



Johnson C. Smith University
Metropolitan College of Professional Studies

Invites you to attend our

Latino Advisory Board Meeting

Thursday, September 14, 2017

6:00 pm to 7:30 pm

Spanish and English will be spoken!

Metropolitan College at Johnson C. Smith University Campus (Building #34)
Conference Room

100 Beatties Ford Road. Charlotte, NC 28216

RSVP at isandoval@jcsu.edu or (704) 378-3512 by Tuesday, September 12

Light refreshments will be served

WHAT TO EXPECT?

- Discover new initiatives to support the Latino community in Charlotte.
- Learn about a pilot study that aims to include the perspective of the Latino community, facilitated by the **Knight Foundation** in collaboration with **Google, Microsoft, and Facebook**, which will ask the following questions:
 1. What can we learn about people's behaviors toward and motivations for civic engagement?
 2. How are those behaviors/motivations mediated by their information ecosystems, their social influences, and the local issue landscape where they live? For each of these contextual factors, how do digital and non-digital elements surface and interact?
 3. What can we learn about the causal mechanisms that connect online and offline civic behaviors?
- The findings would be used to: 1) Provide new, relevant, and actionable information to the people and institutions working to enhance civic life in the United States; and 2) Inform the design of civic products, services, and strategies across the ecosystem.