




Census2020: a Tool to Enhance Equity in Our Schools

Prepared for Gadsden Independent Schools by
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SWOP's work towards racial equity

- SWOP's mission
 - Working to empower our communities of the southwest to realize racial and gender equality, and social and economic justice.
- Founded in 1980 by young organizers of color
- Statewide membership organization (501c3)
- Southern NM has been represented since the beginning- families and teachers
- Grassroots Community Organizing

SWOP and Shools

- Anti-racism trainings (Families United for Education)
- Ethnic studies (UNM Chicana/o Studies)
- Gardening and health programming (Growing Health & Justice)
 - Project Feed The Hood
 - Garden Crawl & Gathering of the Gardens
 - Garden Coordinators
- Community Schools partner
- School Board candidate forums and election GOTV
- Priority Schools: Van Buren MS, Washington MS, Wilson MS, Whittier ES, South Valley Academy, NACA

SWOP Doña Ana county civic engagement

- Three candidate forums this year covering races for District Judge, County Sheriff, Governor, and Congressional District 2.
- 110 contacts in the 45 days leading to election
- We held two candidate forums in the month leading up to the election with 110 community members in attendance, 100% vote pledges, with questions from community.
- Election Day in CD2 across Doña Ana and Eddy Counties we contacted nearly 650 people, got 432 vote pledges or confirmations

SWOP and Census

- Major campaign in 2010
- Coordinate locally, statewide, regionally, and nationally
- History of civic engagement and outreach
- Democracy doesn't end on Election Day
 - Census
 - Redistricting
 - GOTV
 - Accountable Governance

Census2010 event



Why Census

- Planning a future for our people: Chicano, native, minority, low-income, houseless, youth, etc.
- Federal money where it's needed: early childhood education, roads and infrastructure, CHIP, healthcare, future grants
- Engagement with census sets us up for organizing the next ten years
- Accurate information for our schools and from our schools
- National agencies and funders do not understand the landscape in New Mexico- our input needed

GISD Opportunities

- School district affects everyone in the county, and has immense outreach capability
- A strong school district effort will have a tangible impact on the final census count
- 1% under count in BernCo = \$200M+ LOST over 10 yrs.
- 1% of BernCo = ~7k hard-to-count residents
- Networks forming: Nonprofits, advocates, philanthropy and foundations, elected officials, business community
- Census is an opportunity to improve education outcomes

