



ASIAN AMERICANS  
**ADVANCING  
JUSTICE**

PREPARED FOR:

# Citizenship Question – Next Steps

*Asian Americans Advancing Justice*

June 27, 2019

[www.CountUsIn2020.org](http://www.CountUsIn2020.org)

# Monthly Webinar Series

## Previous Webinars:

- May: **Digital Tools - Hard to Count Map** <http://bit.ly/2lcohyQ>
- April: **Engaging the LGBTQ AANHPI Community** <https://bit.ly/2Hy27bq>
- March: **Fundraising** <https://bit.ly/2DIGl8i>
- March: **Digital Tools - CommunityConnect Labs** <https://bit.ly/2HOvpD6>
- February: **Engaging the AANHPI Faith Community** <https://bit.ly/2HueDcX>
- November: **The Race Question** <https://bit.ly/2U1GXpN>
- October: **Communications - Messaging Deep Dive** <https://bit.ly/2Fq512S>
- September: **How are People Counted in the Census?** <https://bit.ly/2Prvr81>
- August: **Census FAQs** <https://bit.ly/2zb6jsk>

## Next Webinars:

- **Citizenship Question Training Webinar**
- **Organizing/Engagement: GOTC 101- Census Bureau Outreach and Partnerships/Field and Communications**

# Agenda

- **What Does the Decision Mean?**
- **What Now?**
- **Implications on Organizing & GOTC**
- **Q&A**
- **Resources**
- **Contact Information**

# What Does the Decision Mean?

## **Asian Americans Advancing Justice | AAJC**

# What Now?

**Asian Americans  
Advancing Justice – Asian Law Caucus**

**Asian Americans  
Advancing Justice – Chicago**

# What Now?

- Impact
  - Not getting an accurate count in the census will hurt our communities
  - The government will re-draw political districts based on this census
  - Billions of dollars are distributed each year, partly based on this data
  - Community groups regularly use census data to help support programs

# What Now?

- Regardless of whether CQ ends up on census....
  - Community members now suspect the census and wonder if census data can be used against them
  - We still must fight to make sure our communities are counted

# What Now?

- Census data are protected by extremely strong privacy protections
  - By law, individual census responses cannot be shared outside CB
  - Prohibition includes immigration authorities
  - By law, data can only be used for statistical purposes



# What Now?

- Census data are protected by extremely strong privacy protections
  - Wrongful disclosure by a Census Bureau employee can lead to 5 yrs in prison, \$250k fine, or both

# What Now?

- Skipping
  - Full participation in the census is technically required by law
  - Responses that skip questions can be submitted, and will be counted
  - Census Bureau knows it gets millions of skipped questions every decade; they do not act on them

# Implications for Organizing and Get Out the Count Efforts

## **Asian Americans Advancing Justice - LA**

## **Asian Americans Advancing Justice - Atlanta**

# Implications for Organizing and Get Out the Count Efforts

- Addition of Citizenship Question would have denied us an accurate count.
  - 64% of Asian American Californians are concerned that the Census Bureau will not keep responses confidential

# How to Get Out the Count

- Message Development
  - Organize and educate community leaders and outspoken community members
  - Form a CCC
  - Center community and family

# How to Get Out the Count

- Message Development
  - Emphasize confidentiality
  - Importance of participation + confidentiality provisions > fear

# How to Get Out the Count

- Identify trusted messengers to deliver the messages
  - Who are the people that the community turns to?
  - What are the spaces where the community gathers?
  - Think outside the box!

# How to Get Out the Count

- Utilize Ethnic Media Partnerships
  - We must counteract the level of reporting on any fears and misinformation about the census
  - Low marketing budgets means the onus is on us



# How to Get Out the Count

- Other Media Tactics
  - Flooding ethnic media and social media with benefits of Census
  - Host ethnic media briefings
  - Watch for misreporting on ethnic media

# Questions?

# Resources

[www.CountUsIn2020.org](http://www.CountUsIn2020.org)

*New Decision Day Factsheet  
Talking Points in 15 Asian Languages*

*Coming soon...*

- Webinar recordings
- Blogs
- Press releases
- Social media
- Partner resources
- Latest census news
- GOTC Factsheets
- Translated GOTC Factsheets
- Community Engagement and Communications Toolkit

# Resources

## Future Webinars:

- Citizenship Question Training
- Organizing/Engagement: GOTC 101- Census Bureau Outreach and Partnerships/Field and Communications
- Organizing/Engagement: K-12/Teachers
- Organizing/Engagement: College Students
- Census and Data
- Census Messaging: Part 2
- Redistricting and Reapportionment

# Contact Information

## **Asian Americans Advancing Justice | AAJC (DC)**

Terry Ao Minnis, Director of Census and Voting Programs

Email: [Census@advancingjustice-ajc.org](mailto:Census@advancingjustice-ajc.org)

## **Asian Americans Advancing Justice – Asian Law Caucus (San Francisco)**

Jonathan Stein, Voting Rights and Census Program Manager

Email: [JonathanS@advancingjustice-alc.org](mailto:JonathanS@advancingjustice-alc.org)

## **Asian Americans Advancing Justice – Atlanta**

Karuna Ramachandran, Deputy Director

Email: [KRamachandran@advancingjustice-atlanta.org](mailto:KRamachandran@advancingjustice-atlanta.org)

## **Asian Americans Advancing Justice – Chicago**

Justin Valas, Policy Director

Email: [Census@advancingjustice-chicago.org](mailto:Census@advancingjustice-chicago.org)

## **Asian Americans Advancing Justice – Los Angeles**

An M. Le, 2020 Census Statewide Network Manager

Email: [ALe@advancingjustice-la.org](mailto:ALe@advancingjustice-la.org)