

# Developing Public-Facing Language Products: Guidance from the 2020 Census Language Program

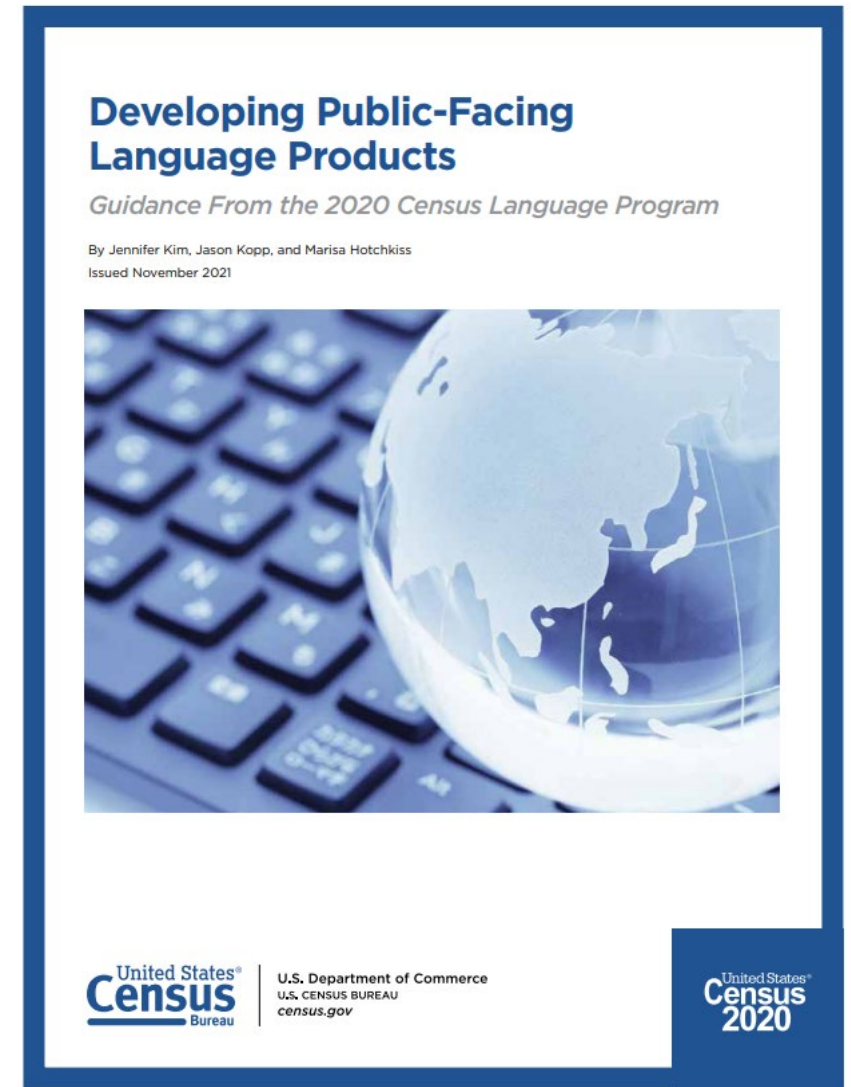
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U.S. Census Bureau

March 11, 2022

Interagency Language Roundtable

# Agenda

- Overview of the 2020 Census Language Program
- Preparation
  - Designing a Language Product
  - Preparing for Translation
    - Build the Team
    - Develop the Process
- Working with the Translation Team
- Creating the Final Product



# ***2020 Census Language Program***

# Decennial Census

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

***Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers...***

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and ***within every subsequent Term of ten years***, in such Manner as they shall by Law direct.

# A Complete and Accurate Count of the Population and Housing



# 2020 Census Invites Everyone to Respond

Every household had the option of responding online, by phone, or by mail.

Nearly every household received an invitation to participate in the 2020 Census from either a postal worker or a census worker.



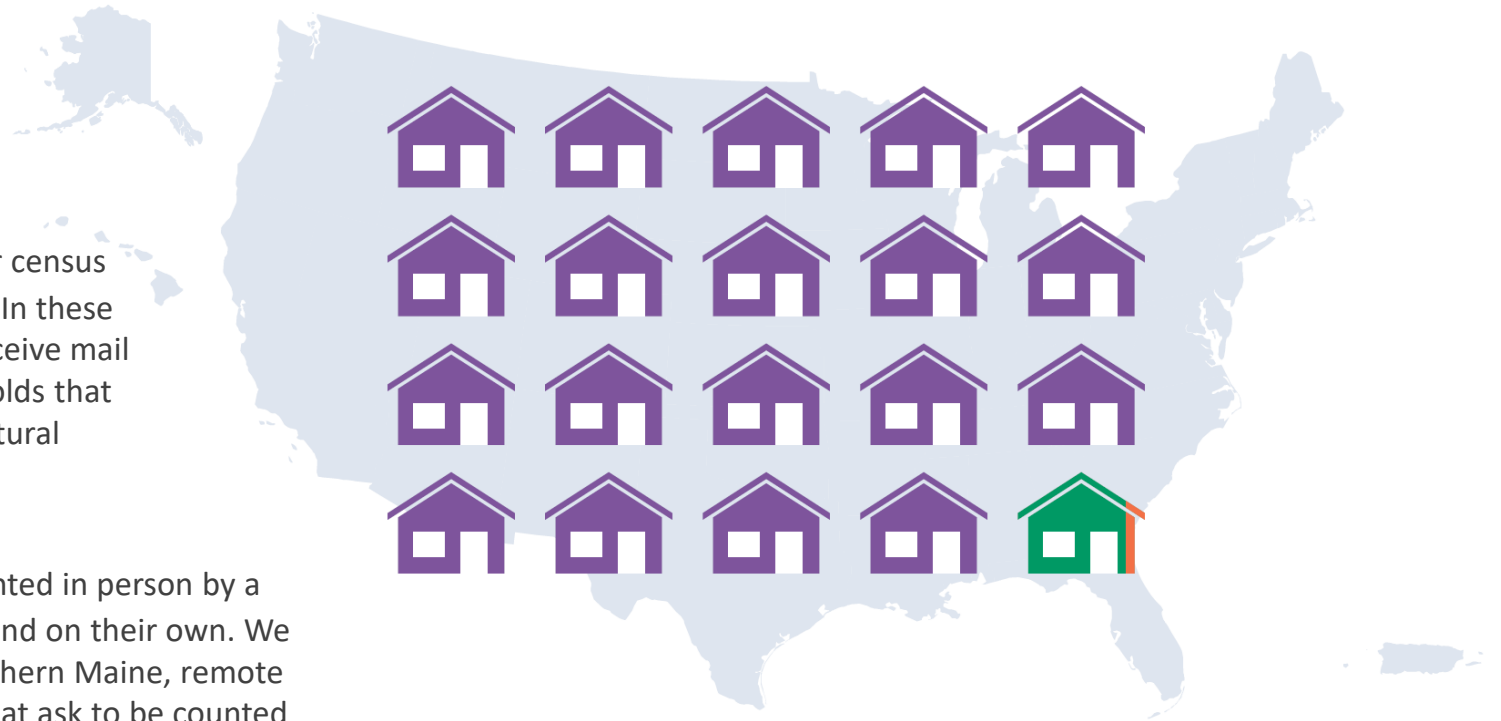
**95%** of households received their census invitation in the mail.



