

DEAR ALLIES,

USING DATA TO DRIVE CONVERSATIONS

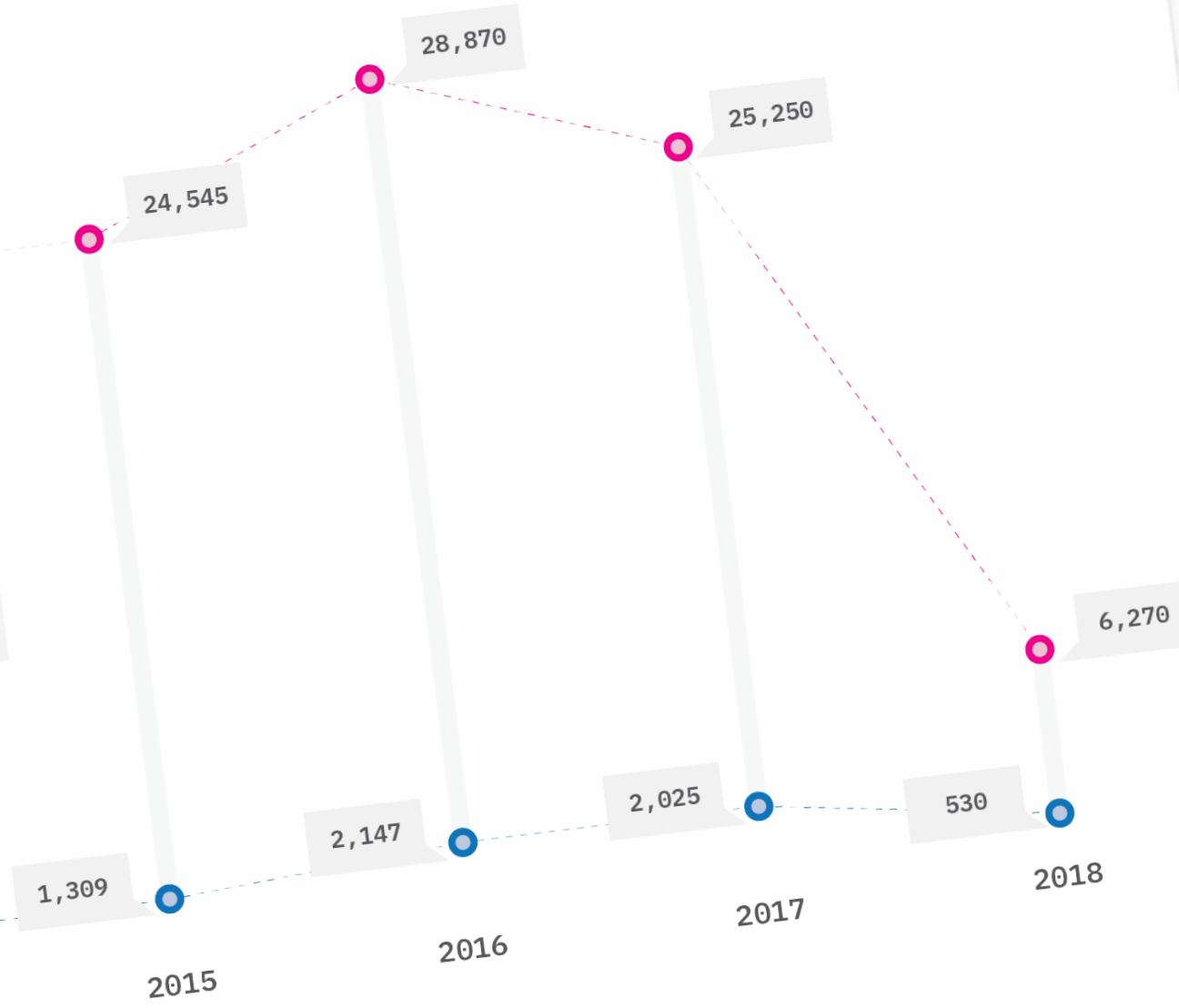
MY GOALS

Making data personal
Using data to design conversations

WOMEN

WHO WILL LOSE THEIR JOB?

MEN



100,000 dependent spouses
can lose their right to work.
90% of them are women.

Dear _____

PLACE
STAMP
HERE

WE NEED YOUR HELP.

1. Login to [federal.gov](https://www.federal.gov) and submit a comment to help us keep our work authorizations. The data on this card can help you!

