



Language to engage College Students

The template below is designed to help a college or university communicate with its students about the 2020 Census in an email. You may use the text as is, or modify as needed.

Title: Every [name of university/college] Student Counts!

Dear Students,

I am writing to ask you to fill out your 2020 Census form. With the spread of COVID-19, I know it's a very unsettling time, and many of you have been displaced from where you were living just weeks ago. Please know that even during these extraordinary times, completing your Census is still very important.

Census data are currently being used by state and federal governments to model the spread of COVID-19 and plan their responses to it. Even under normal circumstances, the census helps ensure that resources go to the people and communities that need them most. Over the next decade, federal funds totaling more than \$28,000 per person will be distributed across Minnesota based on the 2020 Census count. This funding goes toward critical programs like Pell Grants and health care services.

If you normally live off campus:

Please go online today to fill out your census at my2020census.gov; it only takes about 10 minutes to complete. If you have questions or need assistance, call 844-330-2020. Visit this website for specific instructions on how to complete the form **if you have you moved recently** because of COVID-19, or **if you live in a house or apartment with roommates**.

If you normally live in a dormitory or other [university/college]-owned housing:

You do not need to respond to the census. Your school will complete the census for you. The Census Bureau counts on-campus students this way in order to get the most accurate count possible. If you have moved back home because of COVID-19, you should not be included on your family's census form.

More information about the 2020 Census can be found on this website. Thank you for helping us ensure that all [name of school] students are counted in the 2020 Census.

Sincerely,

[name of president/dean/professor]