



Promoting the Census to Undergraduate Students

USING WHAT YOU HAVE

Introduction

- ▶ Who I Am
 - ▶ Katherine Paterson, Civic Engagement Librarian at Loyola University Chicago
- ▶ Using What You Have
 - ▶ Tools
 - ▶ Partnerships
 - ▶ Programming
- ▶ Capitalize on past successes
 - ▶ Example: our voter registration efforts

Tools

- ▶ Research Guides:
 - ▶ Loyola Votes: <https://libguides.luc.edu/loyolavotes>
 - ▶ Census Research Guide: <https://libguides.luc.edu/census>
- ▶ Government Information:
 - ▶ Perfect opportunity to leverage a collection OR explore government offerings
 - ▶ Free resources from census.gov
- ▶ Curriculum:
 - ▶ Example: School of Communication

Partnerships

- ▶ Campus Partners
 - ▶ Administration
 - ▶ University Marketing
 - ▶ School of Education
 - ▶ Experiential Learning
- ▶ Local Libraries
 - ▶ Public
 - ▶ Academic
- ▶ Organizations
 - ▶ CARLI & Campus Compact (of course!)

Programming

- ▶ Voter Registrations & Trainings
 - ▶ Kill two birds with one stone!
 - ▶ Get students involved
- ▶ Other Student-Led Programs
- ▶ Library Workshops
 - ▶ GIS (Simply Analytics, Social Explorer)
 - ▶ Explore Census Data
 - ▶ Open to community for larger impact
- ▶ Orientations
 - ▶ Partner with residence life to disseminate information

Questions?

Katherine Paterson, kpaterson@luc.edu or
Katherine.Paterson@uvu.edu