

Replicable Integration Strategies from Faith Organizations

CAMBIO DE COLORES CONFERENCE

JUNE 10, 2016



CATHOLIC LEGAL
IMMIGRATION
NETWORK, INC.



Speakers

LEYA SPEASMAKER

INTEGRATION PROGRAM MANAGER

CATHOLIC LEGAL IMMIGRATION
NETWORK (CLINIC)



DENZIL MOHAMMED

DIRECTOR, PUBLIC EDUCATION INSTITUTE

THE IMMIGRANT LEARNING CENTER, INC. (ILC)



CHRISTINA POPE

REGIONAL MANAGER- RUST BELT

WELCOMING AMERICA



Agenda

- Latest Data on Immigrants and Refugees in the U.S.
- Steps to create an integration initiative:
 - ✓ Needs assessment
 - ✓ Buy-in
 - ✓ Decision-making
 - ✓ Implementation
 - ✓ Measurement and evaluation
- Strategies for engaging the receiving community
- Questions?

Why you?

Trusted place and viewed as safe

Immigrants are already coming

Welcoming is already part of the mission

Newcomers and the receiving community already co-exist

Many projects to work on that both groups can do together

Opportunities for sharing and exploring cultures through food, music, worship, sports, and other activities

Built-in volunteer base

Can address very local needs



The
Changing
Face of
America

PAPIST IMMIGRANTS ARE WRECKING OUR ECONOMY WITH THEIR FECUNDITY! WE MUST ERECT A WALL OF BRASS AROUND THE COUNTRY FOR THE EXCLUSION OF CATHOLICS!

1780



(*"WALL OF BRASS..." IS QUOTED FROM JOHN JAY, THE FIRST CHIEF JUSTICE OF THE SUPREME COURT.*)

JAPANESE IMMIGRANTS AREN'T ASSIMILATING... AND IF WE LET TOO MANY IN, THEY'LL UNDERMINE OUR ECONOMY!

1850



NOW, I'VE GOT NOTHING AGAINST JEWS... BUT THE JEWS ARE COMING IN HUGE NUMBERS! THE ECONOMY CAN'T TAKE IT!

1920



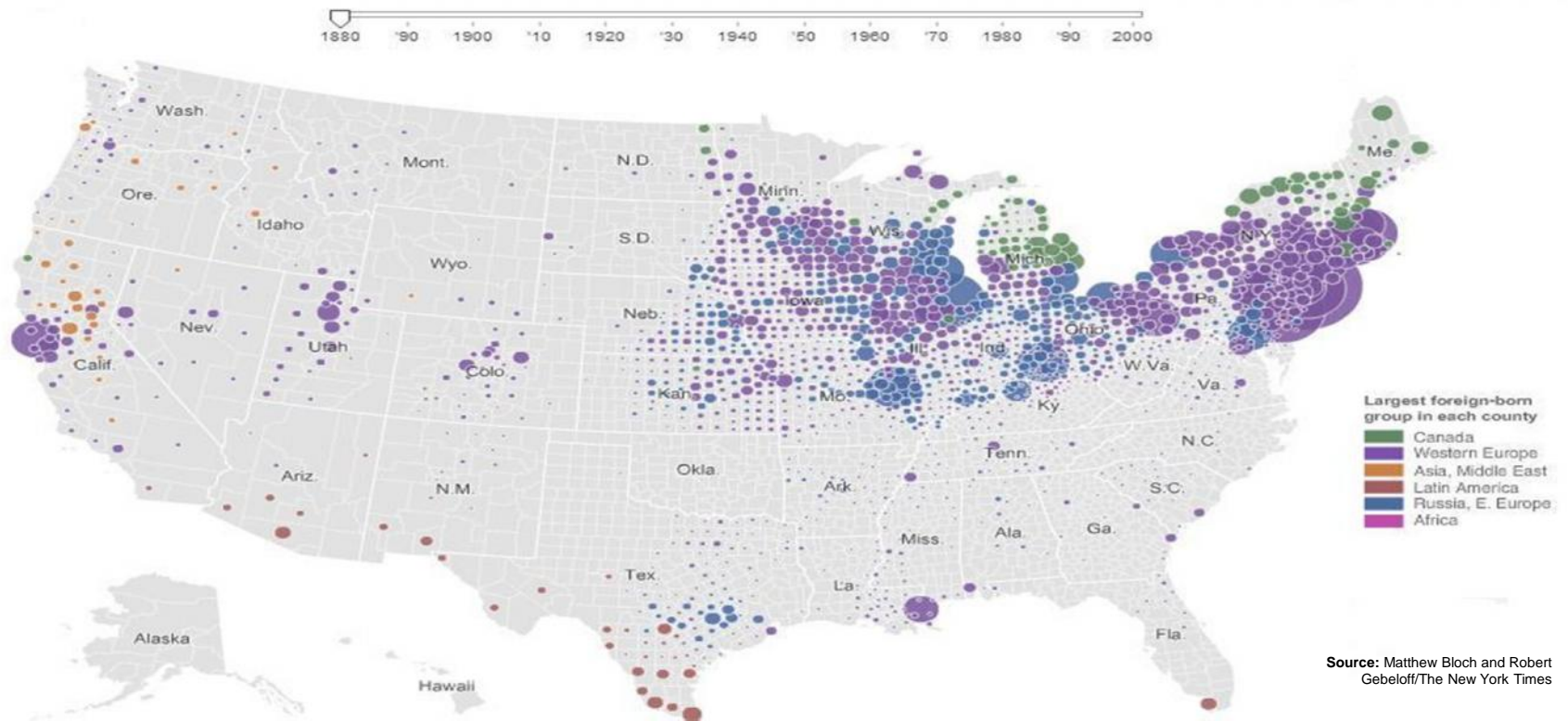
WE'VE GOT NOTHING AGAINST MEXICANS. BUT THEY REFUSE TO ASSIMILATE! THEY'RE RUINING OUR ECONOMY!

NOW

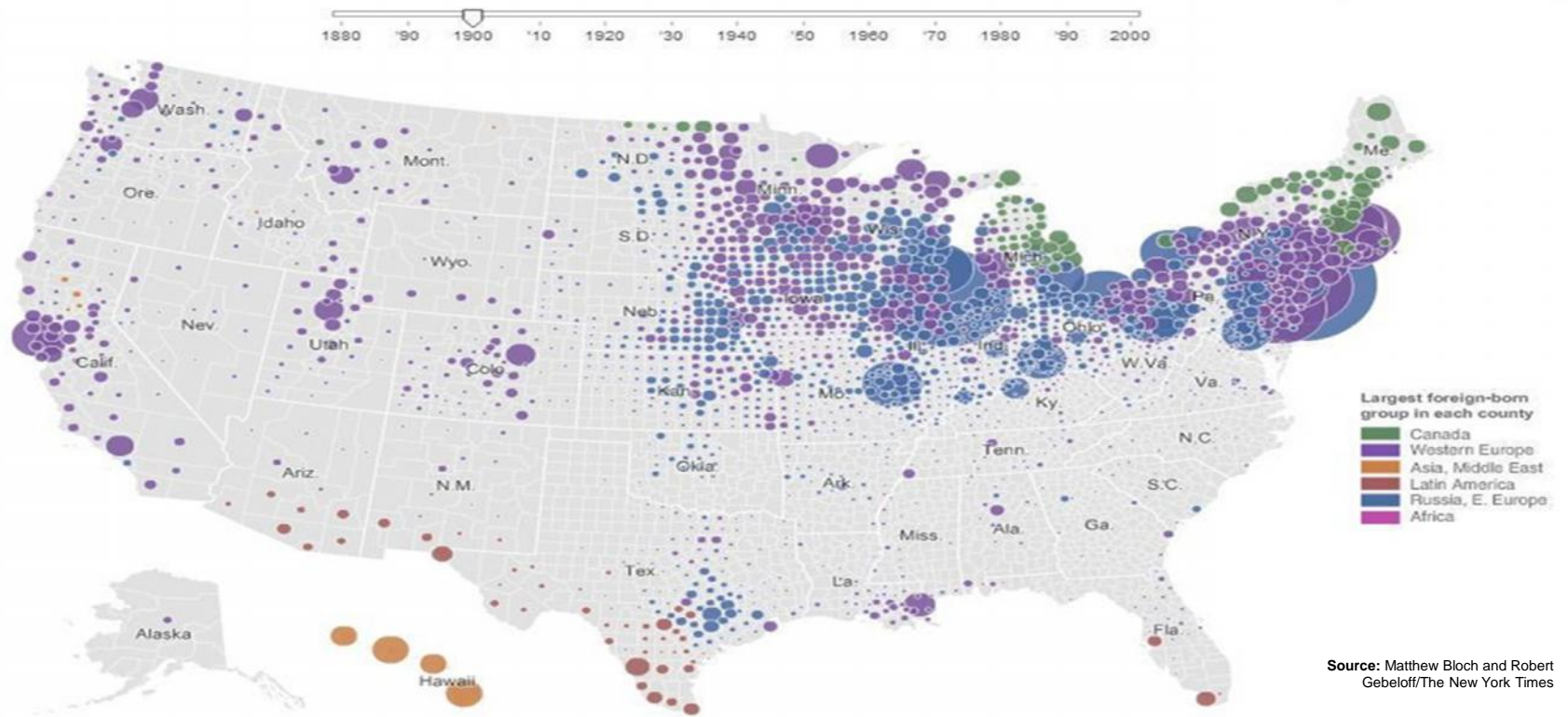


WE SHOULD ERECT A WALL.