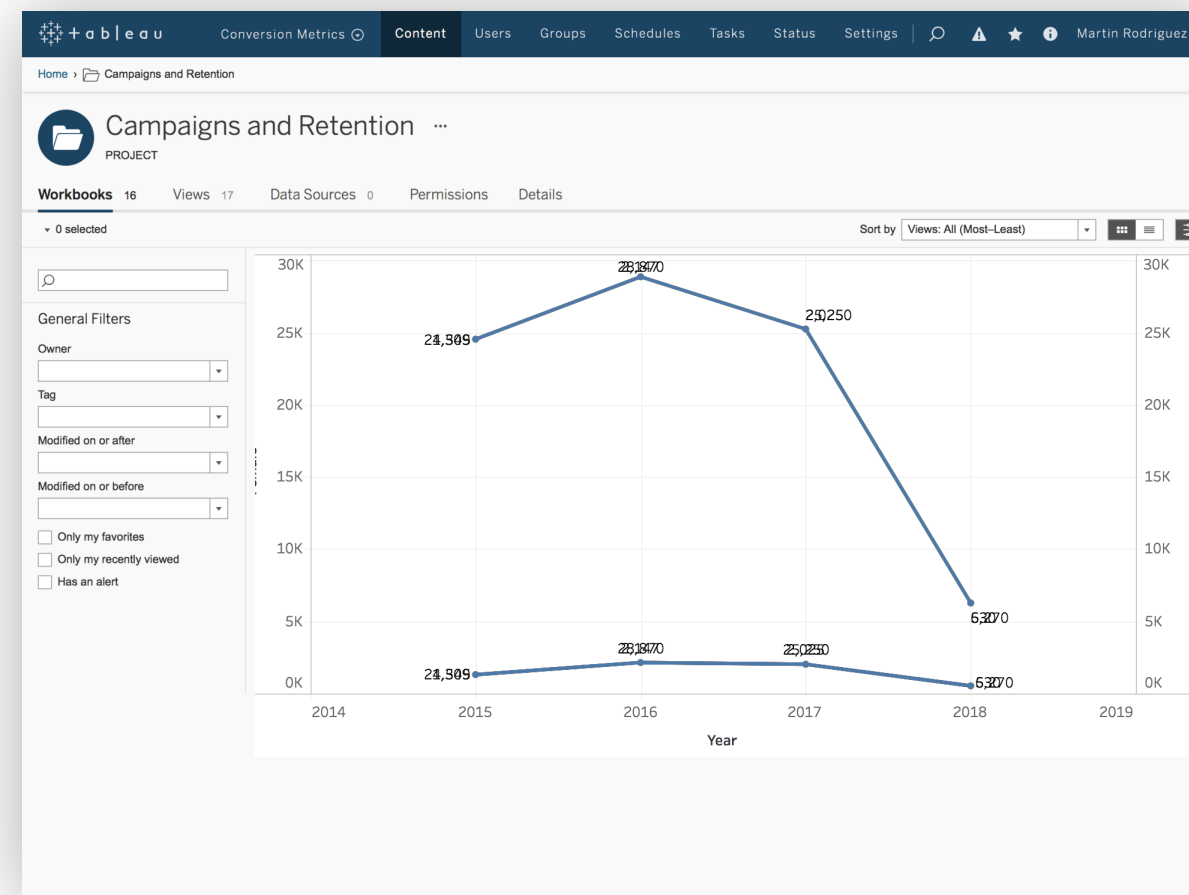
2. Tell your friends, especially the women around you. We need to come together.

