



# Census 2020 Preparations and Outreach

**FIU**

FLORIDA  
INTERNATIONAL  
UNIVERSITY

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Metropolitan Center



# Our Students

- Over 55,000 students in 2018-19
  - ~38K residing in Miami-Dade, ~10K in Broward, ~1.2K in Palm Beach
  - Over 27K face-to-face enrollment; ~16K online
  - ~40,000 undergraduate, over 8,000 graduate
  - ~36K Hispanic/Latino, ~7K Black/African American, over 4K nonresident alien
  - ~9K first generation students
  - ~19K Pell grant recipients
- Ranked 2<sup>nd</sup> on social mobility in Florida



# Why it Matters

**FIU is *of* Miami, not only *in* Miami**

**The Census will impact our community for the next 10 years**

**Students' lives are directly impacted**

- Pell grants
- Federal research grants
- Campus funding
- Campus improvements, including labs, buildings, and classrooms
- Health and social services
- Federal legislation
- Students' future careers – many professionals are heavily dependent on Federal funding (e.g., medicine, social work, nursing, science, research, or public health)

**Vision**  
Florida International University will be a leading urban public research university focused on student learning, innovation, and collaboration.

**Mission**  
Florida International University is an urban, multi-campus, public research university serving its students and the diverse population of South Florida. We are committed to high-quality teaching, state-of-the-art research and creative activity, and collaborative engagement with our local and global communities.

# 2020 Census Challenges



## Hard-to-Count College Student Groups

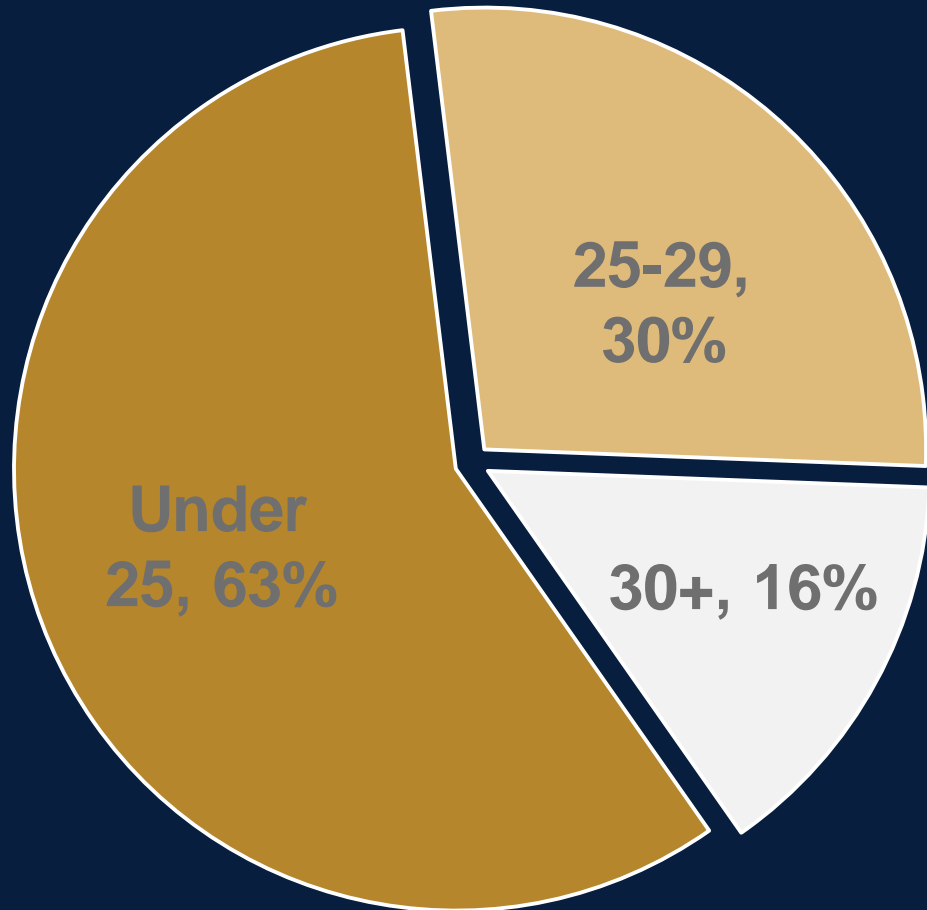
- College students between the ages of 18 and 24
- College students from low-income backgrounds
- College students of recent immigrants
- First generation college students
- College students from homes who speak English with limited or no proficiency
- College students who are non-White
- College students who are homeless or lack stable housing
- College students living off campus and rent
- College students living off campus with their families
- College students living on campus