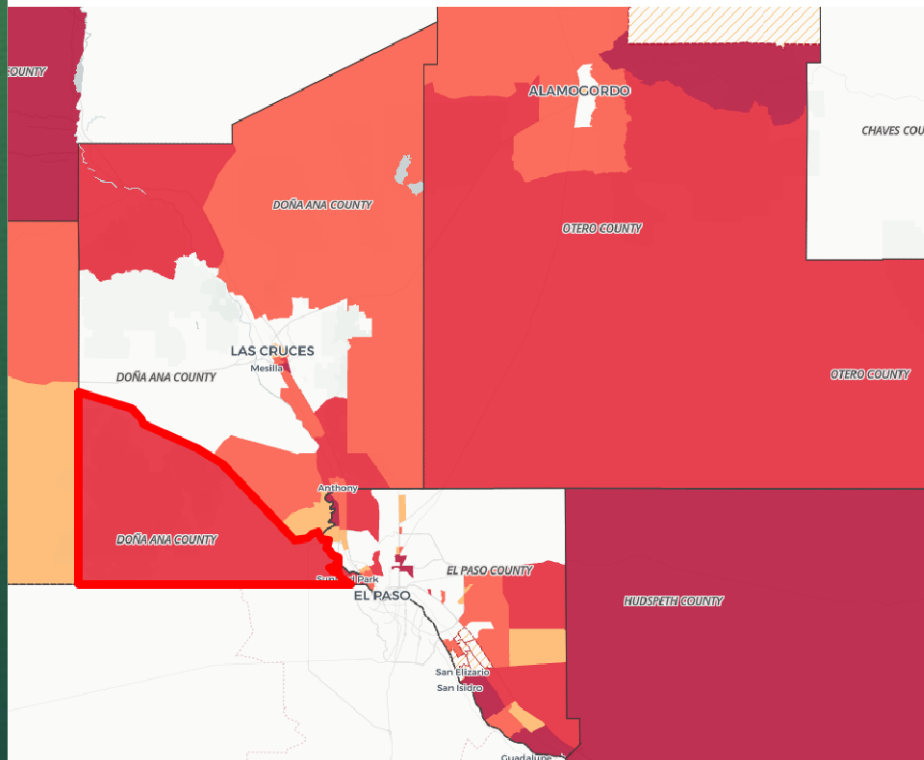
gps.unm.edu/census2020

CENSUS 2020

Hard To Count Communities

www.censushardtocommunities2020.us

! <https://www.censushardtocommunities2020.us/?latlng=32.23720%2C-106.24466&z=9&query=coordinates%3A%3A31.84957%2C-106.84479&promotedfeaturetype=censusTracts&arp=arpRaceEthnicity&layers=counties>





