit.
- Post one of the back-to-school social media posts on your platform by October 7. Don't forget to email us at [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov) with the link and screenshot once it's live!



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# SIS program overview

## What is Statistics in Schools?

Statistics in Schools (SIS) is a U.S. Census Bureau program that uses census statistics to create classroom materials for grades pre-K through 12. Teachers and subject matter experts nationwide helped develop each SIS activity to make sure it is valuable and engaging. The SIS program includes more than 200 activities and resources that enhance learning in a variety of subjects.

## What's new for 2020?

SIS has crafted new materials specifically for the 2020 Census, including:

- **67 new activities** for grades pre-K through 12 that challenge students to use data in interactive ways to build skills in subjects such as history, math, geography, and English.
- **Large, colorful maps** with fun, census-based facts about the country and its territories, including state-by-state comparisons.
- A **storybook** with activities and a **music video** for children in preschool and early grades.
- **Resources** for English language learners and adult English as a second language students.
- Engaging **videos** created specifically for elementary, middle, and high school grade bands.

## How does the use of SIS impact school funding?

By using new SIS materials, you can educate students and the adults in their home on the importance of completing and counting everyone in the 2020 Census, **especially children.**

Census responses drive decisions on the allocation of more than **\$675 billion** in federal funds to states and communities that includes support for school programs and services such as these:

- Special education
- Free and reduced-price lunch
- Class size reduction
- Classroom technology
- Teacher training
- After-school programs
- Head Start



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## Why should you get involved?

By using and promoting the SIS program, you can:

- **Impact** the amount of federal funding received by schools in your community.
- **Influence** student readiness for learning.
- **Enhance** student learning across subjects.
- **Boost** students' statistical literacy and data-finding skills.
- **Prepare** students for a data-driven world.
- **Empower** teachers to easily bolster their existing lesson plans.
- **Motivate** homes to complete the 2020 Census questionnaire.



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# Top 10 benefits of SIS for teachers

The Statistics in Schools (SIS) program of the U.S. Census Bureau provides data, tools, and activities that educators can incorporate into their lessons to help teach statistics concepts and data analysis skills to students. The activities and resources are segmented by subject (English, geography, history and social studies, mathematics and statistics, and sociology) and grade (from pre-K through high school) so statistics education can be brought to any classroom.

Here are the top 10 reasons the SIS program is good for the classroom:

1

## **SIS resources for pre-K through 12th grade teachers are free.**

Educators can access, at no charge, more than 200 downloadable activities and resources on the website: [census.gov/schools](https://www.census.gov/schools). The activities on the website are searchable by grade, school subject, and topic.

2

## **Experts from the U.S. Census Bureau contributed to the program.**

The Census Bureau, which launched SIS, is the primary source of economic and demographic data for the United States. Census Bureau statistical experts were involved in the creation of the program activities, making SIS uniquely qualified to support statistics education.

3

## **The program promotes cross-curricular education.**

SIS uses a broad array of Census Bureau data to provide activities and resources for courses in English, geography, history and social studies, mathematics and statistics, and sociology.

4

## **SIS offers a number of resources and tools, including:**

- Activities
- Maps
- News articles
- Videos
- Games
- Infographics and data visualizations
- Data tools that reveal population statistics by sex, age, ethnicity, and race



5

## **SIS activities were developed by teachers, for teachers.**

Educators and subject matter experts from across the country created and reviewed the activities to make sure they are useful.



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6

**SIS activities can supplement existing curriculum.**

The activities and resources are designed to support, not replace, existing lesson plans.

7

**The program helps teach students the crucial skills they need to thrive in an increasingly data-driven world.**

Research from the Bureau of Labor Statistics shows that the number of jobs related to statistics is expected to increase by more than 30% between 2014 and 2024.

8

**SIS reaches students by using technology to teach statistics.**

SIS includes a number of tools that students can use to access data such as **State Facts for Students**, which allows students to discover information about their state; **QuickFacts**, an application that displays tables, maps, and charts of frequently requested statistics; and **Census Business Builder**, an easy way to access and use key demographic and economic data.