Geographic distribution 1880

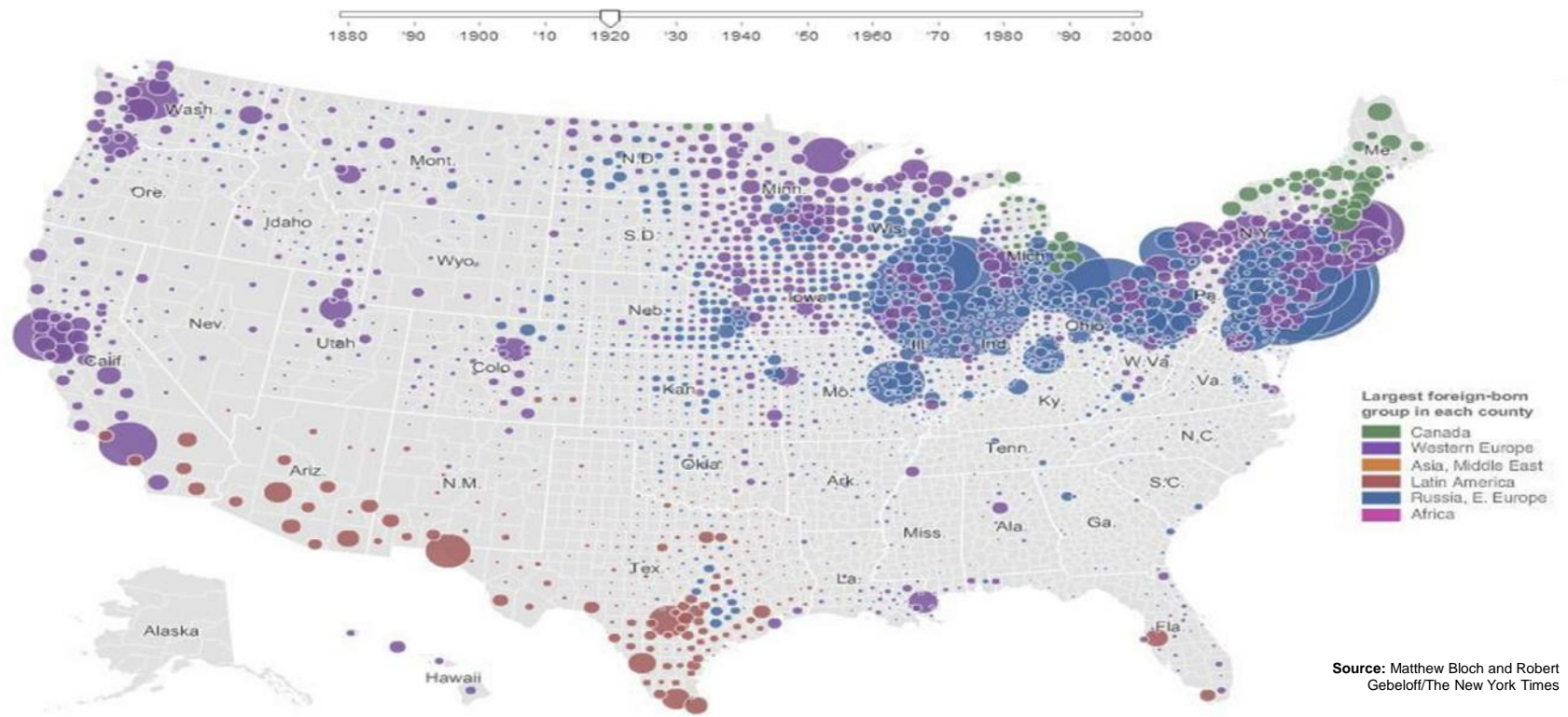


Geographic distribution 1900

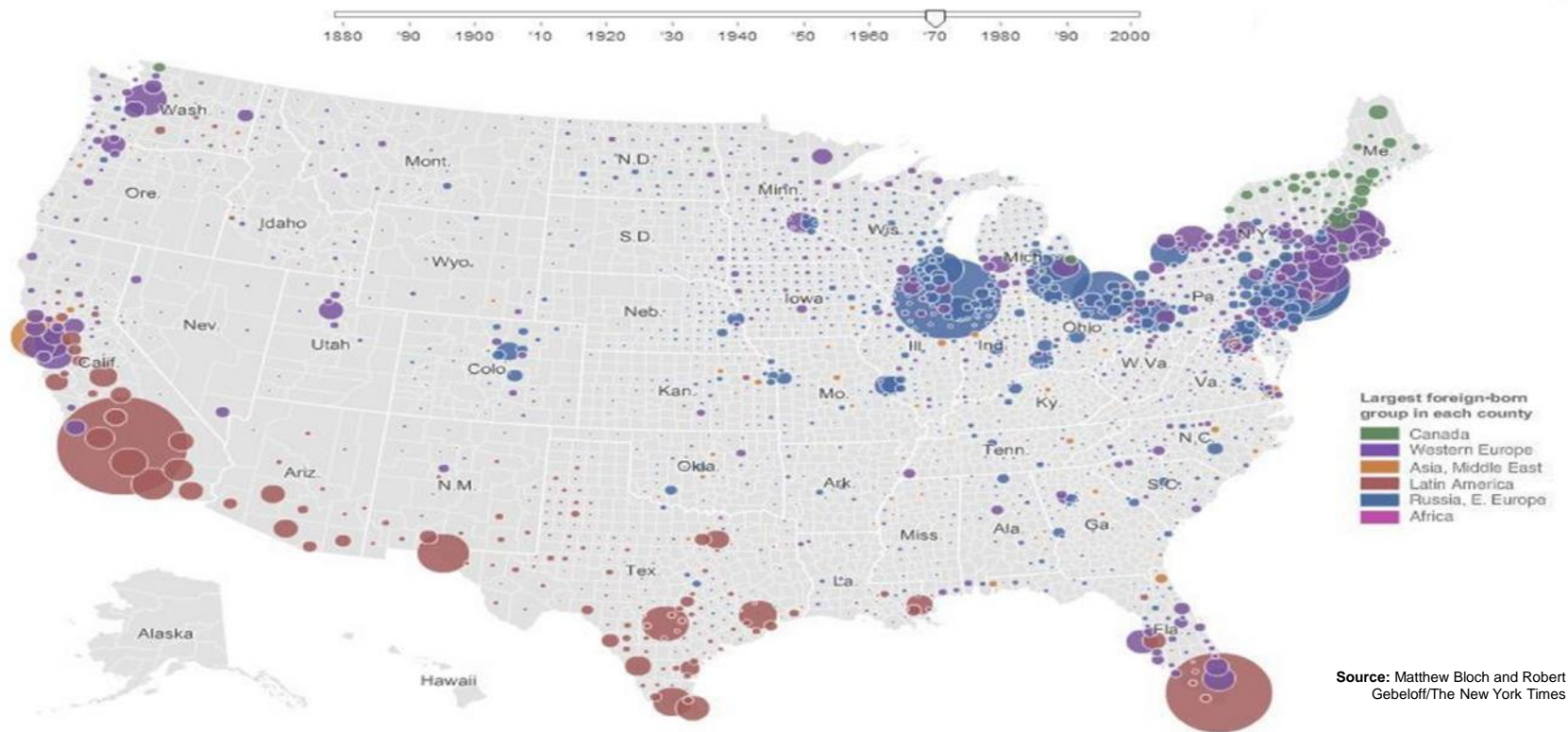


Source: Matthew Bloch and Robert Gebeloff/The New York Times

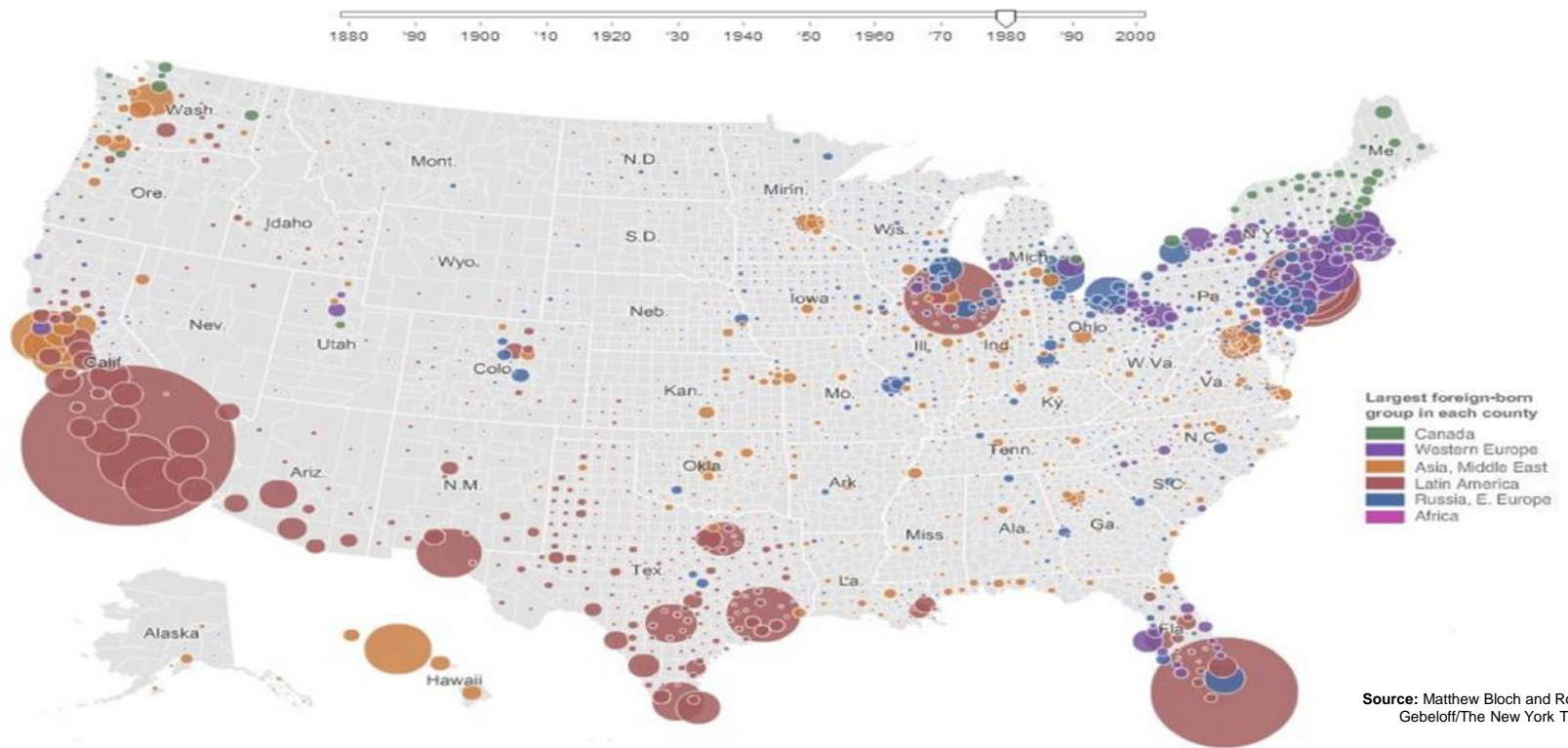
Geographic distribution 1920



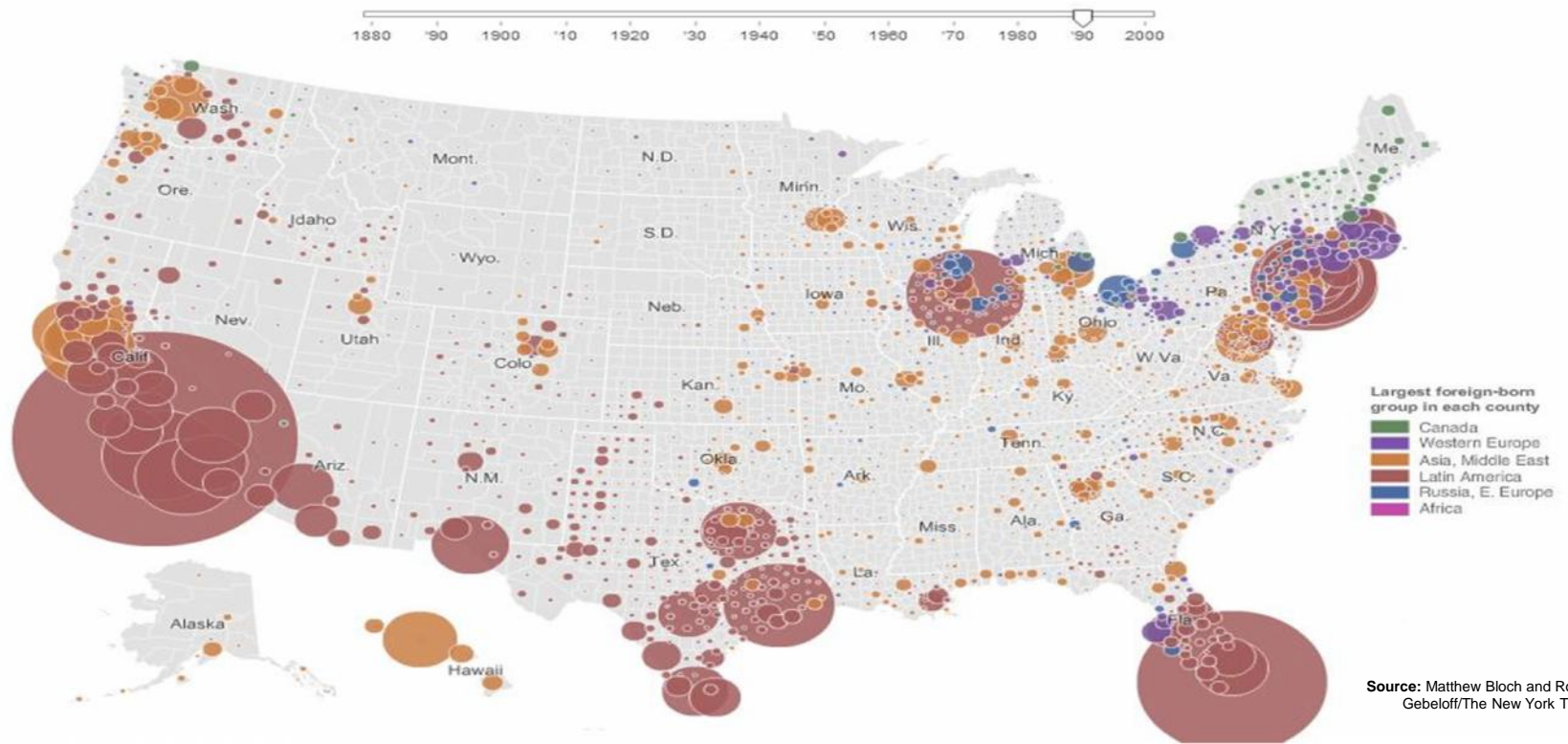
Geographic distribution 1970



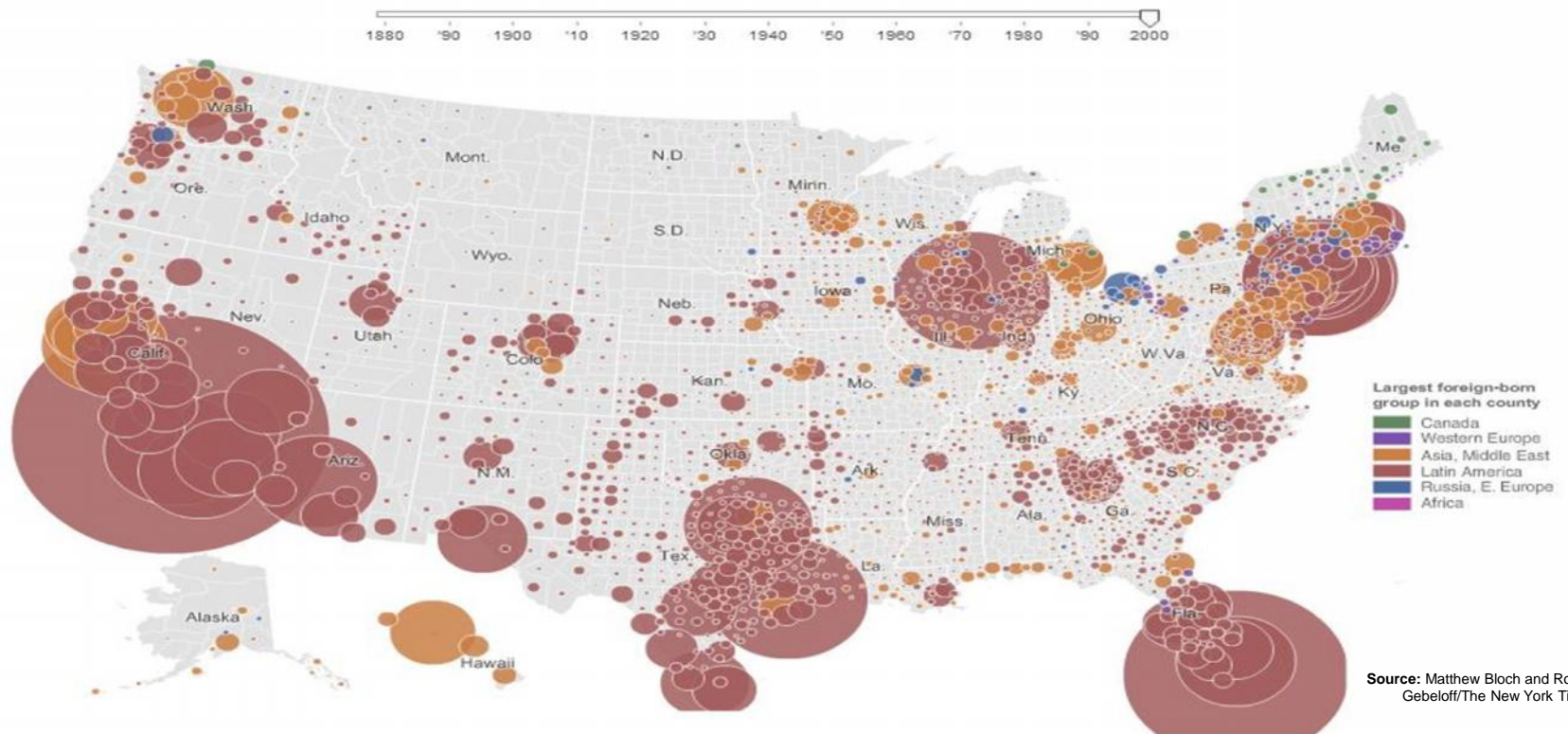
Geographic distribution 1980



Geographic distribution 1990



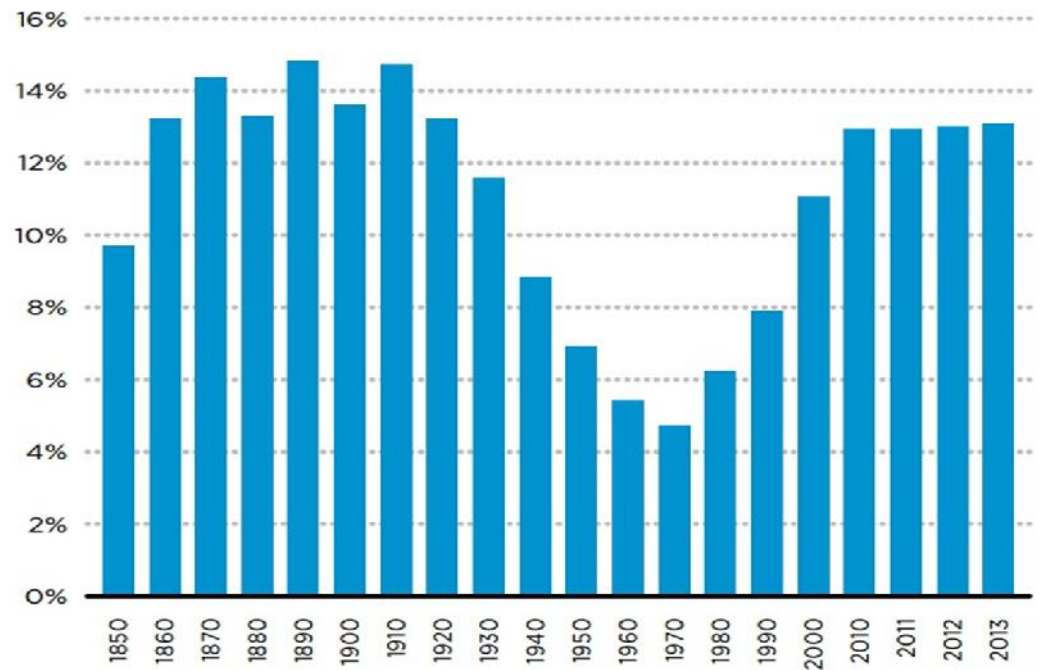
Geographic distribution 2000