Sandoval
Bernalillo

Intel

Corrales

Sandoval
Bernalillo

West
Mesa

Los Ranchos
de Albuquerque

Petroglyph
National
Monument

Albuquerque

Sandia
Foothills

Cibola
National
Forest

Kirtland Air
Force Base

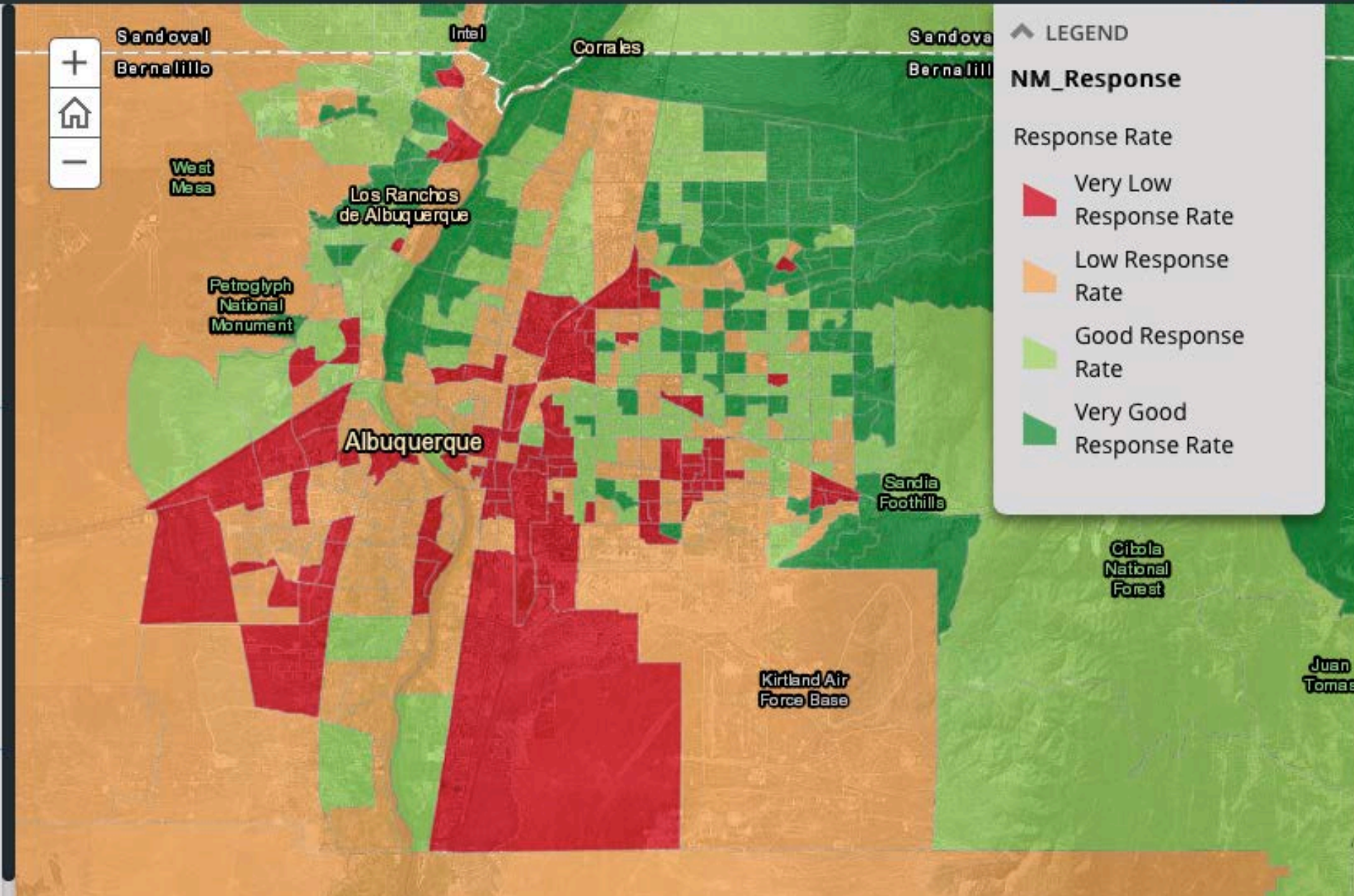