**Almost 5%** of households received their census invitation when a census taker dropped it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



**Less than 1%** of households were counted in person by a census taker, instead of being invited to respond on their own. We did this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



# Responding to the 2020 Census



# *Preparation*



# Designing a Language Product

## What is the goal?

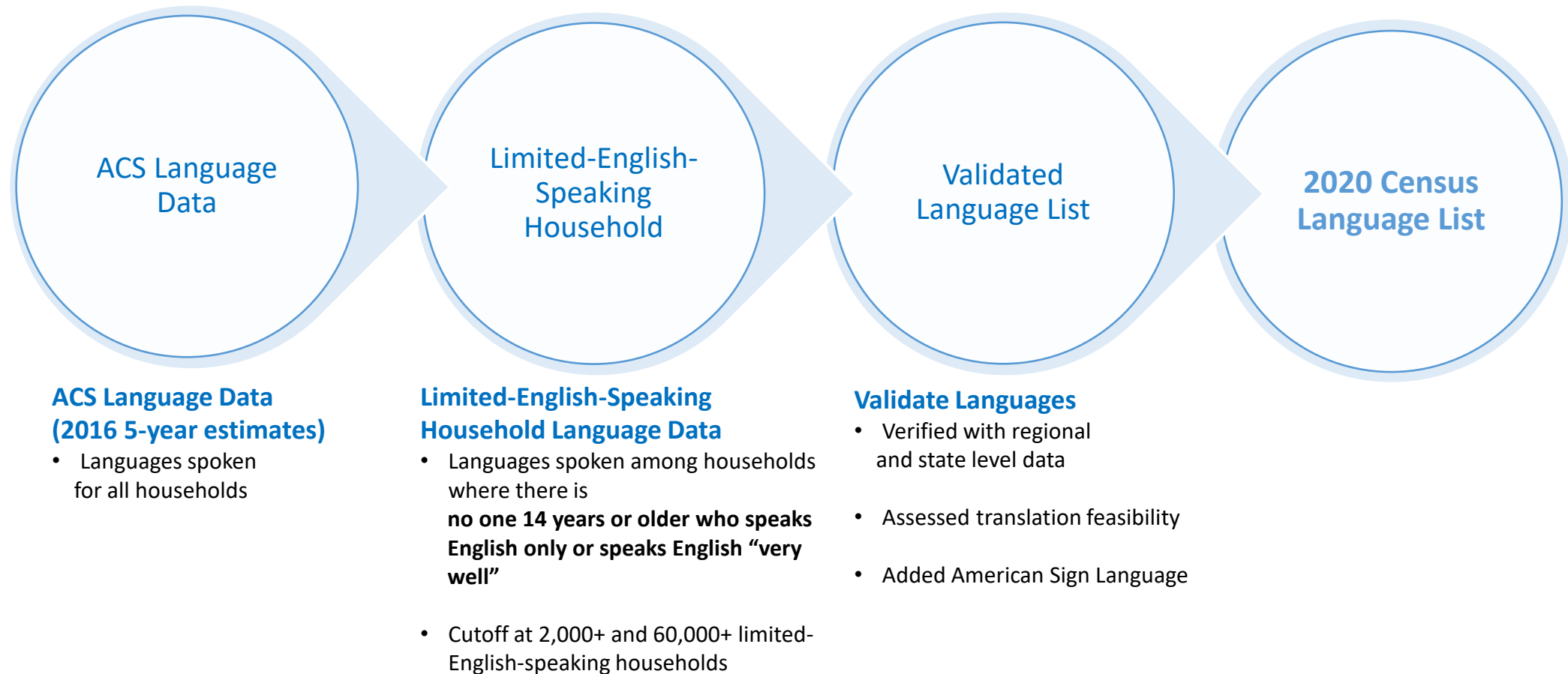
- Provide an opportunity for people in limited-English-speaking households to respond on their own
- Assist people completing the internet questionnaire
- Provide bilingual census staff with professional translations

## Who is your audience?

Limited-English-Speaking Households in the U.S.—  
Households where there is no one 14 years or older who speaks English only or speaks a language other than English and speaks English “very well”



# 2020 Census Language Determination



# 2020 Census Non-English Languages with Largest Need

(order: top to bottom, left to right)

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

# 2020 Census Language Support

Online	Phone	Language Guides (Video and Print) Language Glossaries Language Identification Card					Mail
<b>12 Non-English Languages</b>  Respondents can toggle between the languages within the questionnaire.  <div>Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</div>	<b>12 Non-English Languages</b>  There is a separate phone number for each language. This information is included in the mailing materials.  <div>Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</div>	<b>59 Non-English Languages</b>  Video and print language guides are available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>(Language listed below are in order of need (top to bottom, left to right)).</i> <div><div>Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</div><div>Italian Farsi German Armenian Hindi Ukrainian Bengali Greek Amharic Somali Thai Gujarati</div><div>Khmer Nepali Urdu Romanian Telugu Burmese Punjabi Lao Hmong Albanian Turkish Bosnian</div><div>Tamil Navajo Hungarian Hebrew Malayalam Swahili Yiddish Indonesian Serbian Tigrinya Ilocano Dutch</div><div>Croatian Bulgarian Twi Lithuanian Yoruba Czech Igbo Marathi Sinhala Slovak American Sign Language</div></div>					<b>Spanish</b>  Bilingual mailing materials and questionnaires were sent to addresses in bilingual tracts.  Mailings include instructions on responding via Internet or phone in 12 non-English languages.
<b>In-Person</b>							
Interviewers use:  •Bilingual handheld instrument (English/Spanish)  •Language Identification Card							