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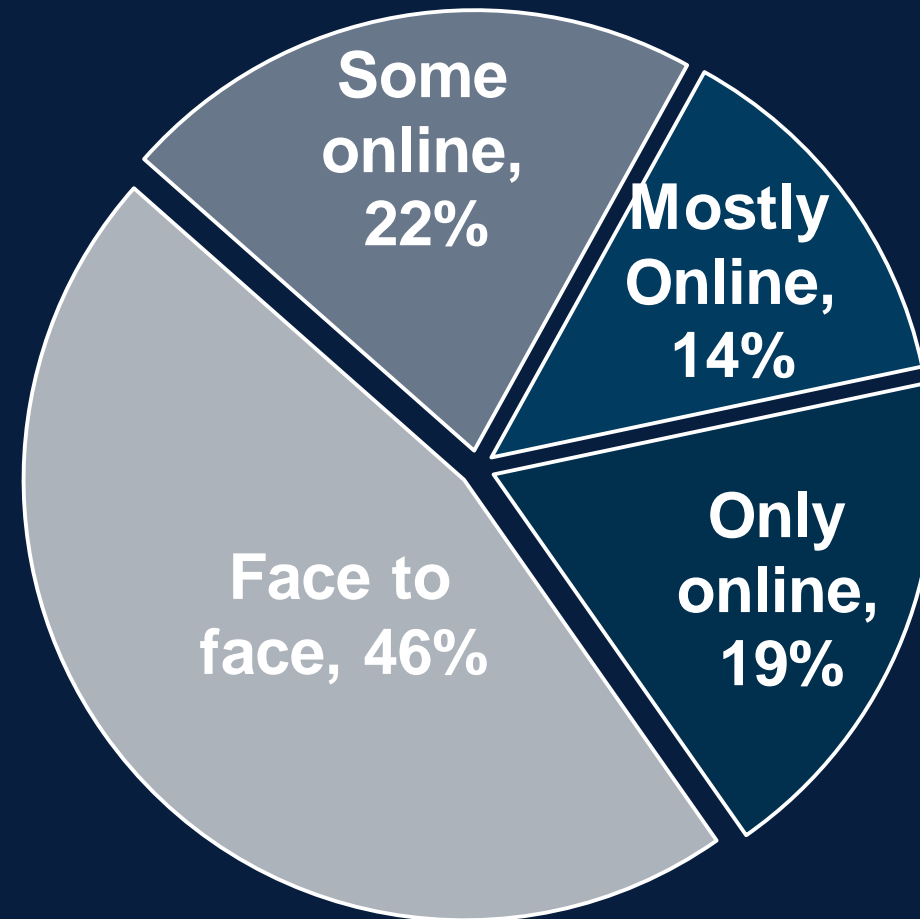
FLORIDA  
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# 2020 Census Challenges