Juan
Tomas

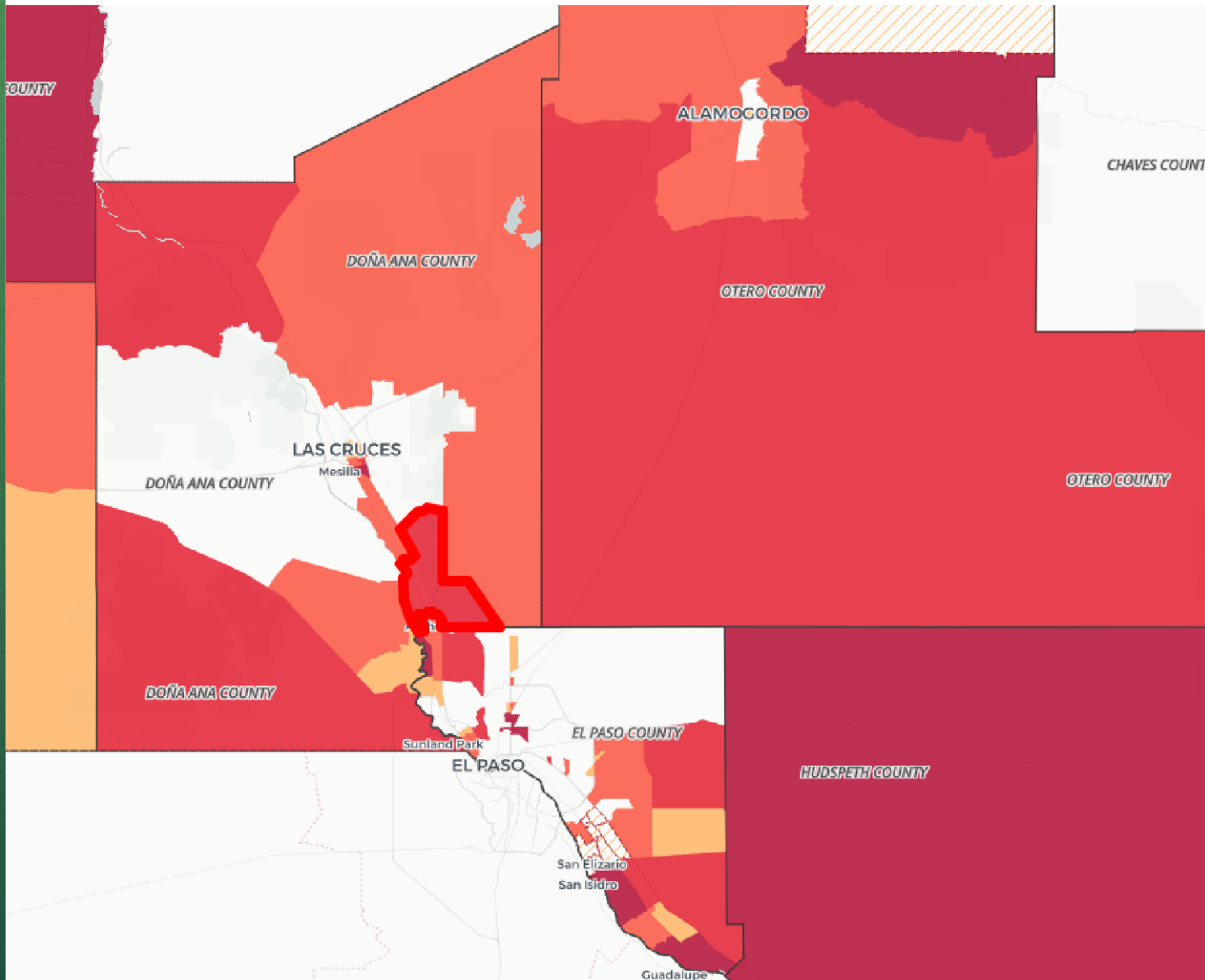
LEGEND

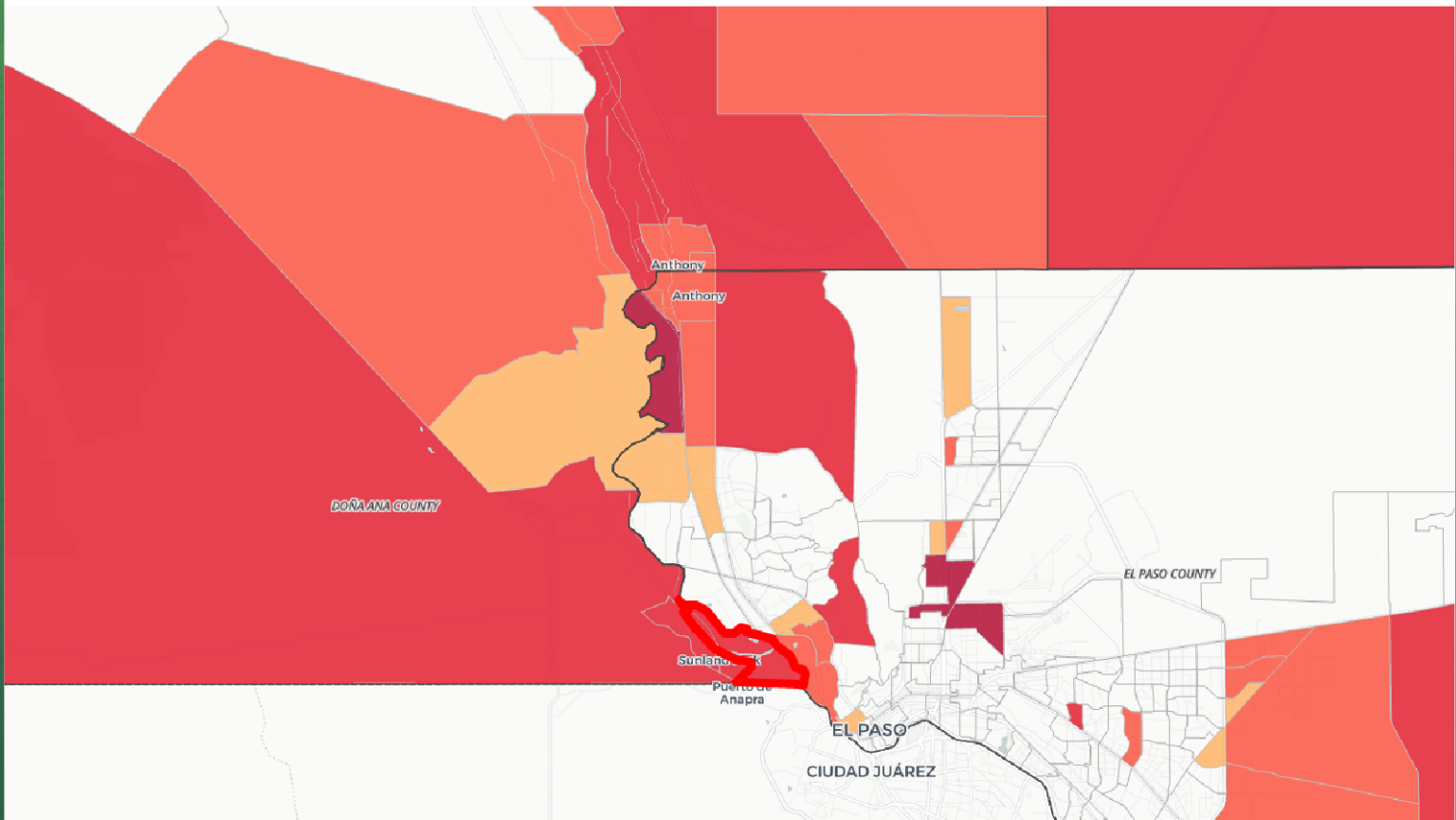
NM_Response

Response Rate

- Very Low Response Rate
- Low Response Rate
- Good Response Rate
- Very Good Response Rate







Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

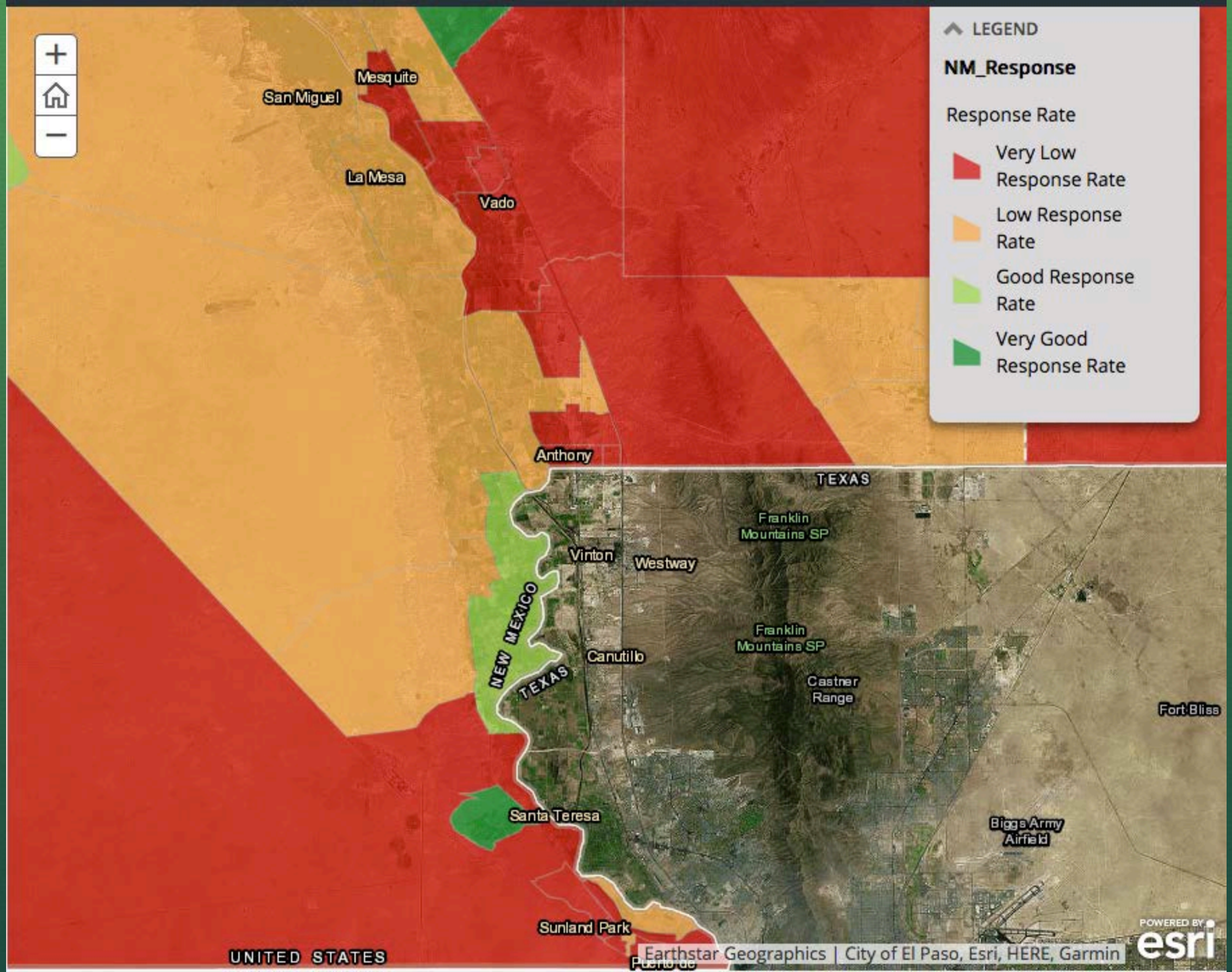


▲ LEGEND

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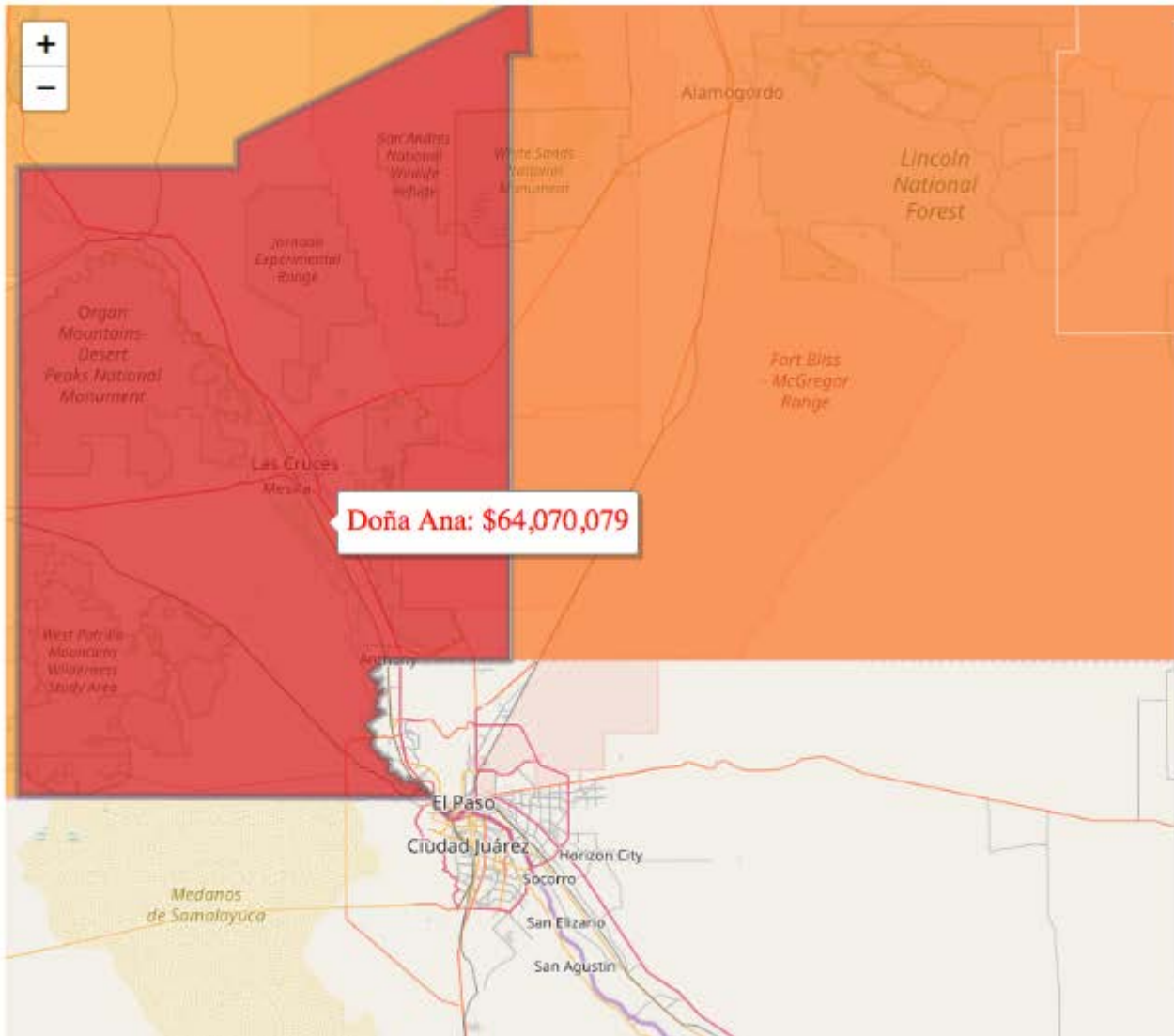


UNITED STATES

Earthstar Geographics | City of El Paso, Esri, HERE, Garmin



Financial Impact



Ten-Year Revenue Loss from a 2020 Census Undercount

Geography:

Counties Cities

Percent undercounted:



Race/Ethnicity:

Total Population

Show Data Table

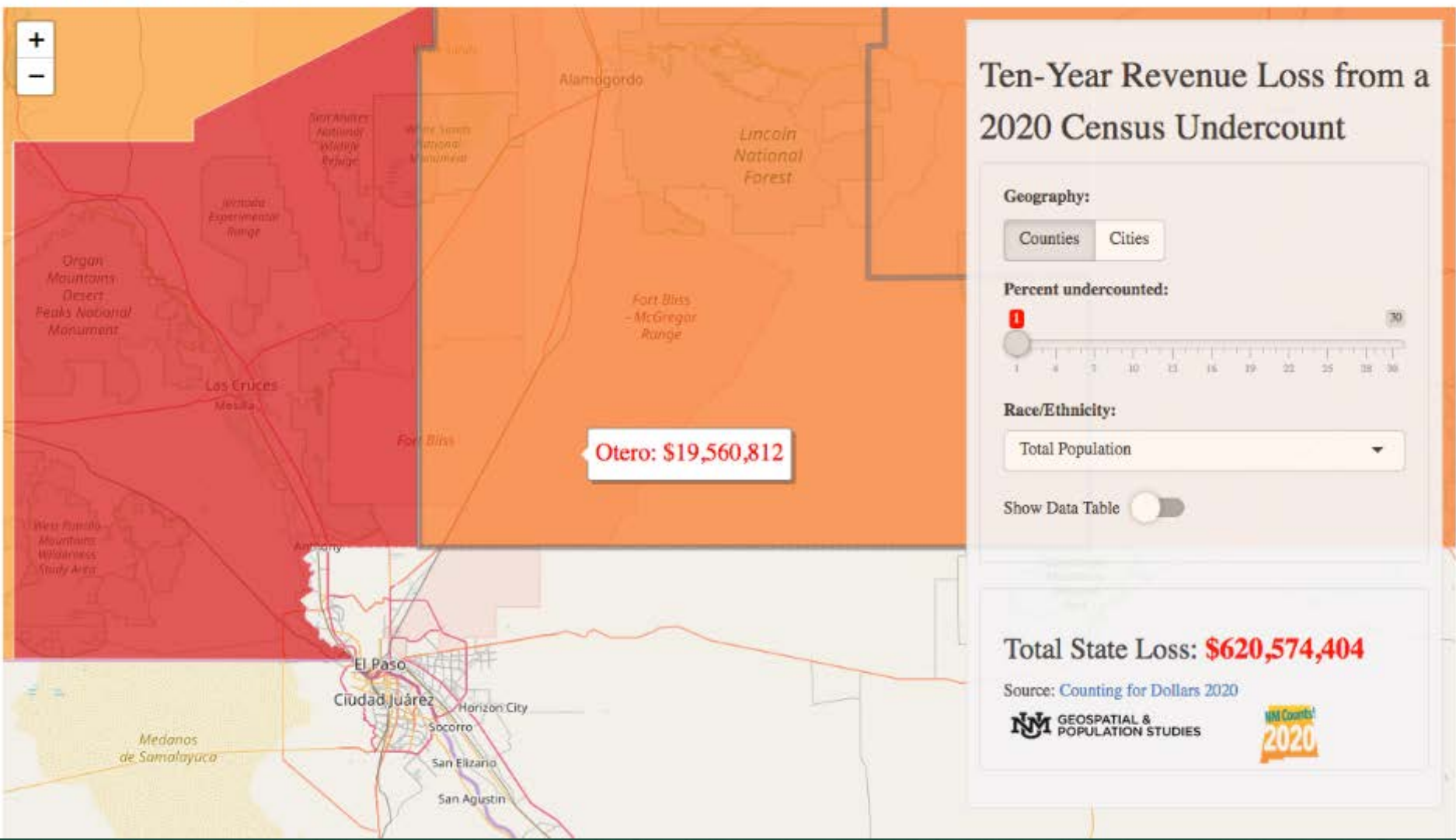
Total State Loss: \$620,574,404

Source: [Counting for Dollars 2020](#)

NM GEOSPATIAL & POPULATION STUDIES



Financial Impact



Opportunities for GISD

- Board of Education
 - Resolution
 - Participate in or form Complete Count Committee(s)
- Schools
 - Outreach and coordination
 - CCCs
 - Materials
 - Integrate curriculum
- Students
 - Civic participation and self-determination
 - Advocate with family and community
 - Exercise their voice

SWOP is committed

- We want to help
 - Coordinate our membership in Doña Ana and Otero
 - Organize committees
 - Share information
 - Classroom and community outreach
 - Materials and lesson plans
 - Our members are already reviewing census curriculum
 - We are networking: teachers unions, policy coalition, etc.

Contact

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