13.1% of total population

This is not the highest immigrant share of population in U.S. history.

It peaked at 14.7% in 1910 then dropped to 4.7% in 1970.



Source: U.S. Census Bureau 2011, American Community Survey 2011

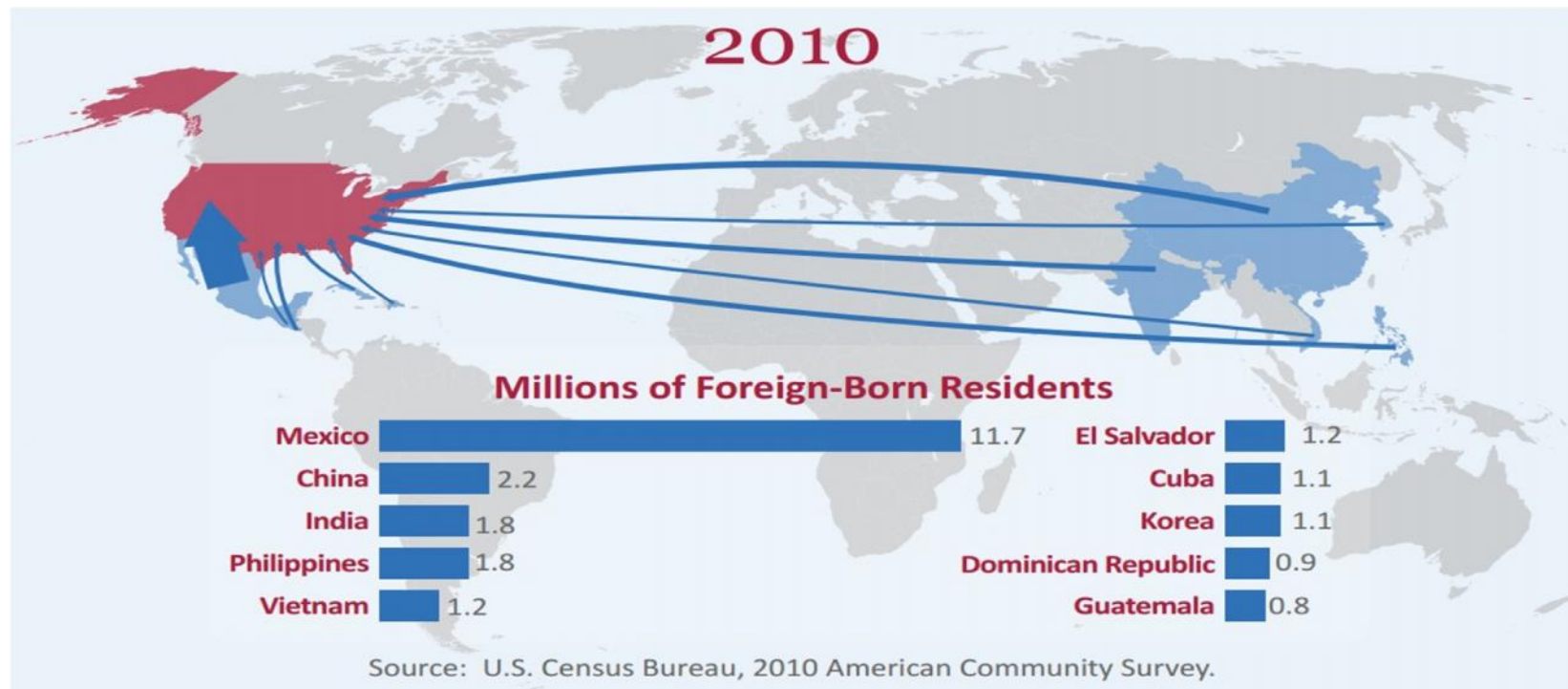
Annual refugee admission ceilings



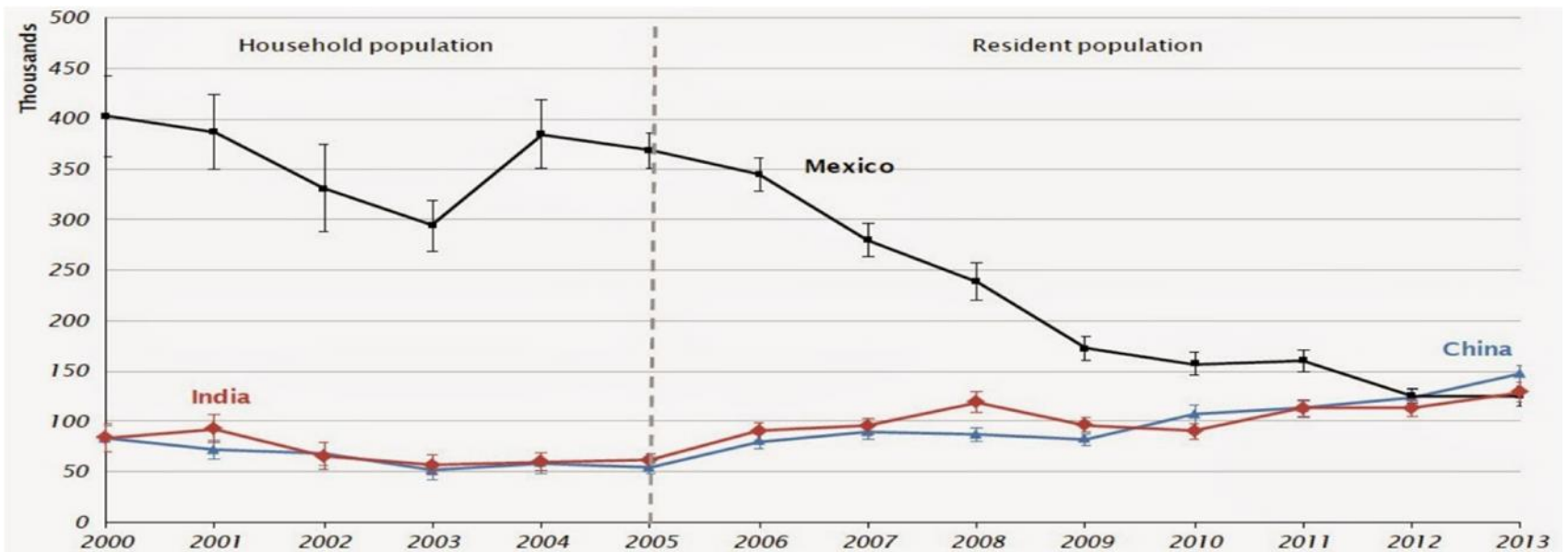
Source: Jie Zong and Jeanne Batalova, *Refugees and Asylees in the United States*, Migration Policy Institute, 2015



Place of nativity



Place of nativity



