



Colleges and the 2020 Census

Kala Shah Surprenant

Acting Director, Student Privacy Policy Office

U.S. Department of Education

Judy Belton

Assistant Division Chief

Dora Durante

Chief of the Special Enumerations Branch

Decennial Census Management Division

U.S. Census Bureau

CENSUS DAY 2020

- **April 1 is Census day.**
- April 1st is the date used by Census to count people.
- For students on college campuses, they are counted based on their “usual residence” (where they reside for most of the year such as college campus and is not based on legal or voting residence).

<https://www.federalregister.gov/documents/2018/02/08/2018-02370/final-2020-census-residence-criteria-and-residence-situations>



WHY ARE WE HAVING THIS CALL TODAY?

- The Group Quarters Advance Contact operation began February 3, 2020 and continues through March 6, 2020.
- Institutions of Higher Education (IHEs) are being asked to:
 - Verify the Group Quarter name, address information, contact name, phone number, and business email address.
 - Provide an expected Census Day (April 1, 2020) population count and maximum population count.
 - Choose a preferred method of enumeration.
 - Provide a date for the enumeration that starts on April 1, 2020.
- IHEs may wish to review their choices based upon information from today's session.
- Any change in method of enumeration must occur no later than March 6, 2020.
- The Group Quarters Enumeration operation will begin April 1, 2020 and continue through May 1, 2020 or June 5, 2020 depending on the selected enumeration method.



THERE ARE FOUR ENUMERATION METHODOLOGIES

1. **Drop Off/Pick up** – Census workers leave questionnaires with IHE Group Quarters (GQ) contact for distribution to residents who were living or staying at that GQ (student housing) on April 1, 2020. Students/Residents complete the questionnaire and return it to the GQ contact in a sealed envelope.
2. **In-Person Interview** – Census workers conduct a face-to-face interview with each student/resident who were living or staying at that GQ on Census Day (April 1, 2020) to complete an Individual Census Questionnaire (ICQ).



TWO ENUMERATION METHODOLOGIES THAT IMPLICATE FERPA

- 3. eResponse** – On March 27, 2020, Census sends IHEs unique user ID and Census IDs for each GQ at their facility through the mail to IHE GQ administrator to gain access to the eResponse website. IHE GQ administrator will upload respondent-level data template for each student/resident who was living or staying in each GQ on Census Day. School is providing response, which requires student consent under FERPA. School can provide “directory information” unless student opted out.
- 4. IHE-Provided Paper Response** – IHE GQ Administrator will provide Census workers with a paper spreadsheet with student/respondent-level data for each student/resident who was living or staying in each GQ at their facility on Census Day. School is providing response, which requires student consent under FERPA. School can provide “directory information” unless student opted out.



2020 CENSUS - FERPA IMPLICATIONS

- Methods 3 and 4 would require student consent due to FERPA.
 - the IHE is disclosing FERPA-protected PII from education records to an outside organization (US Census Bureau).
- Information *may* be provided without student consent if Census-requested information is designated as “Directory Information” and the eligible student has not opted-out of the disclosure. This may vary from IHE to IHE since directory information is designated at the IHE level, but it can include name, DOB, & address.
- IHEs cannot include race/ethnicity and gender as directory information under FERPA.



INDIVIDUAL VS. AGGREGATE

- Census needs individual (not aggregate) level data for non-duplication purposes. Most helpful are the name, DOB, and address.
- Duplication of data could potentially occur up to three times.
 - The parent may report the student.
 - The student may self-report.
 - The school may report the student.



CRITICAL MATCHING VARIABLES

- The Census Bureau performs person matching using the Name, DOB, Age, Address, and Sex.
- The more complete the information, e.g., first and last names or complete DOB (month, day, and year), the more confident Census can be that two records that are linked together are the same person.
- Completeness of Name data – As part of Census Bureau's matching operation for applying the residence criteria in the GQ population, it is important to have a complete and legal name (first and last names), e.g. person 1 and person 2 are not legal names.



CONCLUSIONS

- Obtaining student consent by IHEs in order to collect data through eResponse or GQ-administered paper forms may be challenging for IHEs.
- Dropoff/Pick up forms administered directly by IHEs to students/residents has historically been the most common and effective way to collect information.



2020 DECENNIAL CENSUS: TIMELINE OF GROUP QUARTERS ACTIVITIES WITH THE PUBLIC

Stateside and Puerto Rico Dates

- Mailing of Group Quarters Advance Contact Letters to Facility Managers: 1/14/2020
- Group Quarters Advance Contact Operation: 2/3/2020 – 3/6/2020
- Mailing of Group Quarters eResponse Letters to GQ POCs: 3/27/2020
- Group Quarters Enumeration Operation:
 - GQE eResponse: 4/1/2020 – 5/1/2020
 - GQE In-Field: 4/2/2020 – 6/5/2020 (aim is 5/15/20 for IHEs)



Questions?