9

**The program can be extended or modified easily.**

Not all students have the same skill levels or interests, or learn in the same way. Therefore, SIS gives educators ways to modify activities to meet the unique needs of every classroom. For example, some activities can be tailored using local data.

10

**SIS matches activities with relevant education standards and guidelines. These include the following, organized by subject:**

Geography

**Geography for Life: National Geography Standards**

History and Social Studies

**UCLA National Standards for History**

Mathematics and Statistics

**American Statistical Association's Guidelines for Assessment and Instruction in Statistics Education**

**National Council of Teachers of Mathematics' Principles and Standards for School Mathematics**

Sociology

**American Sociological Association's National Standards for High School Sociology**



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# Frequently asked questions

The answers below are provided for your own information and to help you respond when other teachers ask you for more details about SIS or the 2020 Census. If you have additional questions, don't hesitate to contact us at [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov).

## SIS Ambassador Program FAQs

### What are my responsibilities as an SIS ambassador?

As an SIS ambassador, you are expected to:

- Use SIS materials in your classroom and encourage fellow educators to do the same.
- Using the #StatsInSchoolsAmbassador hashtag, post ready-made content to your personal social media platforms that corresponds with national SIS events, increasing awareness of and interest in those events.
- Participate in the invitation-only SIS ambassador webinar, hosted by U.S. Census Bureau team members. More details to come.
- Network with other ambassadors and people during SIS events, using platforms such as Twitter or Facebook Live. More details to come.

### What else can I do to spread awareness of SIS?

Ambassadors are encouraged to participate in the following optional activities:

- Host an informational session about SIS for colleagues (click [here](#) to download a presentation).
- Post general SIS content to social media accounts using the #StatsInSchoolsAmbassador hashtag.
- Email the SIS blurbs, found on page 14, to your colleagues, adult members of students' families, and your friends and family.
- Share information about SIS and the 2020 Census at parent-teacher conferences or all-staff meetings. Click [here](#) to download and print flyers designed for educator and household audiences.

Ambassadors are encouraged to share their own ideas for activities. We would love to hear about other ways you are promoting the program, so email us at [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov).



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## What is a Star Ambassador and how do I become one?

Do you want to go above and beyond in your participation with this program? Earn Star Ambassador status, an elite level for the most active and engaged ambassadors. To become a Star Ambassador, you must complete all required and optional activities.

To show our appreciation for this achievement, we will send you an exclusive goody bag filled with items featuring 2020 Census and SIS branding. We will also send your administrator a letter detailing how you have excelled in this program and how excited we are that you joined. We will regularly spotlight ambassadors during our coffee chats (more information below), describing the ways you have participated in the program. These spotlights may be repurposed as blog content for the 2020 Census and SIS websites. There is also an opportunity to share your involvement with your local newspapers.

## What is the SIS ambassador webinar?

We encourage you to join the invitation-only SIS ambassador webinar. The webinar will be a virtual crash course in all things SIS, illustrating best practices so you can become a Star Ambassador. Hosted by Census Bureau team members, the webinar will be a forum for discussing topics such as the 2020 Census, related events, SIS history, and fun ways to spread awareness of SIS. Be on the lookout for more details in the coming weeks.

## What are SIS coffee chats?

SIS coffee chats are virtual get-togethers to help ambassadors learn more about one another, the program, and ways to improve as leaders in their schools and communities. SIS will host two coffee chats, scheduled for fall 2019 and spring 2020. Be on the lookout for more details in the coming weeks.

## What if I am approached by the media?

If you're approached by the media, please forward any requests or questions directly to [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov).