Note: The ACS did not include the group quarters population until 2006. The time series from 2000 to 2005 reports the household population while the time series from 2006 to 2013 reports the resident population.
Margin of error at the 90% confidence level shown.

Source: U.S. Census Bureau, Population Division, 2000 to 2013 Single-Year American Community Surveys.

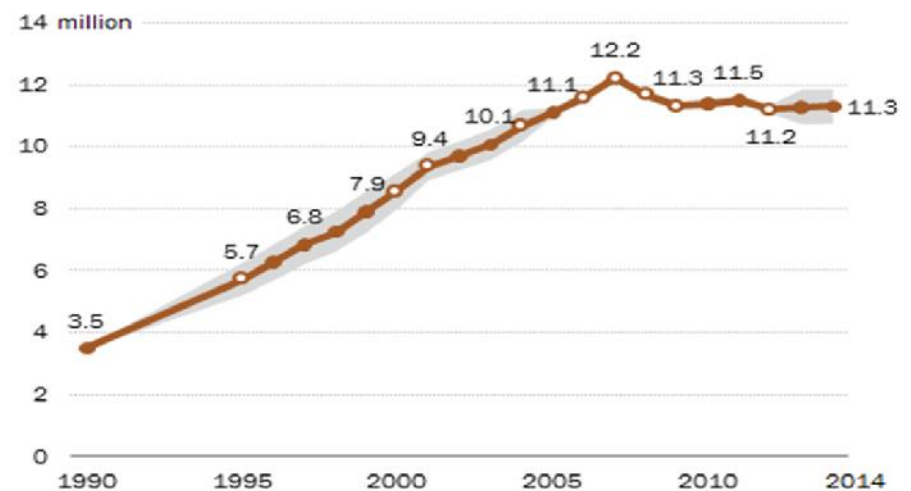
Unauthorized immigration

Immigrant population increased by 30% since 2000; unauthorized immigration has slowed, declined and bottomed out:

- From a peak of 12.2m (2007) to 11.3m (2014).

