

# 2020 CENSUS STATEWIDE ART CONTEST

Hosted by Virginia Complete Count Commission

## EVERYBODY COUNTS

IN

### ABOUT THE 2020 CENSUS

Every 10 years, the government reports the number of people who live in the United States by conducting a count called the Census. This count is required by the U.S. Constitution and is important for ensuring everyone has a voice in our democracy. It also guides decisions for funding that help our schools and other important programs for children and families. The Census aims to count everyone only once in the place they reside, regardless of legal status, and results are confidential.

### LEARNING OBJECTIVES:

- Familiarize students and families with the 2020 Census, why it matters, and the process for completing it.
- Challenge students to get to know their communities and think about community needs.
- Showcase creativity from across the Commonwealth and engage residents in the education process for ensuring a complete count in Virginia.

### ART CONTEST RULES

Design a piece of art that will help people understand why the 2020 Census matters and why everyone counts. Submitted artwork will be showcased at \_\_\_\_\_ on \_\_\_\_\_. Local winning artwork will be nominated to the Virginia Complete Count Commission by March 1.

**FORMAT:** 8.5 x 11 inches. Use any materials and tools (manual or digital) that result in a flat, scannable design.

**ELIGIBILITY:** All residents age 0-18 in \_\_\_\_\_

**DEADLINE TO SUBMIT:** Deadline for local submission is \_\_\_\_\_

**SUBMIT ARTWORK TO:** \_\_\_\_\_

**FOR MORE INFORMATION:** \_\_\_\_\_

**CENSUS QUESTIONS?** \_\_\_\_\_

# TIMELINE



## JANUARY 2020

- Virginia Complete Count Commission announces art contest and rules to local Complete Count Committees, to media outlets, and on social media.
- Local CCCs recruit local judges (we suggest a minimum of three judges).
- Local CCCs find a local sponsor to offer prizes for winners. Some examples include: finding a local printing company that would print up book marks of a winning design that could be distributed at libraries and community events as the 2020 Census approaches; finding a local ice cream shop that might offer a free scoop of ice cream to everyone who submits artwork; finding a local business that might offer a monetary prize for the top three winners.
- Local CCCs find a local partner willing to put on an art show of submitted artwork. For example, contact the local library, school, community center, community organization, or arts council to display. Plan an event for students to bring families to see their work and increase the impact of Census 2020 awareness.



## JANUARY-FEBRUARY 2020

- Distribute theme and rules to local superintendents, principals, teachers, faith-based organizations, libraries, Chambers of Commerce, and dental and healthcare providers to advertise and encourage broad participation.
- Share the message with local media and on social media.
- Create a Facebook Event with rules, deadline and submission information.
- Local CCC begins accepting artwork.



## PRIOR TO MARCH 1, 2020

- Deadline for local submissions.
- Review by local judges and selection for art show.
- Announce venue and location of artshow to media and on social media.



## MARCH 2020

- Showcase submissions at a local venue or event. Encourage families to attend. Let attendees vote on categories of artwork, such as “Most Relevant Issue to Census,” “Most Original Design,” or “Most Informative/Educational” artwork.
- Print winning artwork on bookmarks for distribution at schools, libraries and community events.
- Submit local winning submissions to the Virginia Complete Count Commission by March 30, 2020.



## MARCH-APRIL 2020

- Virginia Complete Count Commission displays artwork from communities across the Commonwealth in Richmond.
- Virginia Complete Count Commission votes on three winners from across the state to be honored at a Virginia Complete Count Commission meeting, with the Secretary and Deputy Secretary of the Commonwealth, and state legislators.



## APRIL 2020

- State winners honored at Virginia Complete Count Commission April meeting with the Secretary and Deputy Secretary of the Commonwealth, and state legislators.
- State winners announced to media and on social media to generate buzz.

## WHAT YOU NEED



Select Judges. Judges could be anyone, including local complete count committee members, teachers, civic leaders and even (especially) other students!



Get a local sponsor to offer prizes for winners.



Choose a submission process.



Use social media outlets to advertise, especially a Facebook event (which can be shared in private parent and area family event groups).



Contact local superintendents, principals, teachers, faith-based organizations, libraries and dental and healthcare providers to advertise and encourage participation.



Tie the contest to an important date



Make arrangements to showcase student with an art show at a school, an event, a local business or in partnership with local libraries.



Translate contest rules to other languages to broaden participation.

## STATE INCENTIVES AND HONORS

Local Complete Count Committees should nominate award-winning artwork to the Virginia Complete Count Commission. Artwork will be showcased in a gallery on the Virginia Complete Count Commission website and winners will be honored at a meeting of the Virginia Complete Count Commission.

### SUBMITTING LOCAL WINNING SUBMISSIONS

Submit nominations by **March 30, 2020**

Submit nomination to [vacompletecount@governor.virginia.gov](mailto:vacompletecount@governor.virginia.gov)

(Optional) Mail Originals to **Secretary of the Commonwealth**  
**1111 E. Broad Street, 4th Floor**  
**Richmond, VA 23219**

# TALKING POINTS ABOUT IMPORTANCE OF THE 2020 CENSUS

- Every 10 years, the government reports the number of people who live in the United States by conducting a count called the Census.
- This count is required by the U.S. Constitution and is important for making sure everyone has a voice in our democracy.
- The Census guides decisions for funding that helps our schools, hospitals, fire departments, and other important programs for children and families. Information collected by the Census also helps preventing the spread of diseases and planning public safety strategies.
- Who counts in the census? EVERYONE residing in the United States on April 1, 2020!  
For more information, see: [2020census.gov](https://2020census.gov)
  - Children are especially at risk for not being counted. Whoever fills out a form for a household should include all children who live there, including grandchildren, nieces and nephews, and the children of friends.
  - Anyone from another country who currently lives in the United States.
  - The census aims to count everyone only once in the place they reside, regardless of legal status. Results are confidential.
- In mid-March 2020, households will receive a letter by mail to participate in the Census. You will then have three ways to respond: online, by phone, or by mail.

## RESOURCES



**VIRGINIA COMPLETE COUNT COMMISSION**  
[census.virginia.gov](https://census.virginia.gov)



**2020 CENSUS**  
[2020census.gov](https://2020census.gov)

**#VACOMLETECOUNT**

**#COUNTONVA**

**#2020CENSUS**



**EMAIL**

[virginiacompletecount@governor.virginia.gov](mailto:virginiacompletecount@governor.virginia.gov)



**WEBSITE**

[census.virginia.gov](https://census.virginia.gov)



**PHONE**

(804) 786-2211



**CREATED BY**

Virginia Complete Count Commission