

Census 2020- Be Counted!

Giving Our
Students the
World



M-DCPS by the Numbers



4th *largest school district in the Nation*

34 *municipalities*

9 *school board member districts*

476 *schools*

350,000 *students*

7,000+ *homeless students*

53,000 *employees*

100 *countries*

56 *languages*

M-DCPS by the Numbers

- 70,000** Adult Students
- 21** Adult Centers
- 9,901** Early Childhood Students
- 69** Early Head Start/Head Start Sites
- 226** VPK sites
- 16** On-site Childcare



M-DCPS Students by the Numbers



21% English Language Learners

69% Economically disadvantaged

10% Exceptional Student
Education (ESE)

67% Hispanic

24% Black

8% White

1.8% Other Ethnicities

Actions To-date

Actions Taken:

- Requesting funding and opposing posing the question
- Advocating at the federal-level for funding
- Collaborating with the Council of Great City Schools/NALEO/School Board Association
- Developing an awareness campaign Alert stakeholders to the potential implications of a high undercount
- Identifying potential partners



Strategies

- Engage in targeted outreach
 - Town Hall meetings
 - PTA meetings
 - Advisory Committees
- Communicate the importance to the Census to our parents
- Engage in an aggressive social media & marketing campaign
- Maximize utilization of district resources ie website & connect ed
- Facilitate access of technology for parents
- Collaborate and leverage strategic partnerships
 - Other local governments ie County, municipalities
 - M-DC Council PTA/PTSA
 - Early childhood Coalition
 - Chambers
 - Faith-based organizations



**THANK
You**

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