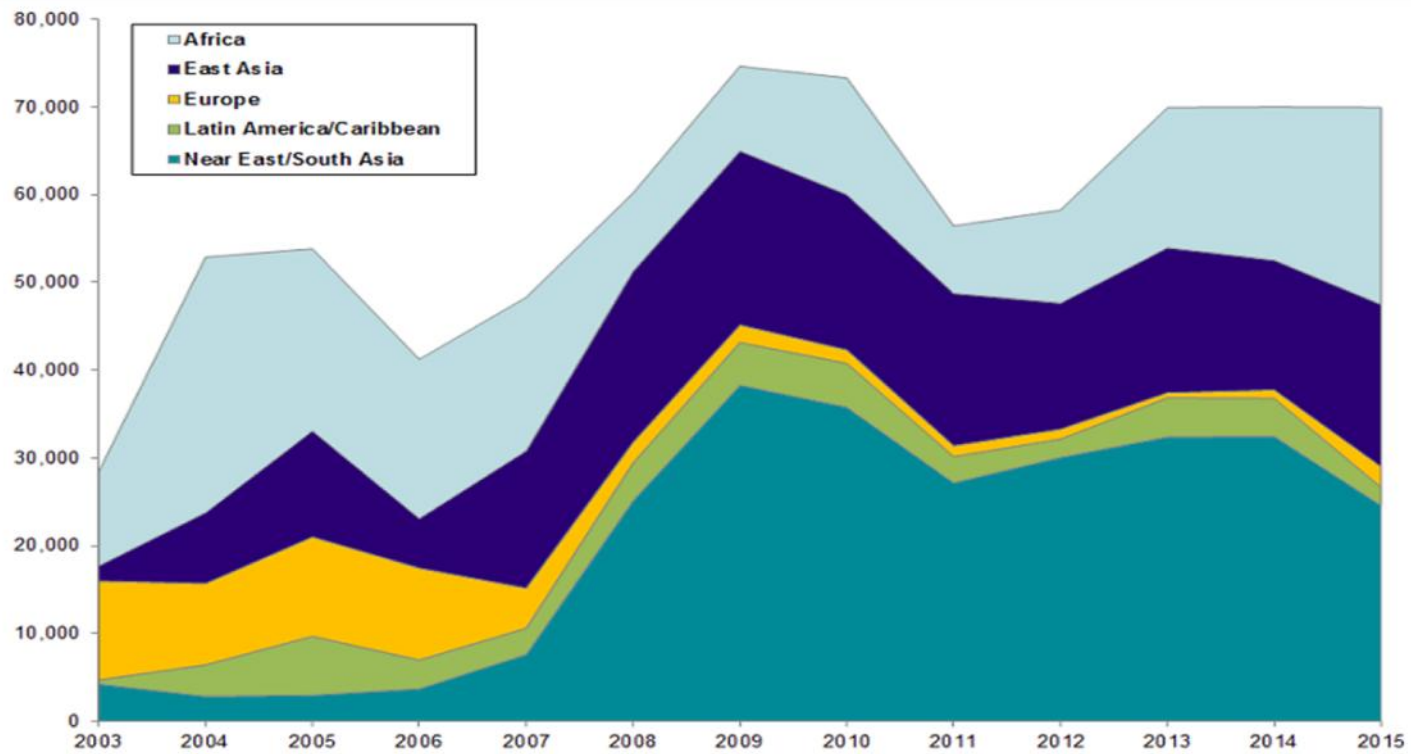
Estimates of U.S. Unauthorized Immigrant Population, 1990-2014
(in millions)

U.S. Unauthorized Immigrant Population Levels Off



Source: Pew Research Center, "Unauthorized Immigrant Totals Rise in 7 States, Fall in 14", 2014 "Unauthorized Immigrant Population Stable for Half A Decade", 2015

Refugee arrivals by region of nationality



Source: Jie Zong and Jeanne Batalova, *Refugees and Asylees in the United States*, Migration Policy Institute, 2015



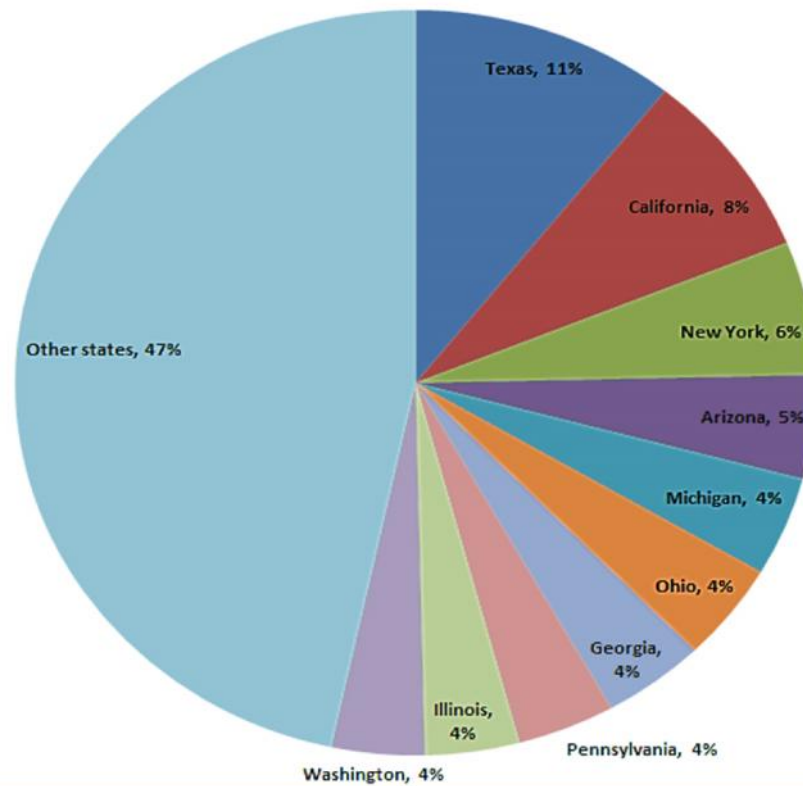
Refugee arrivals by country of nationality

2015			2014			2013		
Country	Number	Percent	Country	Number	Percent	Country	Number	Percent
Burma	18,386	26.3	Iraq	19,769	28.2	Iraq	19,488	27.9
Iraq	12,676	18.1	Burma	14,598	20.9	Burma	16,299	23.3
Somalia	8,858	12.7	Somalia	9,000	12.9	Bhutan	9,134	13.1
Dem. Rep. Congo	7,876	11.3	Bhutan	8,434	12.1	Somalia	7,608	10.9
Bhutan	5,775	8.3	Dem. Rep. Congo	4,540	6.5	Cuba	4,205	6.0
Iran	3,109	4.4	Cuba	4,062	5.8	Iran	2,578	3.7
Syria	1,682	2.4	Iran	2,846	4.1	Dem. Rep. Congo	2,563	3.7
Eritrea	1,596	2.3	Eritrea	1,488	2.1	Sudan	2,160	3.1
Sudan	1,578	2.3	Sudan	1,315	1.9	Eritrea	1,824	2.6
Cuba	1,527	2.2	Afghanistan	753	1.1	Ethiopia	765	1.1
All other countries, including unknown	6,870	9.8	All other countries, including unknown	3,182	4.5	All other countries, including unknown	3,302	4.7
Total	69,933	100.0	Total	69,987	100.0	Total	69,926	100.0



Source: Jie Zong and Jeanne Batalova, *Refugees and Asylees in the United States*, Migration Policy Institute, 2015

Refugee arrivals by state



Source: Jie Zong and Jeanne Batalova, *Refugees and Asylees in the United States*, Migration Policy Institute, 2015



Top 5 states for immigrants

60% of U.S. immigrants live in just five states:

- CA has 25% of all immigrants (10.2m) followed by NY, TX, FL and NJ.



Fastest-growing states for immigrants

TN, SC, KY, AL
and MS have seen
the fastest growth
in immigrant
population.