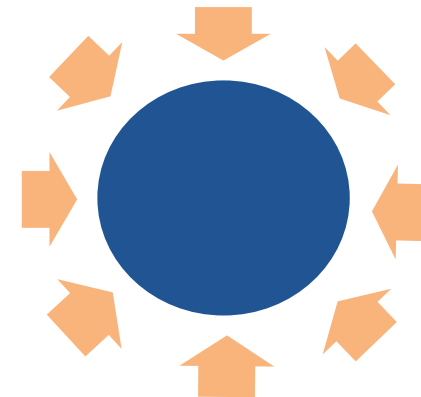
## *Preparing for Translation*

# Build the Team

- Translation Project Managers
  - Translators and Reviewers
  - Quality Monitors and Subject Matter Experts
  - Non-English Product Developers
  - Translation Technology Specialists
- 

## Advanced Tip:

Centralize translation work to ensure consistent approach and results.



# Translation Experts

## Scope

Provide professional translation services, standardizing translation quality, style, and terminology.

- Adhere to translation industry standards (e.g. ISO 17100, ASTM F2575)
- Create, maintain, and utilize translation memory and terminology databases
- Conduct quality assurance of non-English materials

## Requirements

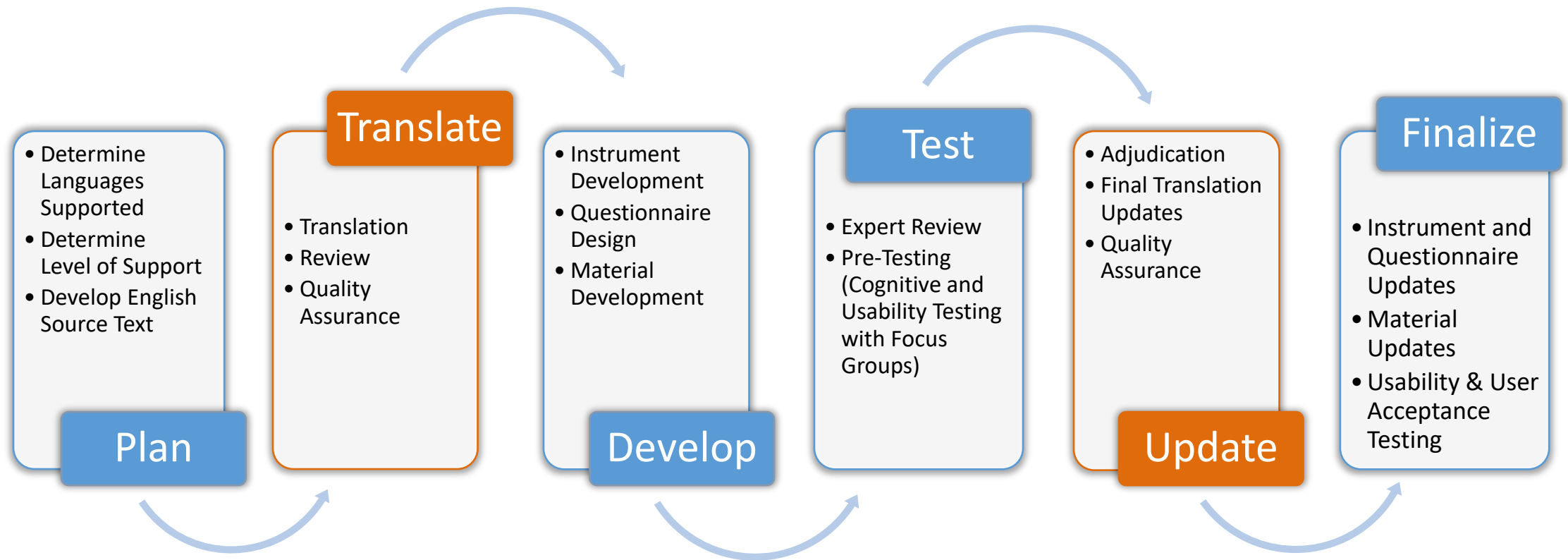
Professional translators must have:

- A university-issued degree or certificate in translation in the language combination, accreditation by professional translation association or union, or 3+ years of professional experience
- Professional translation experience for surveys, including an understanding of statistics

Senior editors must meet qualifications above, and have:

- 5+ years professional experience completing work in the language
- 3+ years professional experience as a translation editor completing work in the language
- 3+ years professional experience working on translation/editing related to statistics