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## Statistics in Schools and 2020 Census FAQs

### What is Statistics in Schools?

SIS has been a strong avenue of outreach for promoting participation in the decennial census for decades. With the introduction of the permanent SIS program after the 2010 Census, the U.S. Census Bureau created a perennial opportunity to both promote the importance of Census Bureau data collection and increase data skills of students in the United States and its territories. SIS uses census statistics to create classroom materials for grades pre-K through 12. Teachers and subject matter experts nationwide helped develop each SIS activity to make sure it is valuable and engaging. The SIS program includes more than 200 activities and resources that enhance learning in a variety of subjects.

### What's new about SIS for the 2019-2020 school year?

SIS has crafted new materials specifically for the 2020 Census, including:

- **67 new activities** for grades pre-K through 12 that challenge students to use data in interactive ways to build skills in subjects such as history, math, geography, and English.
- **Large, colorful maps** with fun, census-based facts about the country and its territories, including state-by-state comparisons.
- A **storybook** with activities and a **music video** for children in preschool and early grades.
- Engaging **videos** created specifically for elementary, middle, and high school grade bands.
- **Resources** for English language learners and adult English as a second language students.

### Who develops the SIS materials?

SIS materials are created by teachers, for teachers. Teachers and subject matter experts across the country work with Census Bureau experts to create each SIS activity. That makes them engaging for students and helps ensure their value, relevance, relatability, and usability.

### How does SIS benefit my students?

You will enhance students' learning, boost their statistical literacy and data-finding skills, and better prepare them for a data-driven world. New materials for the 2019-2020 school year will highlight the importance of counting everyone in the 2020 Census, especially children. The count affects the amount of federal funding your school and community receive for programs and services that can make a real difference in the education and lives of your students.



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## How does the use of SIS resources impact school funding?

By using new SIS materials, you can educate students and the adults in their home on the importance of completing the 2020 Census and counting everyone, **especially children**.

Census responses drive decisions on the allocation of more than **\$675 billion** in federal funds to states and communities. This includes support for school programs and services such as special education grants to states, the National School Lunch Program, the Child Care and Development Block Grant, Temporary Assistance for Needy Families, and Head Start. Funds for services that influence student readiness for learning also are affected, such as child health programs and assistance with housing, heating, and food costs.

## How do I access SIS materials and resources?

It's easy and free, and it doesn't require any registration. Just go to [census.gov/schools](https://census.gov/schools), select the activities and resources you want, and download them on the spot.

## Are SIS materials available in Spanish?

Yes. SIS has worksheets, maps, storybooks, and more available in Spanish.



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# SIS editorial roadmap

This roadmap outlines SIS events and topics in conjunction with the larger 2020 Census campaign. Use this resource to identify which events you could share with your audiences. We will supply event-specific social media posts closer to each event for you to post on your platforms.

Sep  
2019

## Start Now!

New materials for the 2020 Statistics in Schools program as well as traditional SIS resources in math, sociology, history, and more are live at [census.gov/schools](https://census.gov/schools). Teachers can simply go to the website and start using the resources.



Oct  
2019

## Join Our Kickoff Event!

The national kickoff event is taking place in Memphis, Tennessee. Visit [census.gov/schools](https://census.gov/schools) to learn more and find out how to join in virtually.

Dec  
2019

## Video Delight!

Check out the cool new videos and webisodes that help children understand what the 2020 Census is and why it's important for everyone to be counted.



Mar 2-6  
2020

## Take Part in SIS Week!

This national movement is a great opportunity to get your school involved with SIS. Educators across the country can join forces to use the SIS program in their classrooms and partake in fun events that can be done in any school. This week is also a great opportunity for schools to earn media recognition for the ways they are teaching students about the importance of the 2020 Census.



Apr 1  
2020

## Census Day!

The 2020 Census is officially open. This is an important time to make sure everyone is counted. Census results will drive decisions on the amount of federal funding provided to your schools and community. You can help your communities by sharing the contents of this toolkit with your audiences.



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# Email blurbs

Sending an email to teachers you know is an effective way to persuade them to use SIS in their classrooms. Similarly, contacting parents or other adult caregivers of your current and former students is a good way to emphasize the importance of completing the 2020 Census and **counting every child** in their home. We encourage you to email friends and family as well. You are a known and trusted source among all of those audiences.

