2020 Census Briefing
Tennessee State Data Center’s 2019 Data Users Conference

Philadelphia Regional Census Center

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October 22, 2019
TN Area Census Offices

Wave 1: April 2019
✓ Shelbyville

Wave 2: October 2019
✓ Memphis
✓ Knoxville
✓ Knoxville
2020 Area Census Offices

Wave 1 Offices

- Shelbyville, TN (Opened January 2019)

Wave 2 Offices

- Memphis
- Nashville (Williamson Co.)
- Knoxville
ACO Job Title & Descriptions

✓ **Area Census Office Manager** - Responsible for the general supervision and administration of the office.

✓ **Census Field Manager / Lead CFM** – Responsible for accomplishing production and quality goals in field operations under their span of control. Conducts individual and group training sessions for their personnel as necessary.

✓ **Administration Manager** – Responsible for administrative functions, such as personnel, payroll and supply. Manages and monitors all office requisitioning, equipment and shipping.

✓ **IT Manager** – Leads all office computing environment, mobile computing environment, and automation support efforts.

✓ **Recruiting Manager** – Oversees the recruiting and testing of job applicants for field position and clerks.

✓ **Recruiting Assistant** – Assists in recruiting and testing of job applicants.

✓ **Census Field Supervisor** – Appoints, trains, and supervises enumerators that are engaged in data collection.

✓ **Office Operations Supervisor** – Coordinates, supervises, and oversees the work of office clerks in specific functional areas.

✓ **Enumerator** – Locally hired workers who perform field enumeration activities in and around their respective neighborhoods.

✓ **Clerk** – Office clerks perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.
ACO Managers

- Eleven (11) positions in the ACO
  - All management positions have been hired

- apply via [www.usajobs.gov](http://www.usajobs.gov)
  - Applicants should use Keyword – census and Location – TN to find the appropriate vacancy announcement
ACO Office Staff
(non-managerial)

- Approximately 11 Office Operations Supervisors
- Approximately 45 clerks
- Recruiting Now
- On-Line Job Application Process is live
- 2020census.gov/jobs
ACO Field Staff

- **Recruiting Assistants (RAs)**
  - Approximately 125 RA positions
    - RAs will recruit approximately 50,000 applicants in the state of Tennessee for operations

- **Census Field Supervisors (CFSs)**
  - Peak Ops - Start recruiting CFSs now

- **Enumerators**
  - Peak Ops - Start recruiting Enumerators now
# 2020 Area Census Pay Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Average Pay Rates (subject to change)</th>
<th>Staffing Timeline (Peak Operations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Census Office Manager</td>
<td>$24.00-$32.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Lead Census Field Manager</td>
<td>$20.50-$27.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Census Field Manager</td>
<td>$17.50-$24.00</td>
<td>June 2019</td>
</tr>
<tr>
<td>Administration Manager</td>
<td>$17.50-$24.00</td>
<td>June 2019</td>
</tr>
<tr>
<td>IT Manager</td>
<td>$17.50-$24.00</td>
<td>June 2019</td>
</tr>
<tr>
<td>Recruiting Manager</td>
<td>$17.50-$24.00</td>
<td>June 2019</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$15.50-$21.00</td>
<td>August 2019</td>
</tr>
<tr>
<td>Census Field Supervisor</td>
<td>$15.50-$21.00</td>
<td>February 2020</td>
</tr>
<tr>
<td>Office Operations Supervisor</td>
<td>$14.50-$19.50</td>
<td>July 2019</td>
</tr>
<tr>
<td>Enumerator</td>
<td>$14.00-$19.00</td>
<td>March 2020</td>
</tr>
<tr>
<td>Clerk</td>
<td>$12.00-$15.00</td>
<td>September 2019</td>
</tr>
</tbody>
</table>
2020 Census Timeline

- **In-Field Address Canvassing**
  - Aug 2019 – October 2019

- **Group Quarters**
  - February 2020 – July 2020

- **Census Day**
  - April 1, 2020

- **Internet Self Response**
  - March 2020 – July 2020

- **Update Leave**
  - March 2020 – April 2020

- **Nonresponse Follow-up**
  - April 2020 – July 2020
Address Canvassing (AdCan)

- Field AdCan will be conducted August 2019 to October 2019
- 100% review and update of the address list
- Enumerators will use a laptop
Non-Response Follow Up (NRFU)

- NRFU will be conducted May 2020 through July 2020.
- The largest operation of 2020 Decennial Census.
- Households who have not completed a questionnaire will be visited.
- Field staff will verify addresses we could not match to our database.
### WHAT WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

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**We understand you might miss our initial letter in the mail.**

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
# 2020 Census Self-Response Mail Strategy

**Self-Response**

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

(*)Targeted to only nonresponding households

Dates in the table below are in-home dates.
How States Can Collaborate with the U.S. Census Bureau

**Operational Support**

- Provide space that can be used for testing, on-boarding, training, etc.
- E.g. Computer labs, Libraries, Schools
- Provide lists of residential institutions
- Provide lists of shelters, service providers, and transient locations
- Promote temporary job opportunities
2020 Census Recruiting

• The Census is recruiting more than 500,000 positions Nationwide
• More than 20,000 term positions in Tennessee
• These Positions are both part-time and full-time
• Competitive pay and flexible hours
Questions 2020 Census Operations and Positions?

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - Philadelphia.rcc.partnership@census.gov