# Develop the Process



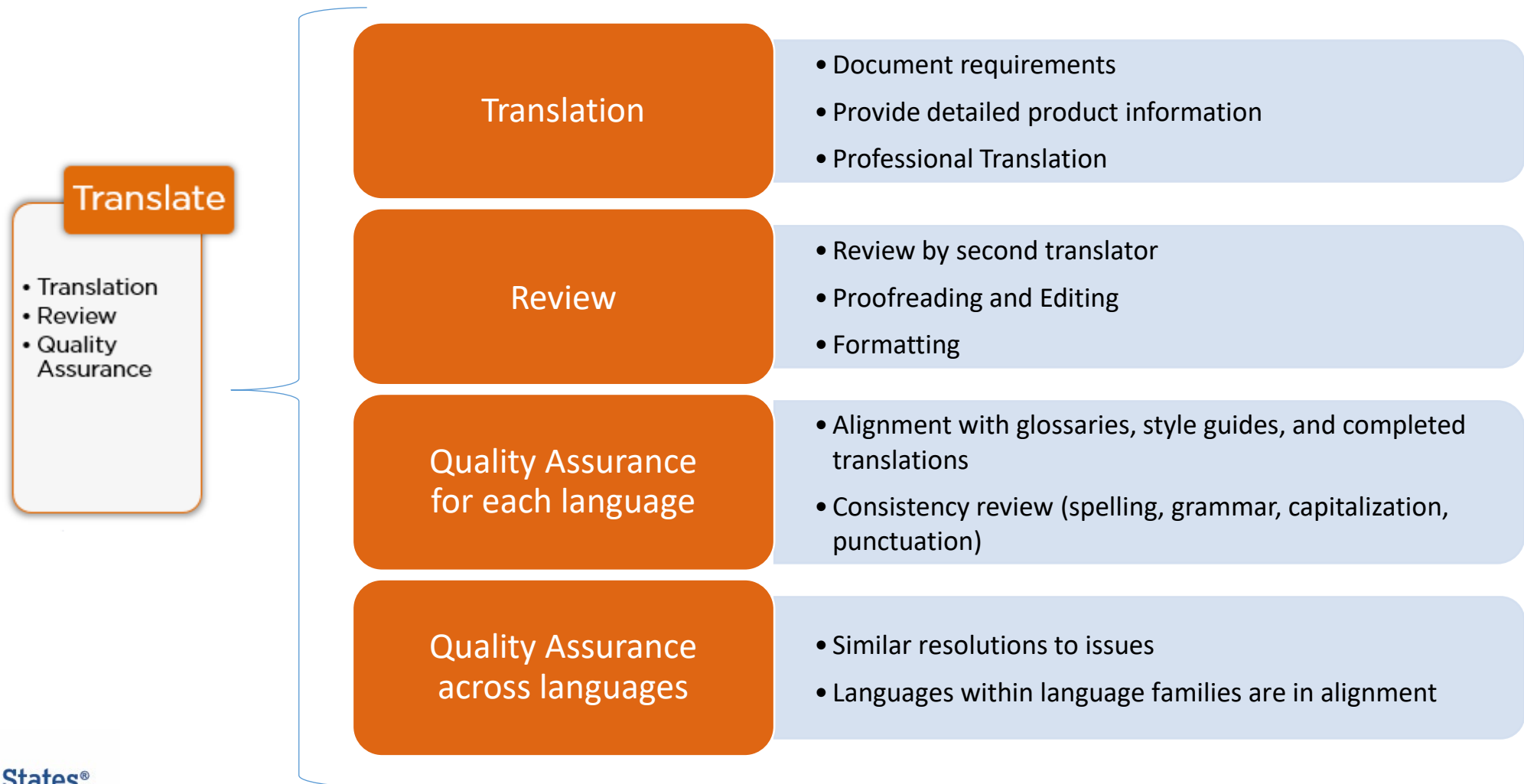
## Advanced Tip:

Consult industry standards when planning your workflow (e.g ASTM F2575 and ISO 17100)



# Translation Process

Design a process based on translation industry best practices



# Include Quality Assurance in Your Process

Figure 4: Extract from the Quality Assurance Checklist for 2020 Census Print Language Guides

Item	Checked (X)	Questions / Comments
<b>1. PUNCTUATION</b>		
1.1 Ensure all punctuation is: <ul style="list-style-type: none"><li>• <b>Grammatically correct.</b></li><li>• <b>Appropriate</b> for the target language.</li></ul> <p><b>Note:</b> Punctuation conventions may differ from English, so ensure you are using the conventions of the target language rather than English.</p>		
1.2 Ensure punctuation has been used to <b>enhance readability</b> . <ul style="list-style-type: none"><li>• <b>Note:</b> It is acceptable to have broken a single source sentence into two sentences in order to improve clarity and readability.</li><li>• If there are multiple clauses within a sentence, ensure the appropriate connecting punctuation has been used (commas [,], semicolons [;], colons [:], m-dashes [—], n-dashes [–], etc.).</li><li>• However, for <b>bulleted lists</b>: make sure the number of bullet points from source to target has not been changed; the number of bullet points should match from source to target; the text within bullets should match alignment from source to target.</li></ul>		
1.3 Ensure that ending punctuation is used to complete a thought.		
1.4 Make sure questions are phrased as questions and include correct ending punctuation (question marks: ?). <ul style="list-style-type: none"><li>• If the target language uses specific punctuation to begin a question (e.g., Spanish: ¿), ensure this punctuation is present.</li></ul>		

## *Working with the Translation Team*

# Team Logistics and Communication

- Translation Workflow
- Roles and Responsibilities
- Schedule
- Text for Translation
- Special Requirements

## Advanced Tip:

Plan for clear communication, especially for large, multi-lingual translation projects: communications norms, regular check-ins, file storage, and version control.