Yours truly,
the H4EAD Community

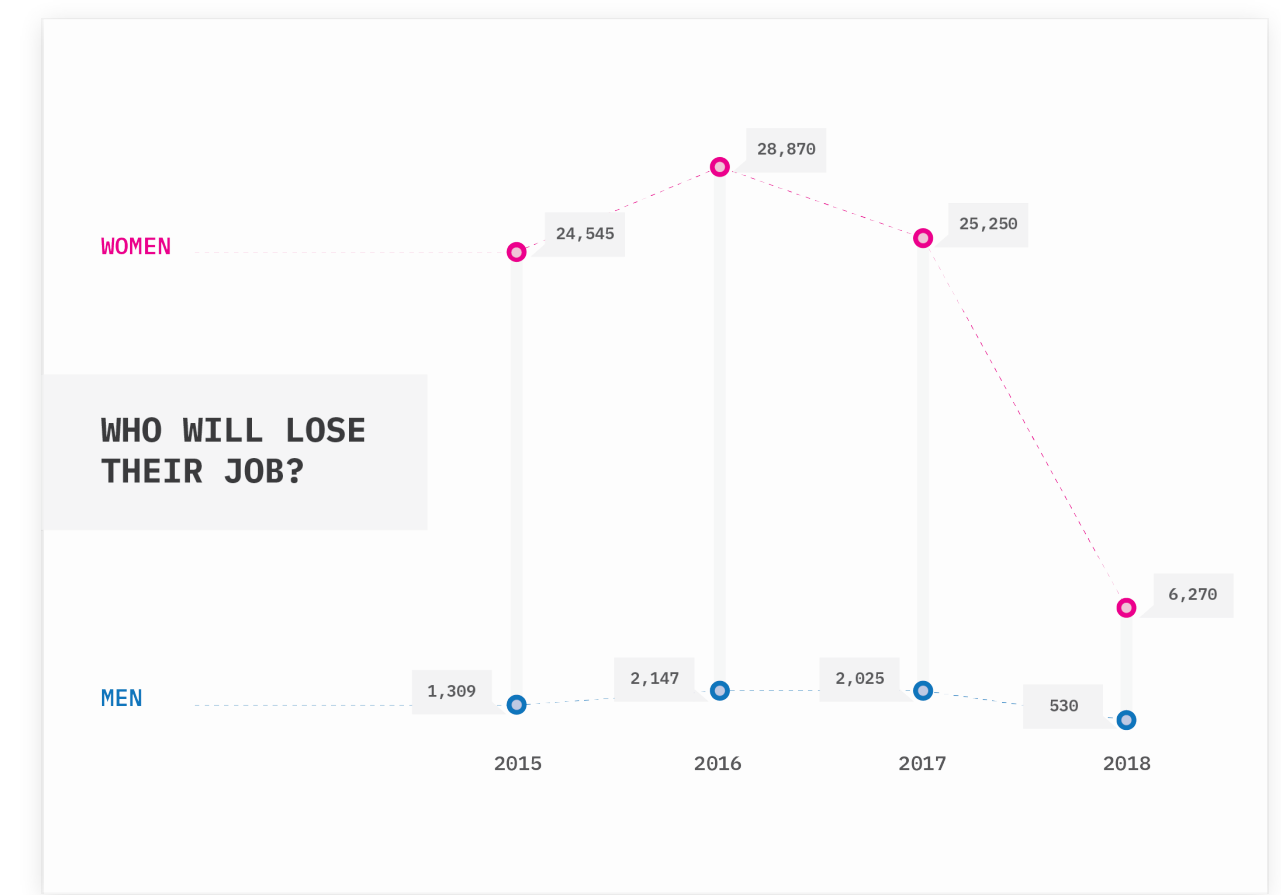


U.S. Citizenship and Immigration Services