## Age Distribution



## Instruction Mode





# 2020 Census Strategies

**Who**

Student Organizations, faculty, administration and staff

**What**

Increase awareness, emphasize relevance to students

**When**

Planning and some outreach in Fall 2019; Full outreach in Spring 2020

**Where**

Mixed modes of communication

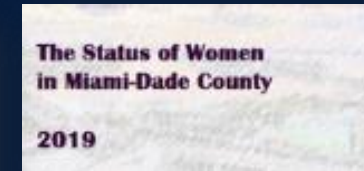
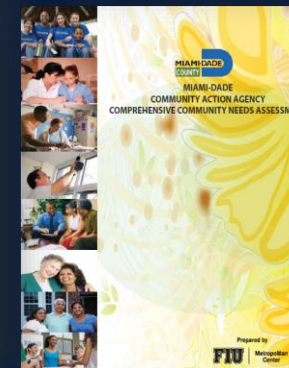
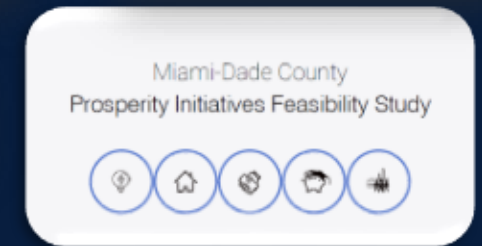
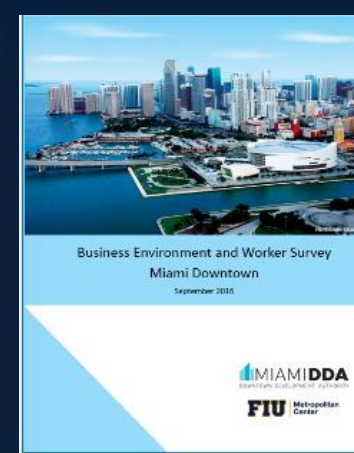
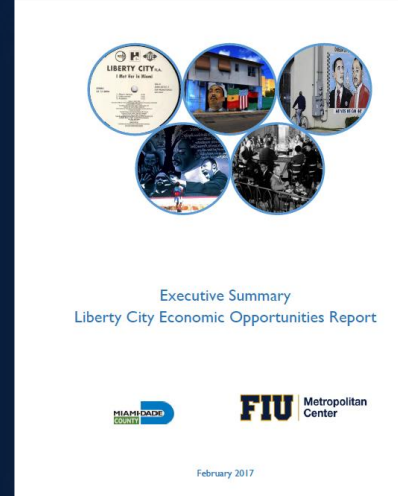
**Why**

Increase awareness, emphasize relevance to student



# Our Research

- Promotion of the census data products through the dissemination of data
- Designated Census Information Center
- Ongoing research
  - Census survey
  - Focus groups



Hurricane Social Vulnerability Fact Sheet

Hurricane Category	Hurricane Name	Hurricane Costs (\$B)	Predicted # of Storms
Category 5	Hurricane Michael	\$2.3 billion	9-15
Category 4	Hurricane Irma	\$9.6 billion	10-16
Category 3	Hurricane Harvey	\$7.94 billion	11-17
Category 2	Hurricane Katrina	\$6.10 billion	12-15
Category 1	Hurricane Wilma	\$2.3 billion	12-15
Category 4	Hurricane Frances	\$5.4 billion	12-15
Category 5	Hurricane Andrew	\$4.8 billion	Not Available

	Florida	Miami Dade County	Dade County	Franklin County
Population	21,299,325	2,761,581	1,951,260	1,485,941
Population Growth Rate (2010-2018)	7.06%	3.75%	4.73%	6.07%
Persons over 65	4,346,743	440,931	100,124	341,631
Median Household Income	\$52,154	\$49,930	\$56,842	\$60,057
Median Worker Earnings	\$30,472	\$28,320	\$31,839	\$31,753

Source: American Community Survey 2017, Census 2018 Projections Estimate, Photo courtesy of: Brandon Sales and Jason Miami.



## Survey Results

- 15% believe the answers they provide will be used against them
- 62% believe their responses will be shared with other agencies
- Most important reasons for participating:
  - funding for public services (55%)
  - provides information for local government to plan (43%)
  - contributes to a better future for the community (42%)
  - civic duty (40%)
  - protection of civil rights (33%)

## Focus Group Results

- Lack of awareness among younger residents, especially recent immigrants
- Understanding how census data benefits the community is important
- Concern about some community members not answering truthfully
- Concern about ability of some community members to complete online
- Need for local organizations to lead in census outreach and assist with completion





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