

# NEWS

## **SCHOOL BOARD VICE CHAIR PERLA TABARES HANTMAN DESIGNATED AS BOARD'S REPRESENTATIVE TO MIAMI-DADE COUNTY'S COMPLETE COUNT COMMITTEE FOR THE 2010 CENSUS**

Contact: Perla Tabares Hantman  
305-995-1334

### ***News Release from Vice Chair Perla Tabares Hantman***

Miami-Dade County School Board Vice Chair Perla Tabares Hantman has been designated as the Board's representative to Miami-Dade County's Complete Count Committee for the 2010 Census. Subsequently, Ms. Hantman was appointed as Co-Chair of the County's Complete Count Committee.

Ms. Hantman and other community leaders attended the Complete Count Committee's first meeting, on November 20, 2009, to discuss Miami-Dade County's preparations for the United States Census, which will take place in 2010. The Complete Count Committee's purpose is to educate and motivate residents about the importance of responding to the Census. Given that Miami-Dade is home to a large foreign-born population, and has been identified as a "hard to count" area, an outreach effort is critical.

The U.S. Constitution requires a national census once every ten years. U.S. residents, including citizens and non-citizens, must be counted. Census questionnaires will be delivered or mailed to households in March 2010, and Census workers will visit households that do not return questionnaires.

The Census determines the annual distribution of more than \$300 billion of government funding for critical community services, including education grants; Head Start programs; food grants; public transportation; road rehabilitation and construction; programs for the elderly; emergency food and shelter; and empowerment zones. It generates thousands of jobs across the country and impacts our community's voice in the U.S. Congress. Community planners and governments rely on census data to determine where there is a need for additional social services and funding.

The County aims to create awareness of the Census by spearheading an aggressive public awareness campaign throughout our County. The campaign will focus on communities where ethnic and disadvantaged groups have had difficulties obtaining adequate information in order to participate in this important process for our community.

The school district plays a unique role in ensuring that the Census counts as many of the County's residents as possible. Through the District's communications network, including email, automated telephone calls, flyer distribution, social media and media relations, administrators will be able to inform parents and employees of the importance of the Census and encourage the participation of all of our residents.

At its November 17, 2009 meeting, the School Board, following a proposal by Ms. Hantman, voted to support the U.S. Census Bureau Outreach Campaign to promote community-wide participation in the 2010 Census, and requested that the Superintendent partner with local government entities to assist in these efforts.

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