



## State, Local, Tribal, Elected and Appointed Officials 2020 Census Checklist

- ❑ **Stay informed.** Census Champions is your resource for information and actions on the 2020 Census. If you haven't already, sign up at [censuscounts.org/censuschampions](https://censuscounts.org/censuschampions). Look out for emails with relevant information, and invitations to join calls and events related to the census.
- ❑ **Speak out.** Include the 2020 Census and its importance in your remarks and public communications so that your constituents begin to hear about the census. Encourage your colleagues to champion the census.
- ❑ **Reach out.** Meet with regional U.S. Census Bureau staff and partnership specialists to know what's happening in your community or region.
- ❑ **Help Recruit for Census Jobs.** The U.S. Census Bureau is hiring over 500,000 jobs across the country. They are recruiting in your area. Encourage residents to apply at [2020census.gov/jobs](https://2020census.gov/jobs).
- ❑ **Support Complete Count Committees (CCC).** Attend and support your local and state CCC meetings and planning. If your community does not have a local CCC, work with local leaders, organizations and residents to create one. Your U.S. Census Bureau Regional Office can help you to create and train CCCs.
- ❑ **Advocate for funding.** Work to identify and appropriate resources to supplement U.S. Census Bureau efforts.
- ❑ **Plan outreach for hard-to-count communities.** Identify where your historically hard-to-count communities are and the strategies and messages necessary to reach them.
- ❑ **Dedicate staff time.** If you're at the local level, ensure there is a dedicated staff member assigned to census preparations. Meet with and stay engaged with staff to keep up with local census preparations. For state level officials, ensure your elected body is dedicating staff time and working with state census staff to coordinate and supplement preparations.
- ❑ **Know language needs.** Identify language needs and identify resources (funds, pro-bono professionals, local organizations) to support translation and technical assistance.
- ❑ **Think broad engagement.** There is a role for everyone to play. Be sure to engage media, businesses, philanthropy, faith leaders, and government agencies in the Get Out the Count effort.



For questions, contact Jheanelle Wilkins at The Leadership Conference Education Fund at [champions@censuscounts.org](mailto:champions@censuscounts.org), 202-263-3858. Census Champions is a project of The Leadership Conference Education Fund.

**#IamACensusChampion #WeCount**  
**[www.censuschampions.org](http://www.censuschampions.org)**