



## NEWS RELEASE

**For Immediate Release**  
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### **NALEO Educational Fund Brings Together Latino Policymakers and National Organizations for “Make Census 2020 Count” Advocacy Day**

*Groups and elected officials will educate Members of Congress about the importance of making investments now that will ensure a full and accurate count of Latinos and all Americans*

**Washington, D.C.** – As part of the inaugural “Make Census 2020 Count” Advocacy Day on March 16, 2016, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund will bring together leading organizations and Latino elected officials from across the nation to educate Members of Congress from both sides of the aisle on the importance of adequate funding for a full and accurate Census 2020.

The advocacy day will feature a briefing for Members of Congress and staff that will focus on changes the Census Bureau is proposing to undertake in the 2020 decennial enumeration that will make it significantly different than any in our nation’s history. The briefing will be held in 2168 Rayburn House Office Building at 8:30 a.m. ET.

Panelists from NALEO Educational Fund, Asians Americans Advancing Justice - AAJC, The Census Project, and The Leadership Conference on Civil and Human Rights will discuss the challenges of reaching an unprecedented number of households, and the Census Bureau’s proposed changes to its practices and procedures, each of which will require testing and refinement prior to implementation.

“With Latinos now the nation’s second largest population group and one out of every six Americans, full and accurate data about the Latino community are critical for our country’s economic, social and civic well-being,” stated Arturo Vargas, NALEO Educational Fund Executive Director. “An undercount of the nation’s Latino population in 2020 would mean a failed census. The time is now for Congress to ensure that the Census Bureau has the necessary funding to carry out research and testing that will enable our nation to capture an accurate and cost-efficient portrait of the Latino community and all communities of color in Census 2020.”

Following the briefing, Latino policymakers from across the country will meet with Members of Congress and staff. Latino policymakers participating in the advocacy day hail from ten states, including California, Colorado, Connecticut, Florida, Illinois, New Mexico, Oregon, Pennsylvania, Texas and Washington.

In a [letter](#) to the Appropriations Subcommittee on Commerce, Justice, Science and Related Agencies Chairman John Culberson and Ranking Member Mike Honda, NALEO Educational Fund urged Congress to allocate \$1.6 billion for Fiscal Year 2017 to the United States Census Bureau. According to the Obama Administration, this level of funding is necessary if the Bureau is to develop and test innovations that could save up to \$5 billion on the cost of conducting the decennial Census in 2020. This funding level would also ensure that the Census Bureau can effectively conduct the American Community Survey (ACS), the annual survey that produces data that are critically important to the business, non-profit and public sectors alike.

Among the new approaches adequate funding would support is the assessment of new approaches to obtain greater participation in and more accurate responses to the decennial Census, like changes to the Hispanic origin and race questions. Ultimately, the format of the Census questions on race and ethnicity will have a critical impact on the accuracy of the Census Bureau's data on racial, ethnic and national origin population groups.

**What:**

“Make Census 2020 Count” Advocacy Day and Briefing

**When:**

March 16, 2016 (Briefing at 8:30 a.m. ET)

**Who:**

Arturo Vargas, Executive Director, NALEO Educational Fund  
Terry Ao Minnis, Director of Census and Voting Rights Programs, AAJC  
Terri Ann Lowenthal, Senior Advisor, The Census Project  
Corrine Yu, Managing Policy Director, The Leadership Conference

**Where:**

B-369 Rayburn House Office Building (Briefing) and Capitol Hill

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**About NALEO Educational Fund**

*NALEO Educational Fund is the nation's leading non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.*