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.

For more resources and recordings, visit: bit.ly/ILCnumbers

Visit us at: www.ilctr.org