



# Statistics in Schools Ambassador Program

## What is the SIS Ambassador Program?

The Statistics in Schools (SIS) Ambassador Program aims to:

- Engage educators with SIS materials and empower them to champion the SIS message.
- Share SIS materials with teachers, students, and households with children.
- Spread awareness of the 2020 Census to increase self-response.

## Ambassadors are Required to:

- Engage with your professional networks on social media and through email to promote SIS and select SIS events.
- Participate in SIS virtual events, including a training webinar and Twitter chats.
- Integrate SIS into your classroom.

Ambassadors will receive a toolkit with promotional materials designed for easy sharing.

SIS will host regular check-ins for ambassadors to get to know one another and help others grow within the program.

## Timeline

- **Recruitment:** Recruitment for the program will continue through August, 2019. The ambassador application asks educators for information such as the grade levels and subjects they will teach during the 2019-2020 school year and a short write-up on why they want to be a part of the program.
- **Onboarding:** Selected teachers will be onboarded during summer 2019, and the program will last through the 2019-2020 school year.

## Key Events

- **Back-to-School launch:** Principals across the country will receive SIS administrator kits that include many of the engaging materials the 2020 SIS program has to offer.
- **SIS Week:** For one week in schools across the country, educators will join forces to show how



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students can use SIS materials in their classrooms.

- **Virtual:**

- **Webinar:** SIS will host a virtual seminar for ambassadors to discuss best practices for spreading awareness of SIS materials, their experiences using SIS materials in the classroom, and a variety of other education-related topics.
- **Twitter chats:** Ambassadors will engage with one another and with education leaders during a Twitter chat, creating a robust and meaningful conversation about SIS.

- **Ongoing collaboration:** SIS aims to continue working with ambassadors beyond the 2020 Census. Ambassadors can continue to advocate the incorporation of SIS materials into the classroom and serve as trusted resources for the Census Bureau whenever a teacher's perspective is needed.

### Why did SIS create this program?

- Teachers trust other teachers to recommend instructional materials, giving a voice to SIS in classrooms.
- Teachers seek professional networking opportunities.

### Who should apply?

- Pre-K through 12th grade teachers for the 2019-2020 school year.
- An educator who can teach in any of the 50 states, D.C., Puerto Rico, or the Island Areas.

### How can I apply?

Teachers who are interested will be asked to electronically submit the following:

- A maximum of 200 words on why you want to be an ambassador
- Confirmation of social media accounts
- Number of years you have been an educator

- Information on the school where you will be teaching in 2019-2020
- Reference form from your school administrator

References are encouraged but not required. A template will be provided for the administrator to complete.

### Why should I apply?

- To spearhead an exciting initiative at your school
- To take on a leadership role in your community
- To bolster your resume

### Incentives:

- Opportunities to be spotlighted in:
  - The Ambassador Program community
  - Your local newspaper
  - Other 2020 Census digital media
- Professional networking opportunities with other ambassadors:
  - Virtual coffee chats
  - An ambassador-only LinkedIn discussion group
  - An Ambassador Program webinar
- Promotional items:
  - Census data-designed map for your classroom (fall)
  - T-shirts, totes, and items for students (spring)
- Star Ambassador Kit, for ambassadors who excel in the program, includes:
  - Letter to the ambassador's principal describing outstanding participation
  - Reusable water bottle, pens, pencils, and highlighters

### Next steps?

Email [CLMSO.SISambassador@census.gov](mailto:CLMSO.SISambassador@census.gov) now to learn more and apply.

[CENSUS.GOV/SCHOOLS](https://census.gov/schools)



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