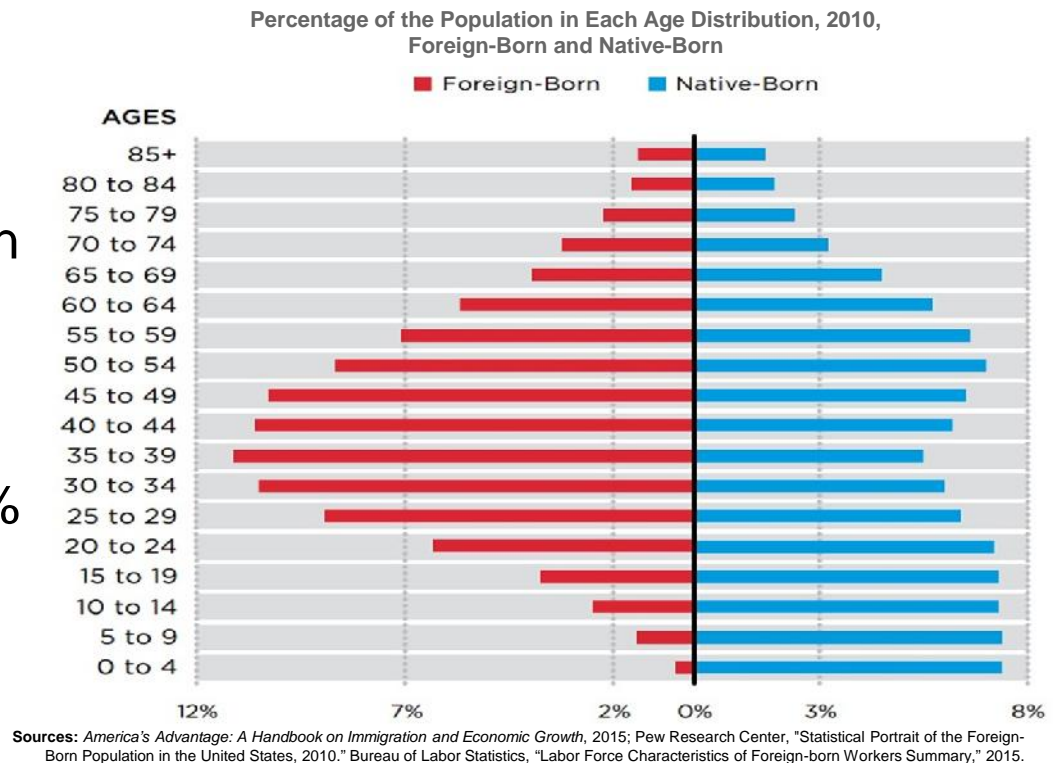


Source: Pew Hispanic Trend Project, *Statistical Portrait of the Foreign-Born Population in the United States, 2011*



Outsized role in labor force

- Immigrants make up 16.5% of the labor force, more than their share of population.
- More than 70% of immigrants are between 25 and 64 compared to 50% natives.



Workers and Social Security

16 ¹⁹⁵⁰
Workers



3 ²⁰¹⁰
Workers



Immigrants as Assets



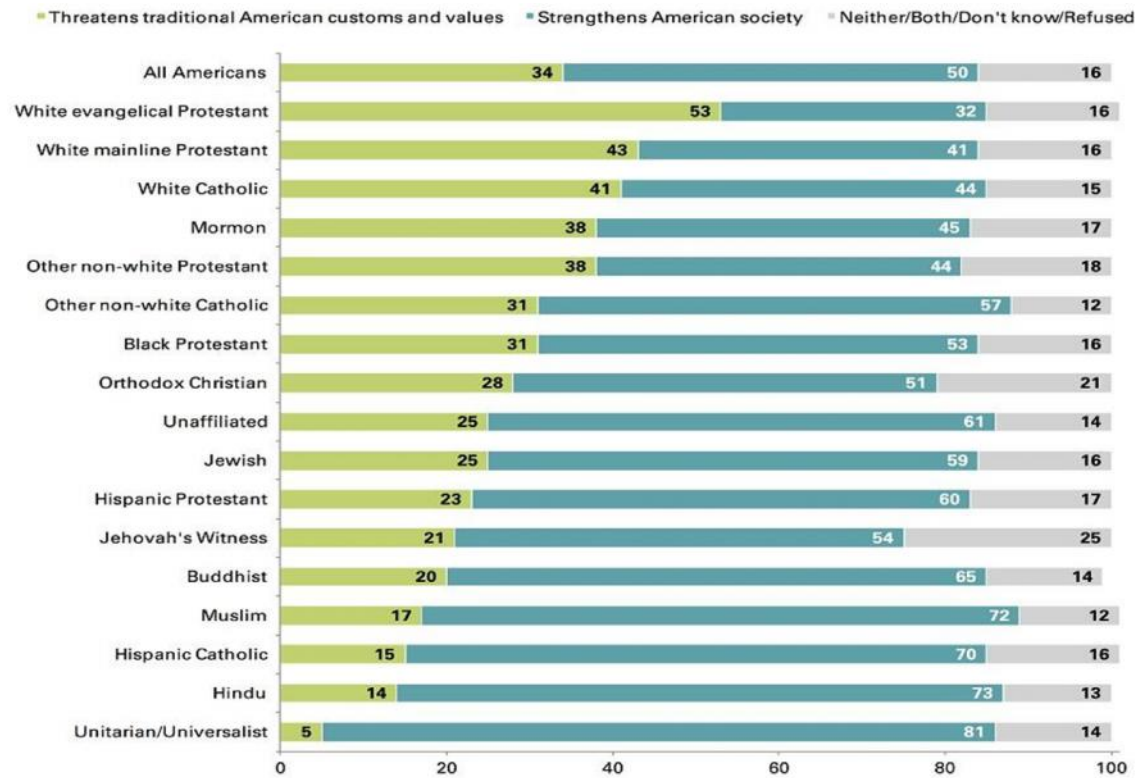
Immigrant entrepreneurship

Immigrant-Founded Companies



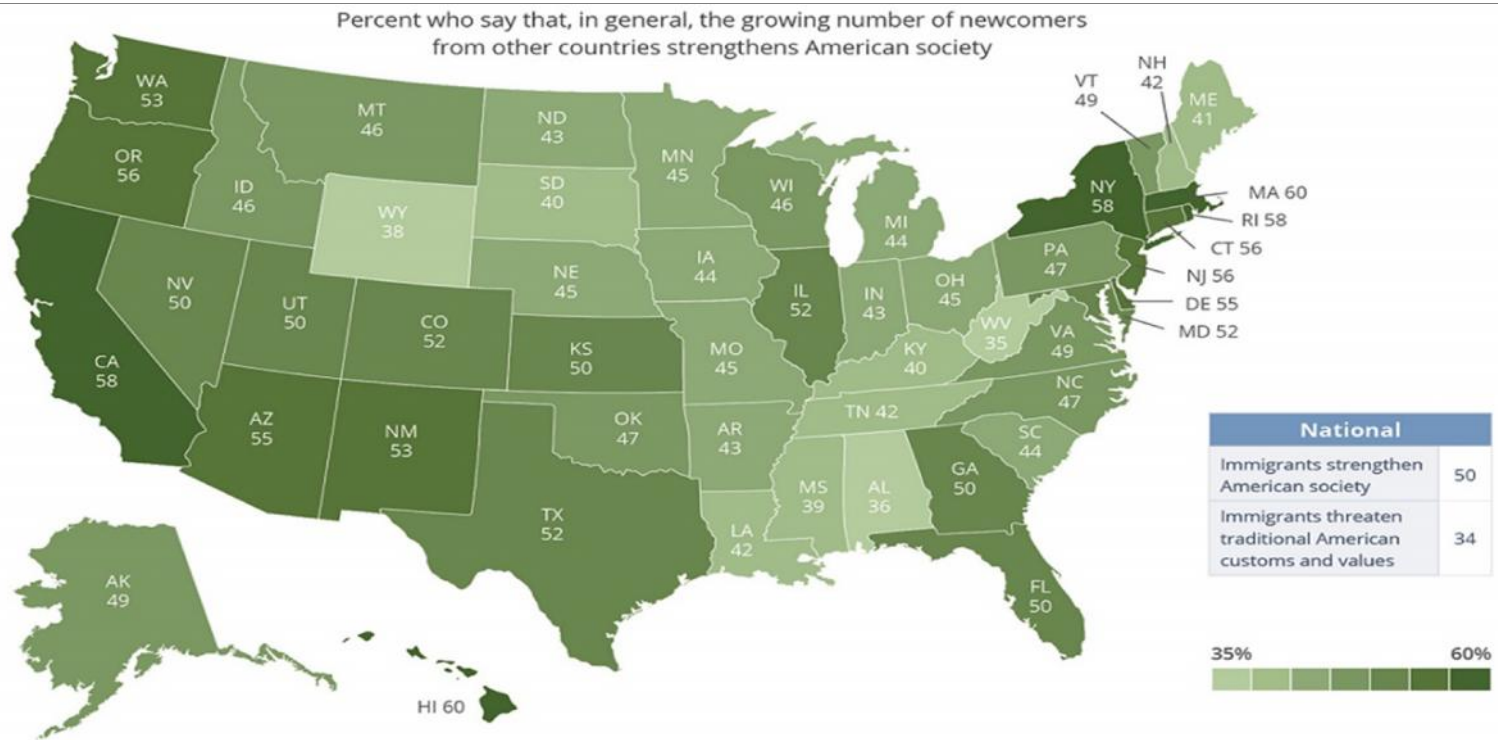
Compiled by Richard Herman, www.ImmigrantInc.com

Views on immigrants by religion



Source: Public Religion Research Institute, 2015
American Values Atlas

Views on immigrants by state



Source: Public Religion Research Institute, 2015 American Values Atlas

Views on immigrants by party

The growing number of newcomers from other countries...

	Threatens traditional American customs and values	Strengthens American society	Neither/Both/Don't know/Refused	N=
All Americans	34	50	16=100	42,586
Republican	53	32	15=100	10,203
<i>Conservative Republican</i>	58	28	14=100	7,037
<i>Moderate Republican</i>	45	40	15=100	2,146
<i>Liberal Republican</i>	41	47	12=100	783
Independent	33	52	16=100	15,766
Democrat	24	63	13=100	13,463
<i>Conservative Democrat</i>	35	49	15=100	2,595
<i>Moderate Democrat</i>	28	57	15=100	3,865
<i>Liberal Democrat</i>	16	74	10=100	6,488

Source: Public Religion Research Institute, 2015 American Values Atlas

Needs Assessment

ASK FIRST, PLAN LATER!

Avoid assumptions

Ask clients what they need

Ask community what they need

Make it possible for everyone to contribute

FAITHACTION ID CARD: GREENSBORO, NC

The FaithAction International House

Invited input from clients

Heard community concerns

Planned and facilitated community meetings for discussion between newcomers and local police

Outcome: Creation of an ID accepted by most local city government entities; increased trust between local police department and immigrant community

Buy-in

SUPPORT IS CRITICAL!