Suggested content is provided below, but feel free to tailor it to your own voice, experiences, and knowledge of your audience. This adds personality and authenticity to your message.

## Email to teachers and other educators

Subject: Help our schools and students for the next 10 years

Hi, everyone. I'm excited to share that I've become an ambassador for the U.S. Census Bureau's Statistics in Schools program, and I'm inviting you to join me in this special opportunity to help our students shape their future.

As fellow educators, I wanted to reach out to you first about these resources. SIS resources are great because they're free, engaging, easy to use, and available for multiple subjects at all grade levels. They really bring subjects to life! SIS has crafted new materials specifically for the 2020 Census, including:

- **67 new activities** for grades pre-K through 12 that challenge students to use data in interactive ways to build skills in subjects such as history, math, geography, and English.
- **Large, colorful maps** with fun, census-based facts about the country and its territories, including state-by-state comparisons.
- A **storybook** with activities and a **music video** for children in preschool and early grades.
- Engaging **videos** created specifically for elementary, middle, and high school grade bands.
- **Resources** for English language learners and adult English as a second language students.

New materials for the coming school year underscore the importance of counting everyone in the 2020 Census, especially children. A complete count is critical because it will drive decisions on how billions of dollars in federal funds are allocated to schools each year for the next 10 years, for things like special education, classroom technology, teacher training, after-school programs, and Head Start.

I'd be thrilled to talk to you more about SIS, the 2020 Census, and their impact on education—and how to use SIS materials in your classroom. Or you can just get started on your own at [census.gov/schools](https://census.gov/schools). It's easy!



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# Email blurbs

## Email to noneducators, such as parents and other adults in students' homes

Subject: They grow up so fast. Now's your chance to shape their future.

Hi, everyone. I'm excited to share that I've become an ambassador for the U.S. Census Bureau's Statistics in Schools program, and I'm inviting you to join me in this special opportunity to help our students shape their future.

A kindergartner counted in the 2020 Census this spring will be starting high school when the next census comes around in 2030: That's 10 years of school supplies, teachers, school lunches, and so much more. This is your opportunity to help ensure they have a bright future.

Right now, students across the country are getting an introduction to the 2020 Census through the Statistics in Schools program. This program offers free activities and resources to schools to help prepare their students for an increasingly data-driven world.

Students are learning that the 2020 Census is a count of every person who lives in the United States and its territories. Responding to the census helps your community get its fair share of funding. Census data guides how more than \$675 billion in federal funding is distributed to states and communities each year for schools, health care facilities, roads, transportation, recreation centers, social services, and more.

### Students are also learning these key things about the 2020 Census—and we want you to know them too:

- Starting in March 2020, everyone living in your home needs to be counted. That includes children and newborn babies, citizens and noncitizens, relatives and nonrelatives, and even those staying with you temporarily.
- You can respond in 13 different languages.
- Your responses to the census are safe and secure. The law requires the U.S. Census Bureau to keep your information confidential, and your responses cannot be used against you in any way.

**On Census Day, April 1, 2020, start shaping your future and the future of all children by counting everyone in your home.** Learn more about how you can shape your future at [2020census.gov](https://2020census.gov).

Get more information about the Statistics in Schools program at [census.gov/schools](https://census.gov/schools).

I'd be thrilled to talk to you more about SIS, the 2020 Census, and their impact on education. Let me know if you have any questions!

This messaging is available in 12 other languages! Click [here](#) to choose the language that best suits your audiences.



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# Sample social media posts

Throughout the year, we will ask you to post specific, event-related content to spread awareness of SIS events and enthusiasm for the 2020 Census campaign. Below are social media posts you can share. We will give you plenty of notice, clarifying what to post and when. We're excited to partner with you on these events! Your support is invaluable.

Your first task as an ambassador? Post one of the back-to-school posts below by **October 7**. Be sure to email us at [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov) with a screenshot and link to your post once it's live. Email your Statistics in Schools contact to receive access to the social media graphics featured below.