# Working with Glossaries and Style Guides

## Glossaries

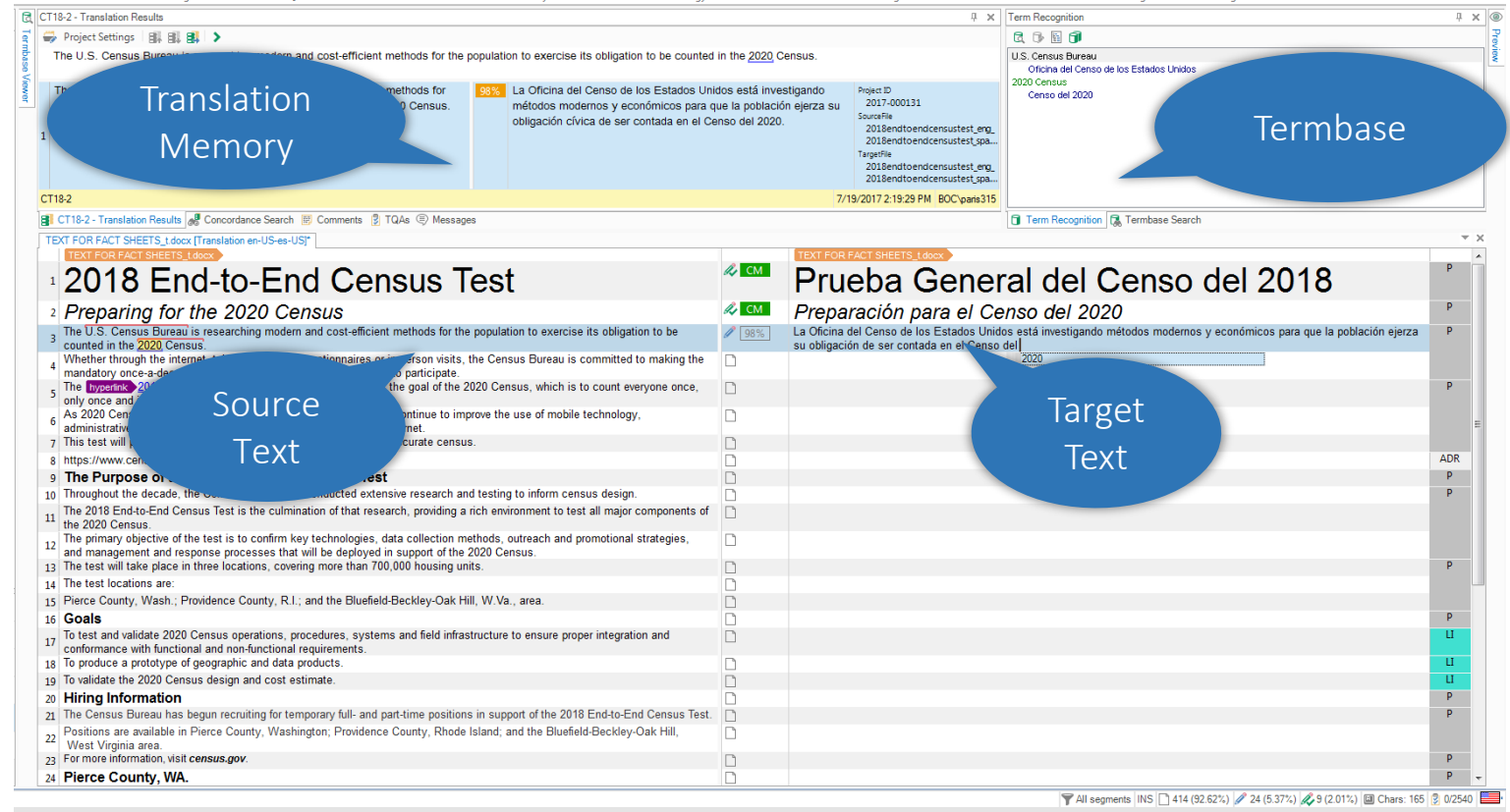
- Identify Key Terms
- Provide Context
- ISO 704:2009 and ISO 12616-1:2021

## Style Guides

- Agency/Industry guidance
- Language-specific guidance
- Project-specific requirements

# Use Translation Tools to Enhance Quality

- Terminology Database for consistent translation of key terms
- Translation Memory for consistent translations within and across documents



## Advanced Tip:

Audit tools regularly to ensure all recent translations are incorporated.

# Collecting Actionable Feedback

- Planning for Feedback
- Roles
- Defining Feedback
- Process

Table 2: Examples of Low-Quality and High-Quality Feedback

Low-Quality Feedback	High-Quality Feedback
This doesn't make sense.	Translation says "... decide to plan the ..." The English text says "... decide to plan FOR the ..." Translation should be ...
Grammatically incorrect.	Suggest replacing the preposition "de" by "sur le" or "à propos du." The preposition "de" is a preposition of ownership/belonging whereas with "sur ..." or "à propos de ..." you convey that the information is about the subject.
Inefficient phrasing.	Rather than use both the feminine and masculine pronouns, it may be more efficient to use the gender-neutral form "ayudarle."

Figure 5: 2020 Census Spanish Translation Feedback Template

Spanish Translation Feedback							
#	Requested By (Organization/ Person)	File Name	Exact location (Page/Paragraph /Section)	English Text *	Spanish Text*	Proposed Revision*	Justification**
1							
2							

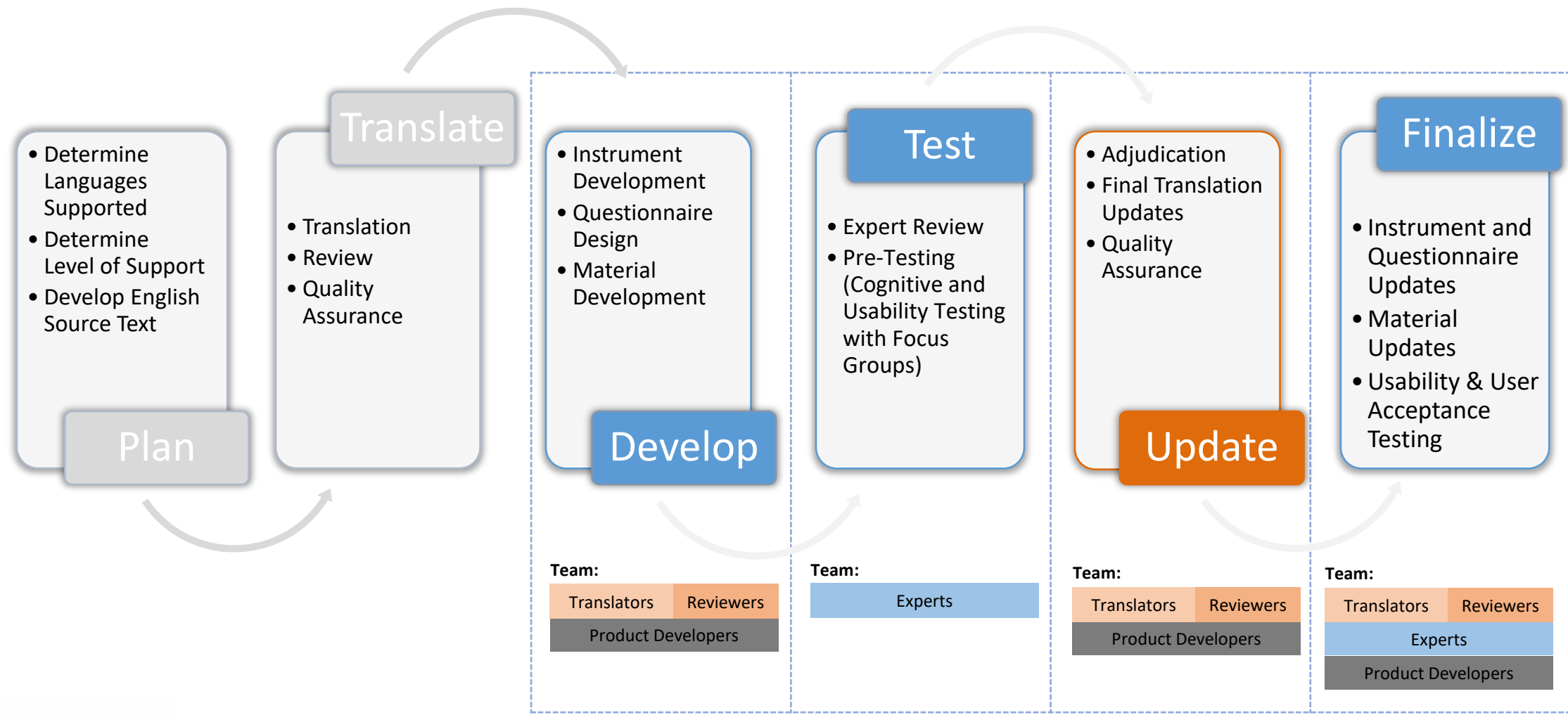
(\*) Please include the entire sentence or phrase for context.

