



## How can you show support?

Many people recognize the importance of the Census, and wonder how they can show support. Here are some ideas about what you can do:

- Share information and videos on social media
- Talk with your friends and family about the Census
- Go online at learn more: <https://2020census.gov/en>
- Communicate with student organizations at your college

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The Census is critical for our nation's future. Census results touch nearly every element of our lives for the next decade, including our roads, schools and community programs.

# Diné College Census 2020 Matters

*Data collection paints a picture of the Navajo Nation's population and needs.*

# About the 2020 Census

The 2020 Census will be the first time you can take the survey online. In fact, the bureau's goal is to have 55% of responses submitted digitally, whether on a desktop computer or mobile phone. Most households will be contacted by mail with a unique code to fill out the survey online. However, in neighborhoods with low internet access or usage, the paper form will be included.

*Native American people deserve to be accurately counted and represented.*



## The Census effects redistricting, and thus voting outcomes

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

*Students are counted where they reside on April 1, 2020, which means that the majority of students will be counted in their college community.*

# Why is the 2020 Census important?

### Risk of under-count

An under-count of Navajo residents would result in a direct loss of millions of dollars per year

### Under-counted communities

Navajo residents have historically seen underrepresented counts for young children, multi-family housing residents, military families, non-native English speakers, low-income residents, minorities and rural residents.

### CONDITIONS THAT EFFECT ENGAGEMENT

1. Poverty
2. Education
3. Income levels

*Students from diverse socioeconomic and demographic backgrounds and first-generation students have the greatest potential to be most impacted by Census undercounts.*

| WHY IS ENGAGEMENT IMPORTANT?   |  |
|--|--|
|  Taking part is your civic duty |  Your data is confidential      |
|  Everyone counts                |  It's about fair representation |

*Federal law protects your census responses. Your answers can only be used to produce statistics.*