

# Using the 2020 Census in Teaching and Learning



# Jo Watson Hackl

- Long-time South Carolinian and author of *Smack Dab in the Middle of Maybe* (Random House Children's Books). Winner of the Southern Book Prize and national best-seller. NYT best-selling author Carrie Ryan calls the book "totally unputdownable."
- Jo is on a mission to get books into the hands of children in need. Jo has presented to over 15,000 students and educators. Everywhere she goes, she donates her honorarium to be used by the school to purchase books for children in need who are selected by the faculty.
- Free resources for educators and readers are available at [www.johackl.com](http://www.johackl.com). Here you can find an interactive clue trail that you can solve using facts that you learned in the book, a map of the places that inspired the book, book club questions, lesson plans, outdoor challenges, and a "Building Crit Kit"



# Why it Matters





You count! Every South Carolinian counted in the 2020 Census is estimated to bring \$2900 of federal resources to our state each year!



That's approximately \$29,000 over ten years!

# The Challenge

- The Census determines the amount of federal money that South Carolina receives. This helps fund education, free lunches, early childhood programs, roads, bridges, parks, and other things that make communities across our state better.
- South Carolina's population is estimated to have grown by 12% from the last Census. If everyone isn't counted, South Carolina will lose out.
- Children are traditionally one of the most under-counted groups.



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# The Solution: Parent and Educator Heroes

By working with the Lieutenant Governor's office and experienced educators, I've created resources that you can use with your students and that families can use at home. These include:

- Activities to celebrate being counted in the 2020 Census and to use it as a learning opportunity.
- Lesson Plans with curriculum tie-ins to art, ELA, civics, geography, history, mathematics, and social studies. Lesson plans also include citations to South Carolina standards.
- Two videos highlighting the importance of the 2020 Census to South Carolina



All resources are free and available at [www.Johackl.com/activities](http://www.Johackl.com/activities)

# Activities





## Activity: Create a Census Time Capsule:

- You can use a shoe box, lunch box or any other container
- Put in items that represent the everyday life in the past year of your family or class. Invite everyone who's counted in the Census to contribute at least one item.
- Post a "Do Not Open Until 2030 Census" sign on your Time Capsule



# Activity: Get Creative with Original Artwork

- Let your friends and neighbors know that everyone in your household has been counted and encourage them to get counted too! You can create an original piece of artwork and display it on your driveway, sidewalk, front door, window, or social media channels.
- You can use chalk, markers, pens, pencils or digital media. You can even create your own photo collage.



# Activity: Census Celebration Night

On the day that you fill out the Census, create a family celebration dinner featuring foods for which South Carolina is known such as pimento cheese, barbeque, shrimp and grits, and peach cobbler



# Activity: Census Celebration Outing

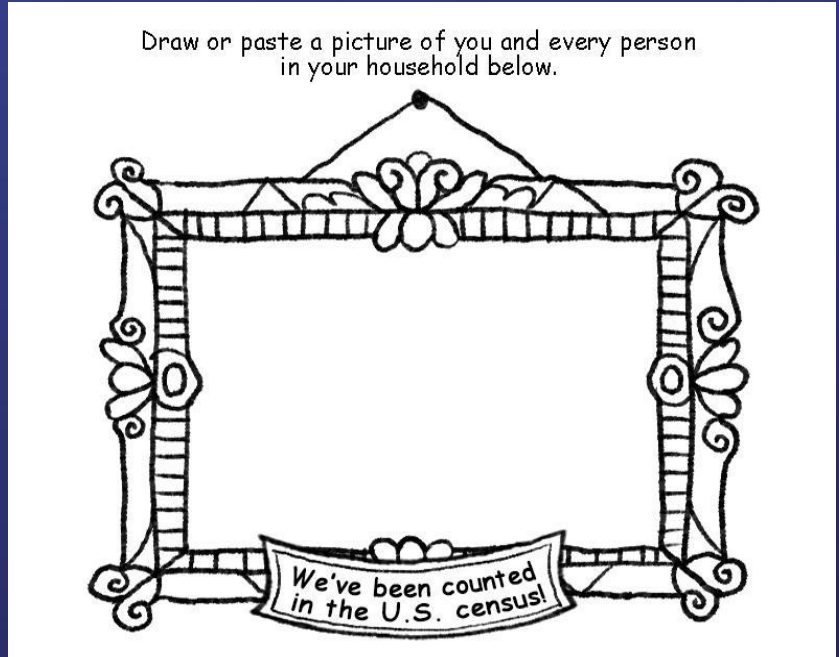
On the day that you fill out the Census, if it's safe for you to go out, visit a South Carolina park or library. Your being counted helps make these community resources possible.



# Activity: Coloring Page/Picture Frame

Celebrate everyone in your household who is counted in the 2020 Census!

The Census coloring page is available for download at [www.JoHackl.com/activities](http://www.JoHackl.com/activities)



## Activity: Display your Badges!

- Share the "Count Me In" badge with friends and neighbors. Print out one badge for each person in the household to make sure everyone is counted.



- Once you've been counted in the 2020 Census, print out the "I've Been Counted" Badge and share with your friends.

I've been  
counted  
in the  
U.S. Census!

# Lesson Plans



# Lesson Plan # 1: What is the Census

- Explore the history and importance of the Census
- Review the 2020 Census form
- Examine, analyze, and present mathematically Census data and population trends for South Carolina





# Lesson Plan # 2: The 2020 Census: Everyone Counts

- Introduce students to the 2020 Census process and use Census resources to emphasize that every person (even babies and children) should be counted
- Brainstorm all the different places people live (including military bases, nursing homes, college dorms, campers, RV's, hotels, hospitals, shelters, group homes, foster homes, jail, cars, and boats) and discuss why they might be missed in the Census.
- Explore literature in which a main character is not living with their parents and invite students to write a letter to that character to encourage them to be counted in the 2020 Census



# Lesson Plan # 3: The Census and Why it Matters

- Explore the many ways Census data is used to help fund programs that make our state better and to determine our representation in Congress.
- Make a list of things students use or places they visit in their community that are affected by the 2020 Census. Write a letter to a fictional friend who lives in another country explaining why South Carolina will be better for all if everyone is counted.
- Fill out a U.S. map to record the number of Representatives in the House of Representatives for each state.
- Analyze a variety of Census videos, determine their target audience, summarize their message, evaluate their effectiveness and prepare your own Census ad materials.



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# Lesson Plan # 4: The Census: What Can I Do?

- Engage the creative talents of students to help make sure that every person in South Carolina is counted.
- Explore the South Carolina 2020 Census response rate by county and ask students to track the response on a map of South Carolina as that response rate changes over time. How is their county doing? Which county is winning?
- Ask students to write a one-page story set in a fictional town where no one filled out the 2020 Census. How are things different?
- Invite students to brainstorm and implement ways to help spread the word among their friends and family about the importance of everyone being counted in the 2020 Census.



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# Thank You!

- Question Time



Many thanks to Lieutenant Governor Pamela Evette, Chair of the South Carolina Governor's Complete Count Commission, and her team for their leadership