(\*\*) Each proposed revision must include a justification to be considered. The justification should cite an authoritative source and the reason(s) the revision is required. Proposed revisions should be substantive and objective. Individual preferences will not be implemented.

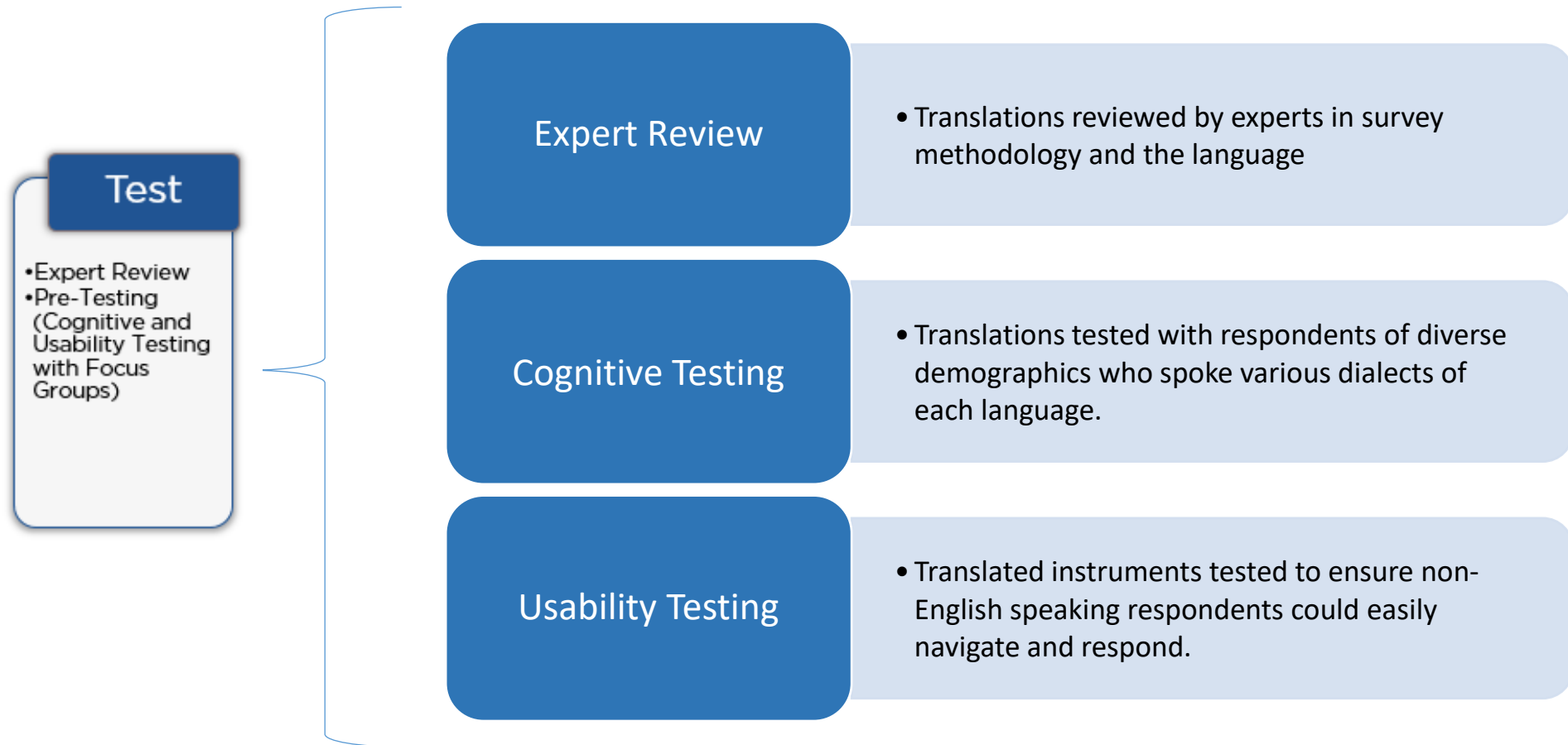
## *Creating the Final Product*



# Partnerships Through Product Development



# Testing



# Multilingual Research Experts

## Scope

- Design and conduct non-English pretesting of non-English instruments and products.
- Propose specific pre-testing techniques, and recommend the number of interviews to be conducted for each question, mode and language.
- Conduct pre-testing in multiple non-English languages including usability and cognitive testing

## Requirements

Contractors include senior survey methodologists with experience in non-English pretesting projects and lead researchers. Contractors must have:

- A detailed understanding of the research and requirements
- A native level of language proficiency in the relevant research language
- Experience with cognitive testing or focus groups in the relevant research language