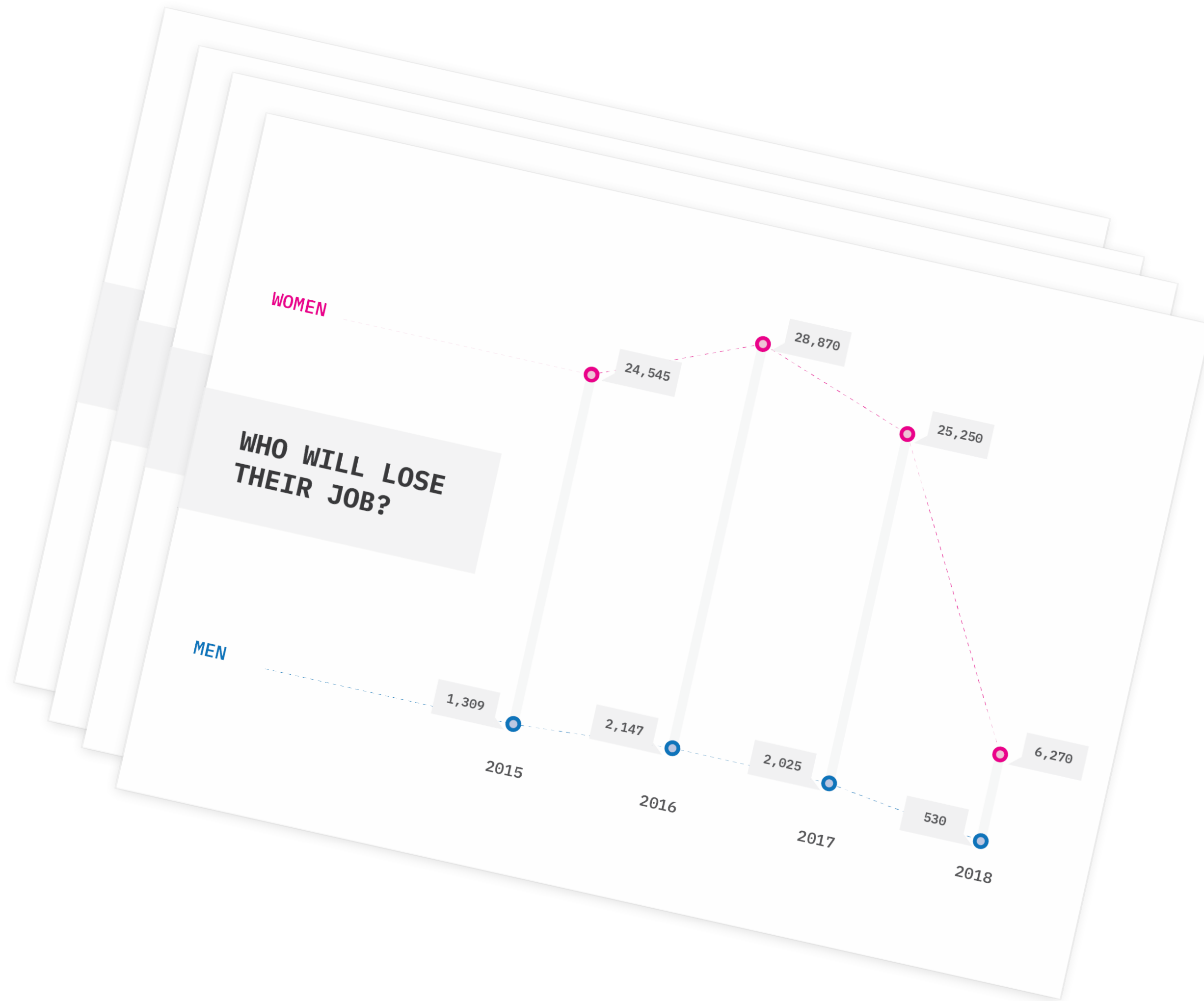
WHERE DO I GET THE
DATA FROM?



HOW DO I REPRESENT
THE DATA?



HOW DO I TELL A
STORY WITH THE DATA?



