



January 8, 2020

Dear Washington Campus Colleagues:

Census 2020 is just months away. As you know, its outcome will affect the equitable distribution of political power and economic resources in the United States for the next decade. The process will begin in March 2020 and, for the first time, will depend on the internet as the primary method for responding. As members of the state's Higher Education Subcommittee for WA Counts 2020, we are asking for your assistance in raising awareness of the Census across our 50 campuses.

The final count of all residents in the country will determine Washington's political representation and the distribution of more than \$800 billion in federal support to education, health, housing, and infrastructure. It also will influence a decade of decision-making in the public, private, and nonprofit sectors.

In 2016 alone, Washington received \$16.7 billion – approximately \$2,300 per person. The funds included:

- \$8.5 billion for health programs;
- \$2.4 billion for education (including \$1.7 billion in student loans and grants programs);
- \$1.2 billion for housing;
- Almost \$1 billion in transportation planning and construction; and
- \$555 million in rural assistance programs.¹

We hope you can assist in helping all campus constituencies understand that:

- Participation in the 2020 Census is important to the well-being of our families and communities.
- The process is quick, easy and safe – and required.
- Their help is needed to raise awareness of what is at stake, to build confidence and trust in the process, and to assist others in the response process.

To learn more, we invite you to visit the state's 2020 Census website (www.ofm.wa.gov/2020census); please also feel free to contact the state's Complete Count Committee Coordinator Lisa McLean (lisa.mclean@ofm.wa.gov). Additionally, the Higher Education Subcommittee has developed a promotional toolkit for higher education, which you can access online (<https://bit.ly/2T5zjxc>). Thank you for any help you can lend to this critical work!

With best regards,

Paul Francis
Executive Director
Council of Presidents

Terri Standish-Kuon
President & CEO
Independent Colleges of Washington

Jan Yoshiwara
Executive Director
State Board for Community
and Technical Colleges

¹ GW Institute of Public Policy, https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_WA.pdf