# Examples of Lessons Learned: Quality Assurance

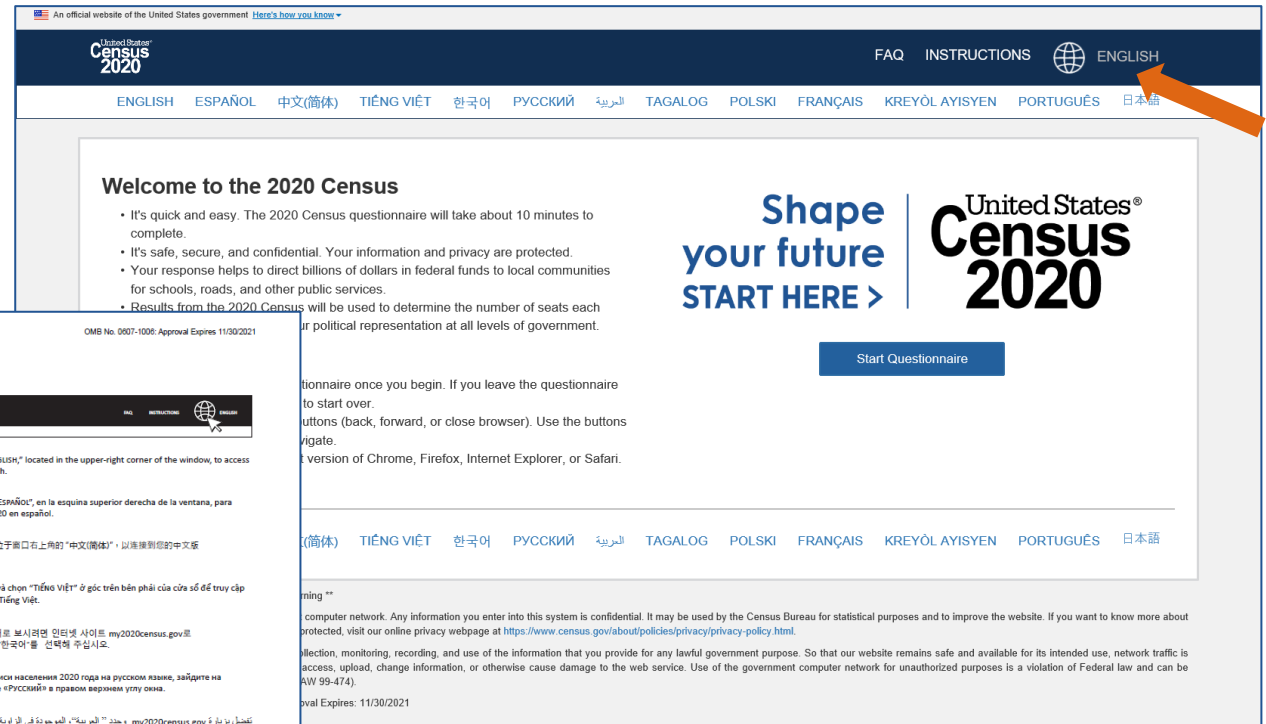
Issue	Lesson from Quality Control	Lesson from Testing
<b>Text Expansion</b>	Ensure long translations don't exceed character limits.	Longer or shorter text may mean that phrases have lines break in strange places, leading to confusion.
<b>Fonts</b>	Ensure the final font used is consistent with requirements, contributing to consistency across languages.	Some software programs may substitute fonts if the original font isn't available, leading to errors and confusion.
<b>Layout</b>	Ensure right-to-left languages are aligned and formatted correctly, to ensure readability.	Though right-to-left languages require some design elements to be aligned right-to-left, users may prefer some elements aligned left-to-right (example: U.S. phone numbers).

# *2020 Census Language Products*

# Internet Questionnaire

The internet questionnaire allows respondents to toggle between English and 12 non-English languages using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.

All mailing packages include a sheet with instructions in the 12 non-English languages. The instructions explain how to select languages online.



An official website of the United States government [Here's how you know](#)

United States Census 2020

FAQ INSTRUCTIONS **ENGLISH**

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS KREYÒL AYISYEN PORTUGUÊS 日本語

**Welcome to the 2020 Census**

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and the number of representatives for each state in the U.S. House of Representatives.

**Shape your future START HERE >**

United States® Census 2020

[Start Questionnaire](#)

tionnaire once you begin. If you leave the questionnaire to start over, use the back, forward, or close buttons (back, forward, or close browser). Use the buttons to navigate. The questionnaire is available in English and 12 other languages. The version of Chrome, Firefox, Internet Explorer, or Safari.

English

Go to [my2020census.gov](#) and select "English," located in the upper-right corner of the window, to access your 2020 Census questionnaire in English.

Español (Spanish)

Vaya a [my2020census.gov](#) y seleccione "Español," en la esquina superior derecha de la ventana, para acceder al cuestionario del Censo del 2020 en español.

中文 (Chinese)

请访问网站 [my2020census.gov](#)，并选择位于窗口右上角的“中文(简体)”，以连接到您的中文版 2020 年人口普查问卷网页。

Tiếng Việt (Vietnamese)

Hãy vào trang mạng [my2020census.gov](#) và chọn "Tiếng Việt" ở góc trên bên phải của cửa sổ để truy cập bản câu hỏi Thống kê Dân Số 2020 bằng Tiếng Việt.

한국어 (Korean)

2020년 센서스 인구조사 설문지를 한국어로 보려면 인터넷 사이트 [my2020census.gov](#)로 가서서 화면의 오른쪽 상단 코너에 있는 "한국어"를 선택해 주십시오.

Русский (Russian)

Чтобы получить доступ к анкете переписи населения 2020 года на русском языке, зайдите на веб-сайт [my2020census.gov](#) и выберите «Русский» в правом верхнем углу окна.

العربية (Arabic)

تفضل بزيارة [my2020census.gov](#) وحدد "العربية" الموجودة في الزاوية اليمنى العلوية من الشاشة، للوصول إلى استبيان التعداد السكاني لسنة 2020 الخاص بك باللغة العربية.