4 DATA STORIES

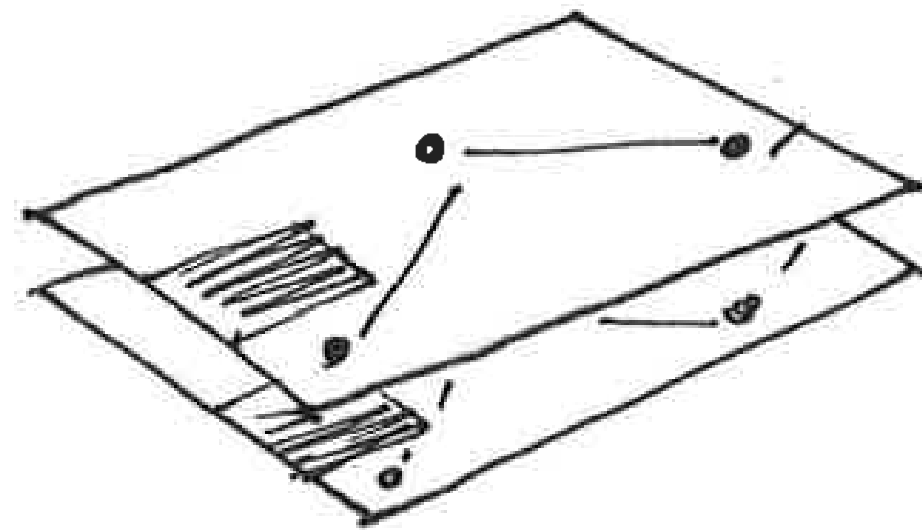
GENDER RATIO

GREENCARD BACKLOG

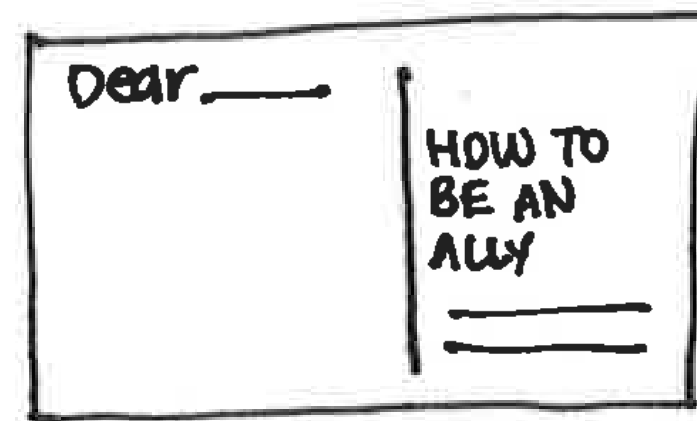
GRADUATE DEGREES

JOB TITLES & FIELDS

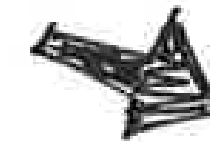
HOW IT COULD WORK



- ① RECEIVE TWO DATA CARDS WITH AN ILLUSTRATION EXPLAINING ONE FACT TO SUPPORT THE HEAD ON THE FRONT



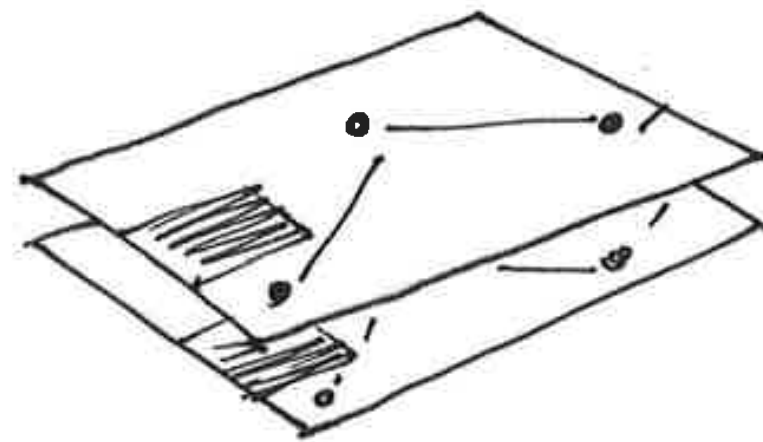
- ② PERSONALIZE THE BACK OF THE CARDS TO TWO PEOPLE YOU WOULD LIKE TO INVITE TO BE YOUR ALLY



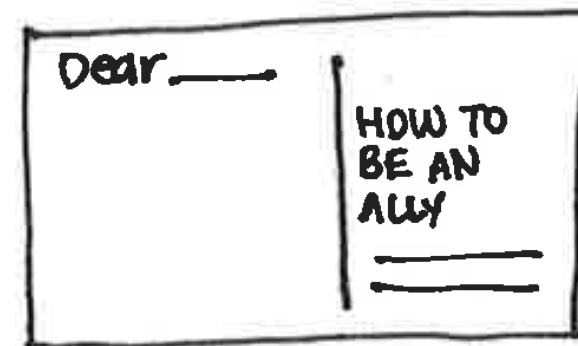
- ③ GIVE THE TWO INVITES TO YOUR CHOSEN ALLIES IN PERSON AND HAVE A CONVERSATION AROUND YOUR SITUATION & THE SUPPORT YOU NEED

ALLY INVITES

AN EXPERIMENT TO INVITE TWO MEMBERS
OF YOUR COMMUNITY THAT YOU FEEL
SAFE WITH TO BE YOUR ALLY.



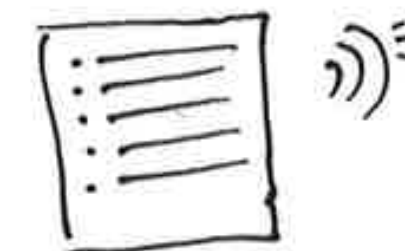
- ① RECEIVE TWO DATA CARDS
WITH AN ILLUSTRATION
EXPLAINING ONE FACT
TO SUPPORT THE HUEED
ON THE FRONT



- ② PERSONALIZE THE BACK
OF THE CARDS TO TWO
PEOPLE YOU WOULD LIKE
TO INVITE TO BE YOUR
ALLY



- ③ GIVE THE TWO
INVITES TO YOUR
CHOSEN ALLIES IN
PERSON AND HAVE
A CONVERSATION
AROUND YOUR
SITUATION & THE
SUPPORT YOU NEED



- ④ REFLECT & RECORD
THESE INTERACTIONS
OUTCOMES
- HOW DID YOU FEEL GIVING
THE INVITE?
 - WHAT HAPPENED IN THE
CONVERSATION?
 - HOW DID YOU FEEL AFTER
THE CONVERSATION?
- WRITE IT DOWN OR RECORD
YOURSELF REFLECTING.

NEXT STEPS

VISUALIZE THREE OTHER STORIES

PRINT IT OUT!

ASSEMBLE KIT