

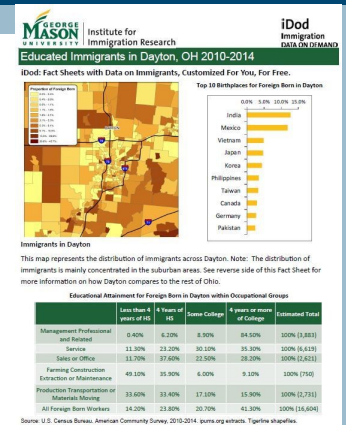
# NUMBERS THAT MATTER USING IMMIGRATION DATA TO ADVANCE CHANGE

WEBINAR SUMMARY December 2016

## Immigration Data on Demand

Use Immigration Data on Demand (iDod) to generate customizable fact sheets.

- Request specific data related to your geography or sector of interest.
- Get a two-page fact sheet with maps for your region, tables/charts for your selected demographic (based on language, education, occupation, etc.) and basic analysis.
- Uses a dataset developed from multiple sources including the Census Bureau's American Community Survey and the Department of Homeland Security.



## DATA: HOW DO WE USE IT?

When campaigning for change, start with the numbers.

- Educators and administrators focused on immigrant integration programs use data regarding education, English language skills and job experience in order to apply for funding.
- Local leaders employ municipal data and statistics on the socioeconomic situations of specific immigrant populations to engage the community in city-wide projects.
- Civil equity and social justice initiatives will look at statistics on populations related to their programs and allocate funding to services that help assist underrepresented communities.

## PRESENTATION STRATEGIES

Knowing your audience is the key to making data exciting and effective.

- **Emotions and beliefs tend to win out over statistics.** Be sure to include stories and photos along with the numbers to humanize your data.
- **Look outside your organization for feedback.** Have someone else look over your research or media campaign to make sure that you are conveying the right message.
- **Common values are a necessity for advocacy.** Engage different populations with a small project based on shared values and similar worldviews.

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