

October 2024

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## NEWS

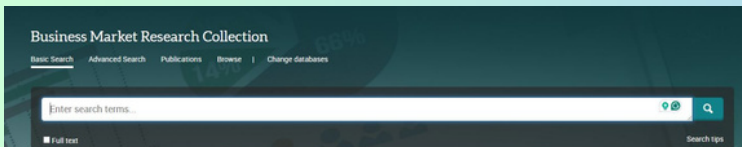
### "I WANT TO SHARE WITH YOU THAT..."

URBE University Library has a lot of Learning Resources that you can use for your courses.

We have around 950 Print Books, also we have a Virtual Library (LIRN) that includes 133 DATABASES from different Publishers that covers all subjects, and URBE Digital Repository with EBooks, Ebusiness Cases, Articles, etc. To use these resources you can access thru: <https://proxy.lirn.net/URBEUniv.> , or directly in Canva in your course.

If you have a doubt, we can help you, send us an email to : [library@urbeuniversity.edu](mailto:library@urbeuniversity.edu)

### "DID YOU KNOW THAT..."



In URBE Digital Library (LIRN) you can find the **Business Market Research Collection Database**.

The database Conduct company, industry, economic, and geopolitical market research with information from these sources: Hoover's Company Profiles - covering 40,000 global public and non-public companies including financials, competitors, officers, and more; OxResearch - succinct articles covering regional economic and political developments of significance; US and Worldwide Industry & Market Reports from Barnes Reports - covering global industries in depth; and Snapshots - market research overviews on 40+ industries and 40 countries.

You can access this Database thru the page : <https://www.lirn.net/>

If you have doubt or need training contact to:  
Karely Carrion, URBE Librarian  
Email: [library@urbeuniversity.edu](mailto:library@urbeuniversity.edu) or [karely.carrion@urbeuniversity.edu](mailto:karely.carrion@urbeuniversity.edu)

## EVENTS



### Library Orientation for New Students Fall A-2024

Date: Oct 24 to October 30, 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform

### How to use the tools in Proquest Ebook Central

Date: October 18, 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform



Librarian. Karely Carrion

## OPEN ACCESS



RED DE  
REPOSITORIOS LATINOAMERICANOS

<https://repositorioslatinoamericanos.uchile.cl/>

The Latin American Repository Network tracks electronic publications stored in different university servers and repositories. It contains 1,200,000 full-text publications that correspond mainly to conference proceedings, journal articles, research, books, and theses.

## Ebook Central Quick Guide

### Quick Guide for access to: PROQUEST EBOOK CENTRAL

1. Go to: <https://library.urbeuniversity.edu/>
2. Click on Databases and click on:  
<https://www.lirn.net/>
3. Sign in for full access with the library credentials and choose the Database: Proquest Ebook Central
4. Search for books by entering a Keyword, ISBN, or other Terms into the Search Box. For more search options, click "Advanced Search" or "Browse Subjects"
5. Narrow search results using Year Published, Subject, and other filters at the left.

If you have a doubt please contact to:  
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## OPEN ACCESS

### UNESDOC DIGITAL LIBRARY



unesco

UNESDOC  
Digital Library

<https://unesdoc.unesco.org/>

The UNESCO Digital Library is a key tool for enabling UNESCO's mission of building peace in the minds of people, by "advancing the mutual knowledge and understanding, and encouraging cooperation among the nations in all branches of intellectual activity, including [...] the exchange of publications, objects of artistic and scientific interest and other materials of information"

The UNESCO Digital Library is the repository of UNESCO's institutional memory and a source of high-quality information on UNESCO activities (in education, natural sciences, social and human sciences, culture, and communication and information), with more than 350,000 documents dating back to 1945. It includes the collections of the UNESCO Library and several documentation centres in UNESCO's Field Offices and Institutes, as well as the UNESCO Archives. The essential purpose of the UNESCO Digital Library is to share knowledge and to transmit it to future generations

**GUEST WRITER**

*Lawyer and Master in Public Administration  
Barbara Puglisi Spadaro. MBA URBE Student*

**The Power of Young Latinos in Shaping  
America's Future**

*The Power of Young Latinos in Shaping America's Future*  
Young Latinos are set to shape America's demographic, economic, political, and cultural future. Despite their growing influence, many feel overlooked by brands and society in general. This is concerning, as their role in consumption, politics, and culture is becoming increasingly impactful.

*The importance of the Latino community is evident in various ways. They represent 25% of Generation Z and 21% of young millennials, and these numbers will continue to grow, as their population increase is primarily driven by births in the U.S. rather than immigration (U.S. Census Bureau, 2022).*

*Additionally, Hispanic consumer spending is projected to grow 1.3 times faster than that of non-Hispanics between 2020 and 2030 (IHS Markit, 2021). Politically, 1.4 million Latinos become eligible to vote each year, underscoring their rising influence in national decision-making (Pew Research Center, 2024).*

*The cultural impact of young Latinos is equally undeniable. In the first half of 2024, Latin music was the fastest-growing genre on streaming platforms, surpassing traditional genres like pop and rock (Mier, Tomas, Rolling Stone, 2024).*