Ensure community and clients support the plan.

Educate your staff on the need for the service.

Devote time and resources to the program.

Engage (client, community and agency) leadership to publically support and promote the program.

TAX EZ PROGRAM: SAN JOSE, CA

Catholic Charities of Santa Clara County:

Kept client requests at forefront of planning process

Emphasized strengths of each location

Are willing to adjust when necessary

Decision-making

OWN IT

Assume it will be a success

Devote adequate resources to the new service

Train staff and expect results

JOB DEVELOPMENT SERVICES: ITHACA, NY *Catholic Charities Tompkins / Tioga:*

Added responsibilities to job descriptions

Includes it in program documents, including the mission statement

Mentioned in all grant applications

Implementation

MAKE IT DOABLE

Be realistic

Doesn't have to be resource heavy

Make it accessible

Commit for a specific time period

Involve the community

COFFEE AND CONVERSATION: MANASSAS, VA *Hogar Immigrant Services:*

Interest by parishioners and students

Goal is to have a natural conversation around a designated topic.

Students can practice skills such as small talk, asking for clarification, or circumnavigating a topic.

Class attendance a requirement for participation.

Coffee and snacks

Measurement & Evaluation

BE CRITICAL AND FLEXIBLE

Don't implement the program until you know how you are going to measure and evaluate it.

Don't be afraid to make changes.

This information is vital for funding and for success of the program.

NEW AMERICAN PATHWAYS: ATLANTA, GA

Created their own tool to use internally

Pre and post evaluation

Milestones are tracked

Surveys go to community partners



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Working Together

Educate parishioners about immigrant integration.

Offer round tables or other ways for church community to brainstorm program ideas.

Create a safe and open space for all to participate.

Obtain interpreters or translated documents, if needed, so all can participate.

Expect some pushback.

Keys for Success

Start small

Engage newcomer community

Educate and engage the receiving community

Identify needs from both communities

Make it easy

Create objectives and goals

Reevaluate

Market successes

Assessing Communications

- What do you read, hear, or see in the media now about migrants?
- What seems to be working in communications, and what isn't?
- What would you like to read, hear, or see more of?

Engaging Receiving Communities through Messaging

Christina Pope, Welcoming America

WHAT WE DO

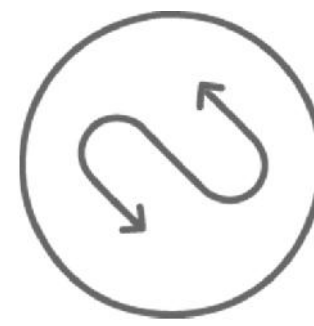
CONNECT



BUILD



CHANGE





BUILDING A NATION OF NEIGHBORS

THE INNOVATION

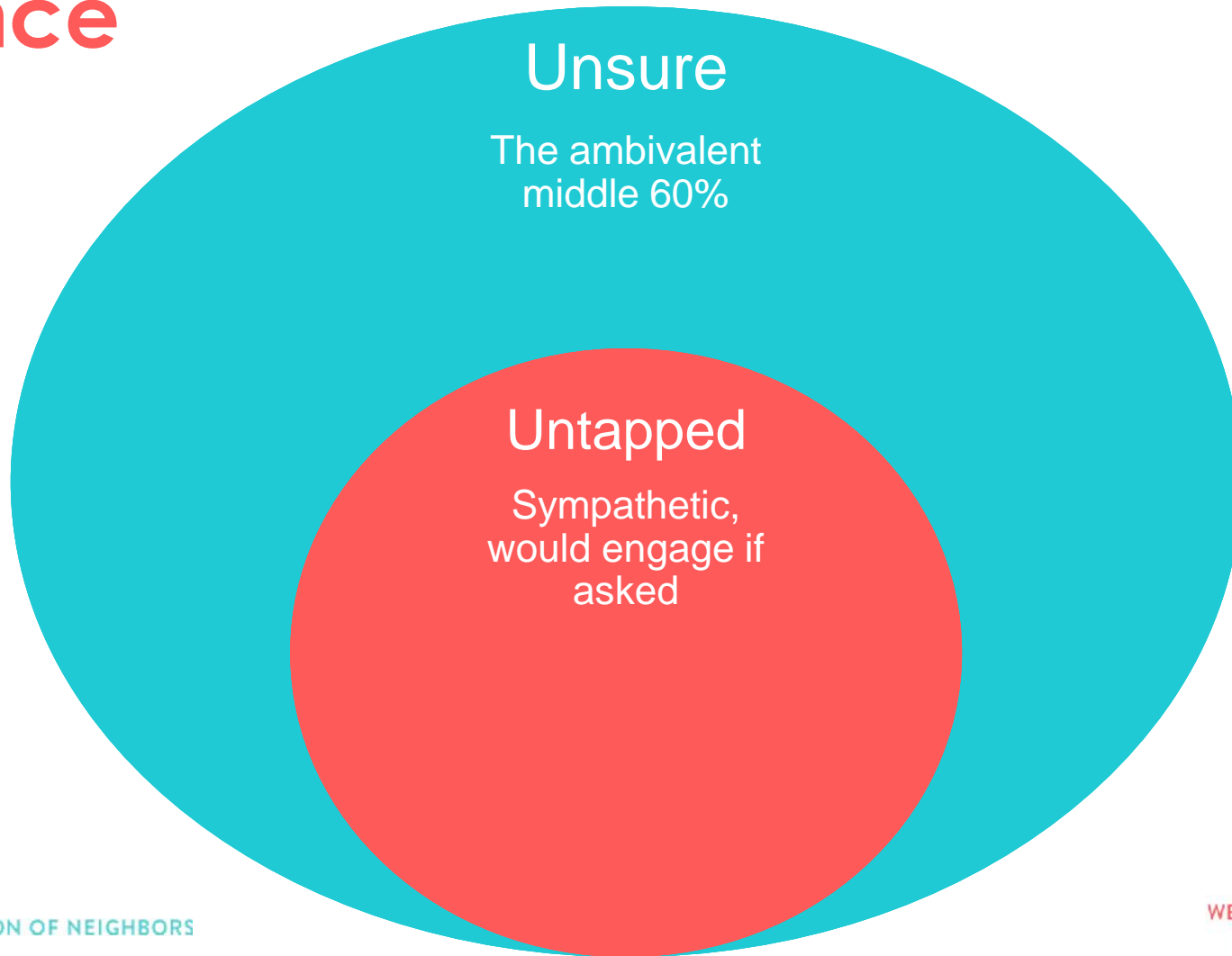
BUILDING A NATION OF NEIGHBORS

WELCOMING
AMERICA 

MOVING COMMUNITIES ACROSS THE WELCOMING SPECTRUM



Audience



RECEIVING COMMUNITIES APPROACH



Communication & Message Framing

Why Communications?

- An essential tool in fostering a more positive community climate for immigrants
- A means to an end: helps to engage people who will help you reach your goals.
- Clarifies who we need to reach, how to speak to them, and through what channels.

Framing

How are immigrants framed now?



BUILDING A NATION OF NEIGHBORS

WELCOMING
AMERICA 

What would be better?



“I came speaking little English and only knowing US culture through MTV and CNN, but now I teach creative writing workshops for youth and am about to publish my first book.”

I'm a proud **immigrant** and I contribute to DC.

Immigrants face many challenges, but discrimination should never be one of them.

If you think you've been discriminated against because of your national origin or your accent, call (202) 727-4559 or visit ohr.dc.gov/complaint.

Emigrated from Cameroon in 2000

Office of Human Rights
DISTRICT OF COLUMBIA

ohr.dc.gov/wecontribute
 facebook.com/dcohr

Share your story with
#immigrantscontribute

New Frames: STRONGER TOGETHER

Our community's success depends on making sure everyone who's a part of it—including immigrants—feels welcome here. Becoming a more welcoming community means more customers for our local businesses, more jobs created by immigrant entrepreneurs, and a thriving economy that benefits us all.

By recognizing the contributions that we all make to creating a vibrant culture and a growing economy, we make our neighbors feel more included and our community more welcoming to new Americans and to everyone who calls our community home.

DIFFERENT PASTS, ONE FUTURE

In this country we believe each person should have an equal opportunity to make it if they work hard. That should be true regardless of the color of your skin or where your ancestors were from. Because no matter who our ancestors were, they all wanted the freedom to speak, to pray, and to raise their children with hope.

We may not all share the same history, but we share one future as a country. We need to stop thinking in terms of us versus them and start thinking in terms of just us: Americans united by the bonds of shared freedom and equality. If we can do that, there's nothing we can't do together.

COMPETITIVE EDGE

Competing in a twenty-first century economy means taking full advantage of our most important resource—our people. And that means welcoming the new Americans who are starting businesses, committing to our community, and helping build a stronger local economy.

Communities across the country and around the world are in a race to the top to attract the human capital that will allow them to thrive in a global economy. Becoming a more welcoming place for immigrants gives us a leg up in that competition and helps us retain talented people of all backgrounds.

Working together to build a twenty-first century economy means making sure everyone who lives here feels welcome and included, no matter where they were born.

