

Educator Update

Census In Schools



February 2010



Have You Seen the Census in Schools Lessons and Maps?

The *2010 Census in Schools: It's About Us* program is designed to provide students in grades K-12 with information about the importance of the 2010 Census. In the fall of 2009, the Census Bureau sent kits to every K-12 school in the United States. These kits for principals contained maps, a Census in Schools program brochure, information about online lessons, mini-teaching guides, and family take-home kits.

If you haven't seen a copy of the maps or teaching guides in your school, please visit your principal to see a hard copy.

2010 Census Road Tour

The 2010 Census Portrait of America Road Tour set out on January 4, 2010, from New York City's Times Square, launching a cross-country interactive experience designed to increase awareness and encourage participation in the nation's once-a-decade population count.

Through April 2010, the tour will be part of the largest civic outreach and awareness campaign in U.S. history — stopping and exhibiting at more than 800 events nationwide. From local parades and festivals to major sporting events like the NASCAR and NCAA Final Four, the Census Bureau will attempt to motivate America's growing and increasingly diverse population to



complete and mail back 10-question census forms when they receive them in March 15-17.

“The Road Tour seeks to educate and empower every person living across our country to take part and participate in the 2010 Census,” Census Bureau Director Robert Groves said. “Attendees at Road Tour events will learn about the census, how it affects their local communities and even share

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their personal stories about why the census is important to them at interactive kiosks and exhibits.”

The regional vehicles offer a similar user experience, including GPS technology that allows visitors to track the tour online as it happens and

through daily social media postings on Twitter, Facebook, MySpace, Flickr, and YouTube.

Regional launch events include vehicles departing from national landmarks across the nation, such as the USS Constitution in Boston, Independence Mall in Philadelphia, the Gateway Arch in St. Louis, Santa Monica Pier in Los Angeles, and the Golden Gate Bridge in San Francisco. Altogether, more than 3 million people will have the opportunity to share their photos and stories, explaining why the census will make a difference in their communities. This constantly changing “portrait of America” will be captured during all Road Tour events and will live online at 2010census.gov.

Census in Schools Week

The Census Bureau is asking schools and teachers to designate a “Census in Schools Week” sometime between now and May 2010. This week will be dedicated to 2010 Census lessons and related activities to teach the entire school body and/or individual classes about the census.

In January, the Census Bureau sent every K-8 school principal in the U.S., Puerto Rico, and the Island Areas student-take-home materials to support their “Census in Schools Week.” These materials include five fifteen-minute lessons that highlight the census student-take-home materials. All the materials are posted on <www.census.gov/schools>.

Recent News from the Census Bureau...

Black (African-American) History Month: February 2010

To commemorate and celebrate the contributions to our nation made by people of African descent, American historian Carter G. Woodson established Black History Week. The first celebration occurred on Feb. 12, 1926. For many years, the second week of February was set aside for this celebration to coincide with the birthdays of abolitionist/editor Frederick Douglass and Abraham Lincoln. In 1976, as part of the nation’s bicentennial, the week was expanded into Black History Month. Each year, U.S. presidents proclaim February as National African-American History Month. For more information, visit www.census.gov and click on “Facts for Features.”

Education

83%

Among blacks 25 and older, the proportion who had at least a high school diploma in 2008.

20%

Percentage of blacks 25 and older who had a bachelor’s degree or higher in 2008.

1.4 million

Among blacks 25 and older, the number who had an advanced degree in 2008 (e.g., master’s, doctorate, medical, or law). In 1998, 857,000 blacks had this level of education.

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Population

30%

The proportion of the black population younger than 18 as of July 1, 2008. At the other end of the spectrum, 8 percent of the black population was 65 and older.

41.1 million

As of July 1, 2008, the estimated population of black residents in the United States, including those of more than one race. They made up 13.5 percent of the total U.S. population. This figure represents an increase of more than a half-million residents from one year earlier.

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Number of states with an estimated black population on July 1, 2008, of at least 1 million. New York, with 3.5 million, led the way. The other 17 states on the list were Alabama, California, Florida, Georgia, Illinois, Louisiana, Maryland, Michigan, Mississippi, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas and Virginia.

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Number of states or equivalents in which blacks were the largest minority group in 2008. These included Alabama, Arkansas, Delaware, District of Columbia, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia, and Wisconsin. (Note: Minorities are part of a group other than single-race non-Hispanic white.)

Serving Our Nation

2.3 million

Number of single-race black military veterans in the United States in 2008. More military veterans are black than any other minority group.

Contact Census in Schools

If you would like to share any thoughts or ideas about ways to introduce the 2010 Census to your students, please call 1-800-396-1167 or e-mail us at: < Census.in.Schools@census.gov >.

Additional information about Census in Schools can be found at our Web site:
< <http://www.census.gov/schools> >.

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