**GUEST WRITER****The Power of Young Latinos in Shaping  
America's Future**

*This not only reinforces the importance of Latino culture but also demonstrates how young Latinos are leading a movement of cultural pride, influencing trends that other groups are adopting. In this sense, young Latinos are not just consumers of culture but also ambassadors and creators, sharing their roots with the world.*

*However, brands still seem trapped in outdated stereotypes and assumptions. About 76% of Latinos aged 12-34 feel that brands treat them as an afterthought, while 68% say they are not well represented in the media (Kantar, U.S. MONITOR 2024 DEI Study). The reality is that this generation is not like their parents; they are shaping their identity through a unique blend of being "unapologetically American and Latino."*

*In terms of values, young Latinos stand out for their sense of purpose and desire for change. They value justice, community, and human connection more than their non-Latino peers (Kantar U.S. MONITOR 2024 DEI Study, Top 2 Box). They are not limited to being mere cultural "influencers"; they aspire to be agents of change. In 2024, 67% of young Latinos stated that they feel they can make a difference in the world, a significant increase from 55% in 2023 (Kantar, U.S. MONITOR 2024 DEI Study). Moreover, they have greater entrepreneurial and educational aspirations than previous generations, positioning them as a future engine of growth.*

*Young Latinos are leading a shift in the culture, economy, and politics of the United States. Recognizing and supporting this reality is essential for brands, institutions, and society at large to stay in tune with a group that is not only seeking to be heard but also aiming to leave its mark on the world.*



## HOLIDAY

**HISPANIC HERITAGE MONTH**  
**SEPTEMBER 15 TO OCTOBER 14, 2024**



The theme for this year's observance is "Pioneers of Change: Shaping the Future Together," which celebrates past and present Hispanic trailblazers who drive positive

### **National Hispanic Heritage Month**

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

### **Hispanic Heritage Month Facts**

1. National Hispanic Heritage Month is celebrated from September 15 to October 15
2. National Hispanic Heritage Month celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America
3. The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson
4. It was expanded by President Ronald Reagan in 1988 to cover a 30-day period
5. It was enacted into law on August 17, 1988
6. The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua
7. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively

## HOLIDAY



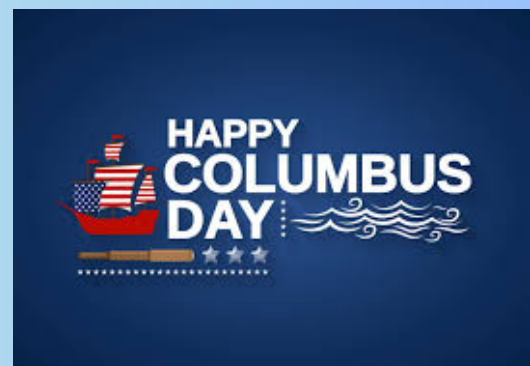
October is the Month to show solidarity and support for those affected by Breast Cancer, the second most common cancer among women in the US.

### **How to get involved**

- Sport a pink ribbon throughout October.
- Wear it pink.
- Organize a fashion show.
- Raise awareness through festivities.
- Create a themed board.
- Auction off bedazzled bras.
- Give a breast cancer survivor speech.

### **Mon, Oct 14, 2024 COLUMBUS DAY**

Columbus Day is a national holiday in many countries of the Americas and elsewhere, and a federal holiday in the United States, which officially celebrates the anniversary of Christopher Columbus's arrival in the Americas.



## HOLIDAY

### World Teacher's Day. October 5



World Teachers' Day is held annually on 5 October to celebrate all teachers around the globe. It commemorates the anniversary of the adoption of the 1966 ILO/UNESCO Recommendation concerning the Status of Teachers, which sets benchmarks regarding the rights and responsibilities of teachers, and standards for their initial preparation and further education, recruitment, employment, and teaching and learning conditions. The Recommendation concerning the Status of Higher-Education Teaching Personnel was adopted in 1997 to complement the 1966 Recommendation by covering teaching personnel in higher education. World Teachers' Day has been celebrated since 1994.

This year's World Teachers' Day highlights the need to address the systemic challenges teachers face and to establish a more inclusive dialogue about their role in education. The 2024 celebrations will focus on **"Valuing teacher voices: towards a new social contract for education"**,

## HOLIDAY

### Thursday, October 31, 2024



The tradition of Halloween comes from Samhain, an ancient pagan festival celebrated by Celtic people. It took place in the United Kingdom, Ireland and northwestern France.

The first jack-o'-lanterns were actually made from turnips.

While pumpkins are typically orange, they can also be green, white, red and gray.

The world's largest pumpkin weighed in at 1,247 kilograms (2,749 pounds). This new record was set in 2023 at the 50th World Championship Pumpkin Weigh-Off in Half Moon Bay, California.

<p><b>5 fun facts about HALLOWEEN</b></p> <p>Pet costumes are becoming more popular with almost a third of US pet owners dressing up their pets</p>	<p>Two thirds of adults who take kids trick or treating admit to stealing some of the kid's candy</p>
<p>Americans spend \$2.6 billion on candy at Halloween</p>	<p>Giant pumpkins grown for competitions can weigh over 2000lbs</p>
<p>In some places including Dublin, Georgia and Illinois, only kids are allowed to wear Halloween masks – they are illegal for adults</p>	