The optional posts have been provided if you'd like to expand your participation in the program. Want to work toward becoming a Star Ambassador? See our FAQ section for more on how posting optional social media can get you there.

## Back-to-school post

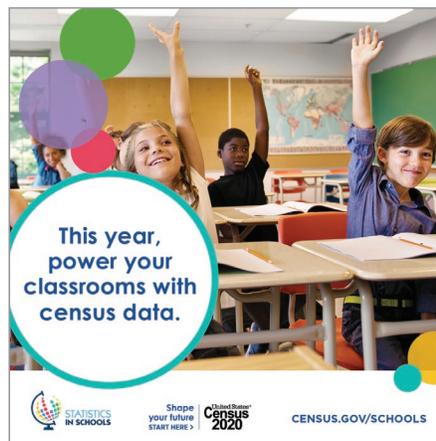
### Facebook

**Caption:** #StatsInSchools equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials are released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home. Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador



### Instagram

**Caption:** #StatsInSchools equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials are released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home. Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador



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## Twitter

**Tweet:** Use #StatsInSchools resources to power your classrooms with census data and prepare your students for the #2020Census. Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador

## LinkedIn

**Caption:** Use #StatsInSchools to fuel your classroom this year. Visit [census.gov/schools](https://census.gov/schools) for more on how this U.S. Census Bureau program equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials are released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home.

Making sure all children are counted is especially important for education. 2020 Census responses will drive decisions on how more than \$675 billion in federal funds will be distributed to communities, including to schools. That includes money for:

- Special education
- Head Start
- Teacher training
- After-school programs
- Technology
- Reduced class size
- School lunch assistance
- Zoning of school board districts

Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador



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## Optional/general SIS posts

### Facebook

**Caption:** *[Fill in with your favorite resource]!* #StatsInSchools equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials are released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home. Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador



### Instagram

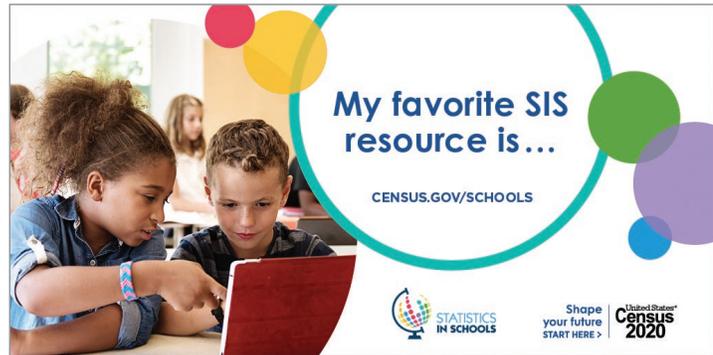
**Caption:** #StatsInSchools equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials are released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home. Visit [census.gov/schools](https://census.gov/schools) to learn more. #StatsInSchoolsAmbassador



## Optional posts

### Twitter

**Tweet:** *[Fill in with your favorite resource]*! That's just one example of more than 200 activities and resources available through #StatsInSchools. Visit [census.gov/schools](https://census.gov/schools) for more.  
#StatsInSchoolsAmbassador



### LinkedIn

**Caption:** #StatsInSchools equips teachers with free and engaging activities to use in classrooms. For the 2019-2020 school year, new materials will be released that teach students about the importance of the #2020Census count and empower them to share this knowledge with the adults in their home.



Making sure all children are counted is especially important for education. 2020 Census responses will drive decisions on how more than \$675 billion in federal funds will be distributed to communities, including to schools. That includes money for:

- Special education
- Head Start
- Teacher training
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- Technology
- Reduced class size
- School lunch assistance
- Zoning of school board districts

Visit [census.gov/schools](https://census.gov/schools) to learn more.  
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Thank you for volunteering with Statistics in Schools!  
Please reach out to [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov)  
with any questions.



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