Tagalog (Tagalog)

Pumunta sa [my2020census.gov](#) at piliin ang "TAGALOG" na nasa itaas na kanang sulok ng window, upang ma-access ang iyong palatnangin ng 2020 Senso sa Tagalog.

Polski (Polish)

Aby uzyskać dostęp do kwestionariusza Spisu Ludności 2020 w języku polskim, proszę przejść na stronę [my2020census.gov](#) i wybrać "POLSKI" w górnym prawym rogu ekranu.

Français (French)

Rendez-vous sur [my2020census.gov](#) et sélectionnez « FRANÇAIS », situé dans le coin supérieur droit de la fenêtre, pour accéder à votre questionnaire du Recensement 2020 en français.

Kreyòl Ayisyen (Haitian Creole)

Pou gen aksè sou kesyonè Resanman 2020 an, nan Kreyòl Ayisyen ale sou sitwèb [my2020census.gov](#) epi chwazi "Kreyòl Ayisyen," nan kwen anwo nan bò dwat fenèt la.

Português (Portuguese)

Visite [my2020census.gov](#) e clique em "PORTUGUÊS" no canto superior direito da janela para acessar o questionário do Censo 2020 em português.

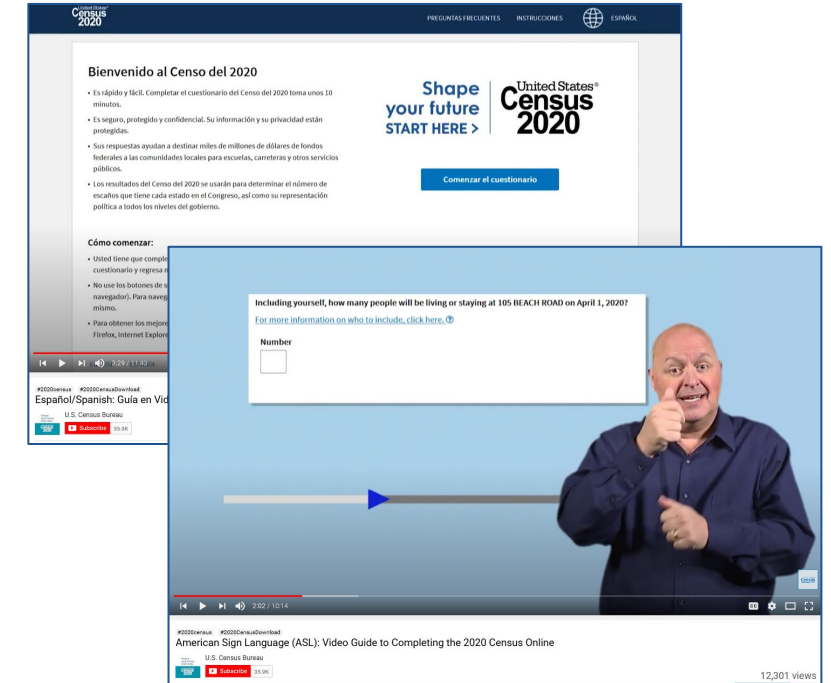
日本語 (Japanese)

[my2020census.gov](#) にアクセスして、ウィンドウの右上角にある「日本語」を選択し、2020年国勢調査（日本語版）にアクセスしてください。

FORM D-11 (06-04-2019)

# Video Language Guide

Video language guides, narrated in 59 non-English languages, will assist respondents responding online. Each video includes basic information about the 2020 Census.



YouTube Playlist with all non-English Videos: <https://www.youtube.com/playlist?list=PLeWV-zKXDZkiAT8Tp96NysEoq3dDEMi7L>

# Print Language Guide

Print language guides, written in 59 non-English languages, assist respondents filling out the paper questionnaire.

Guides are also available in large print and braille.

Each guide is 8 pages, and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides are available online and through local outreach events.

## Complete the questions on the left side of page 2

DO NOT WRITE YOUR ANSWERS ON THIS GUIDE

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below:

First Name Last Name(s) MI

First Name

Last Name(s)

Middle Initial

6. What is Person 1's sex? Mark ☒ ONE box.

☐ Male ☐ Female

What is Person 1's sex? Mark ☒ ONE box.

☒ Male

☐ Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020

Print numbers in boxes. Month Day

Year of birth

Age, in years, on April 1, 2020

Month

Day

Year of birth

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin  
☐ Yes, Mexican, Mexican Am., Chicano  
☐ Yes, Puerto Rican  
☐ Yes, Cuban  
☐ Yes, another Hispanic, Latino, or Spanish origin—Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

Is Person 1 of Hispanic, Latino, or Spanish origin?

☒ No, not of Hispanic, Latino or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino or Spanish origin—Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

U.S. Census Bureau

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# Language Glossaries

The Census Bureau provides language glossaries in 59 non-English languages.

The language glossaries include translations of key terms used in 2020 Census materials that have been professionally translated.

The Census Bureau also provides a template of the language glossaries for language communities beyond the 59 to create their versions of the language glossaries.

2020 CENSUS GLOSSARY – ENGLISH TO SPANISH	
General Terms	
English	Spanish
2020 Census	Censo del 2020
2020 Decennial Census Program	Programa del Censo Decenal del 2020
address	dirección
address canvasser	
address verification	
administrative record	
adopted son or daughter	

2020 CENSUS GLOSSARY – ENGLISH TO CHINESE (SIMPLIFIED)	
English	Chinese (Simplified)
baby	婴儿
basement	地下室
billboard	广告牌
biological son or daughter	
boarder	
boat (housing unit)	
box (check box)	
brochure	

2020 CENSUS GLOSSARY – ENGLISH TO VIETNAMESE	
English	Vietnamese
cousin	anh chị em họ
cybersecurity risk	nguy cơ về an ninh mạng
data	dữ liệu
data collection	
data dissemination	
data dissemination	
data product	

2020 CENSUS GLOSSARY – ENGLISH TO KOREAN	
English	Korean
home	집
home equity loan	주택 담보 대출
homeownership data	주택 소유 상태에 대한 데이터
hotel	호텔
house	집
household	가구

<https://www.census.gov/programs-surveys/decennial-census/decade/2020/planning-management/count/language-resources.html>

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