Know Your Audience*

*your audience isn't you



Image credit: The Next Silicon Valley

Value: Community



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AMERICA 

Value: Faith



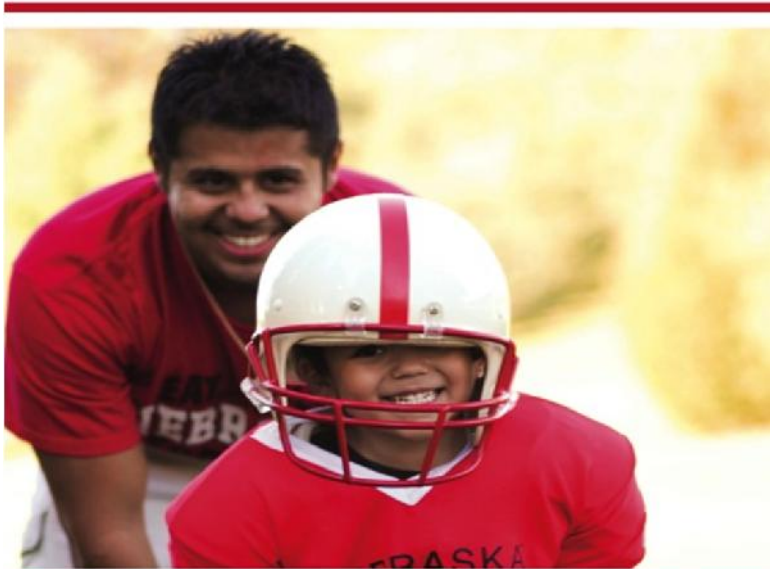
Like you, we are
a people of faith
and we want
a better future
for our children.

welcomingtn.org

We love America, and we're proud to call Shelbyville home.

Value: Economic Contributions





**JUST ANOTHER GREAT
NEBRASKA FAN.**

NEW NEBRASKA FAMILIES MAKE US STRONGER.

Nebraska. A good life for everyone. NebraskaIsHome.org

Nebraska is Home



**RUGGED
INDIVIDUALS
MADE HERE.**

**IN COLORADO, WE GIVE
IMMIGRANTS A FAIR CHANCE.**

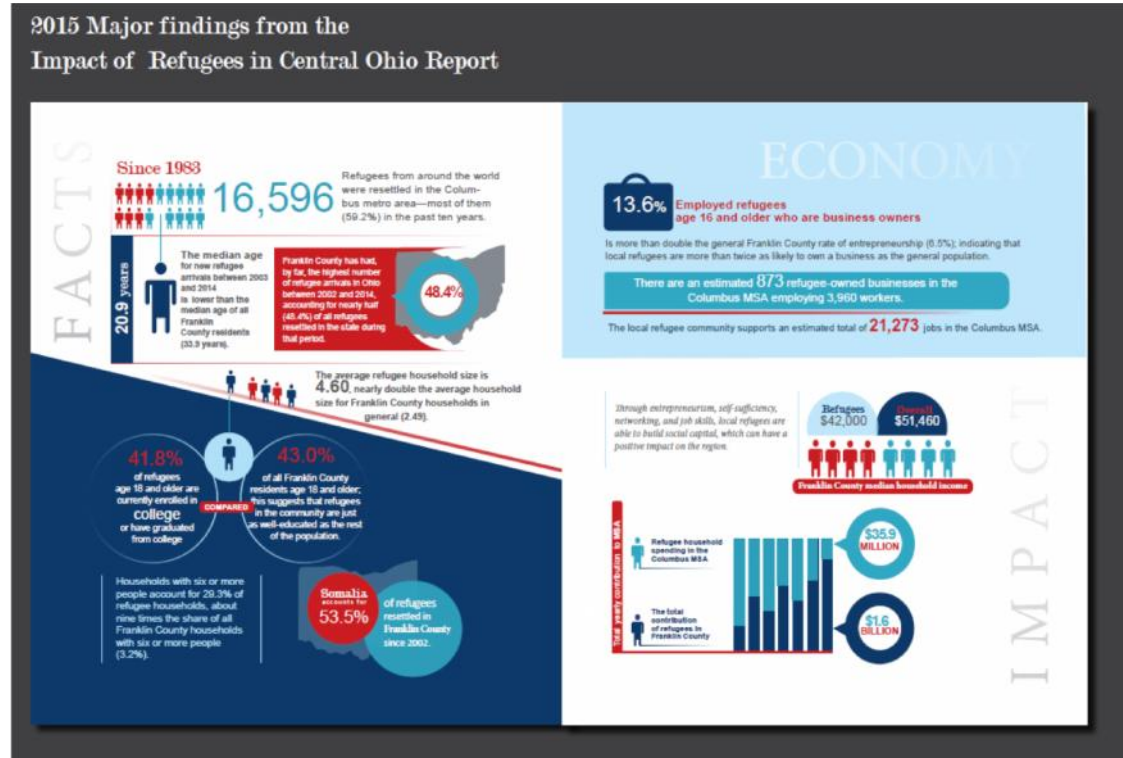
WelcomingColorado.org

Welcoming Colorado

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Balance Stories and Facts



Impact of Refugees in Central Ohio 2015 Report


Which resonates?

Government of Canada / Gouvernement du Canada

Search: Canada.ca

Jobs | Immigration | Travel | Business | Benefits | Health | Taxes | More services

Immigration and citizenship



#WelcomeRefugees
Stories from the journey

Get the latest #WelcomeRefugees stories, videos and photos.

1 of 3 | Pause

Apply to visit, study, work or immigrate to Canada, apply for citizenship, a permanent resident card or refugee protection, check the status of your application or find a form

U.S. Citizenship and Immigration Services

FORMS | NEWS | CITIZENSHIP | GREEN CARD | TOOLS | LAWS



Here's what the refugee security screening process looks like.

SERVICES

- CITIZENSHIP**
- GREEN CARD**
- WORKING IN THE U.S.**
- FAMILY**
- EVERY**

Check your Case Status
Track your application or petition as it moves through the immigration process.

Find a USCIS Office
Locate your nearest field or international USCIS office.

Make an Appointment
Schedule a live appointment to visit a local USCIS office and get answers on your case.

News | Events | Other Services

JAN 06 | Customer Service Tools Outage | Local Events | Adoption

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Communicate through credible spokespeople



Bahjat Shariff, Panera Bread / Howley Bread Group

“In this country, values, integrity, honesty and hard work pay off every time. Sharpen your pencil; be willing to learn new things and try new experiences and the skies are wide open for you.”



WELCOMING RHODE ISLAND
ENRICHING NEIGHBORHOODS - STRENGTHENING RI

Stay Positive, Focus on Solutions

The screenshot shows the Supply Chain Management Review website. The header includes the site logo, social media icons, and navigation links. The main content area features a blog post titled "Global Migration Can Make a Positive Impact on Supply Chains" by Patrick Burnson, dated December 15, 2015. The article discusses the impact of immigration on the labor force and national security. A sidebar on the right contains a "From the December 2015 Issue" section with several article titles and a "SUBSCRIBE TO OUR EMAIL NEWSLETTER" form.

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BLOGS

Global Migration Can Make a Positive Impact on Supply Chains

The question of whether the United States and the EU will be able to replace their labor forces to remain economically viable in the global market is closely tied to immigration.

By Patrick Burnson, Executive Editor
December 15, 2015

Lost in some of the more passionate (often inflamed) dialogue on global migration and the challenge it poses to social stability, one can also make a good argument that immigration can mean positive long term outcomes for supply chains both here and in the EU.

If strong supply chains translate into stronger national security – as we believe they do – then it's time to step up and champion policies that ensure that Western World nations continue to welcome highly motivated emigres to their shores. Two recent studies make compelling cases in support of this position.

The McKinsey Global Institute – the business and economics research arm of McKinsey & Company – posits in its paper "A Window of Opportunity for Europe," that the EU has a solid platform for renewal, based largely on its ability to absorb a new generation of young workers. Here in the U.S., a Brookings Institution paper

From the December 2015 Issue

It's December, and time once again for our annual Executive Guide to Supply Chain Resources. This is a comprehensive guide to services, products, and educational opportunities targeted specifically to supply chain professionals. The editors at Supply Chain Management Review wish all of our readers a successful year to come.

Global Economy Likely to Remain Stalled in 2016

Raising the Public Sector Bar Through Private Sector Best Practices

Key Distribution Strategies of Top Omni-channel Retailers

How They Did It: Service and Price Come Together

More from December 2015

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TRUCK
LEASING
AND
LOGISTICS
SOLUTIONS.

BUILDING A NATION OF NEIGHBORS

WELCOMING
AMERICA 

Key Principles

- Start with positive, relatable messages that speak to shared, local values
- Communicate through spokespeople with greatest credibility
- Focus on how receiving communities benefit, vs. how they are obligated
- Involve immigrants and refugees

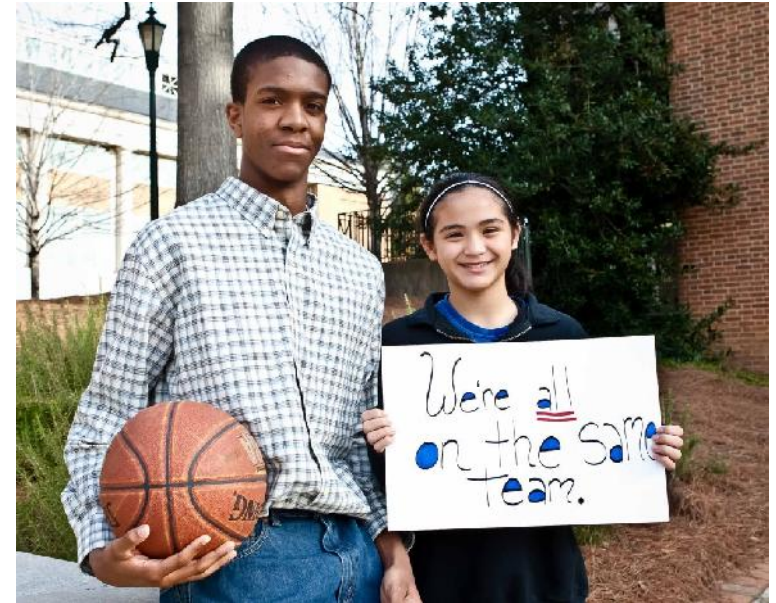
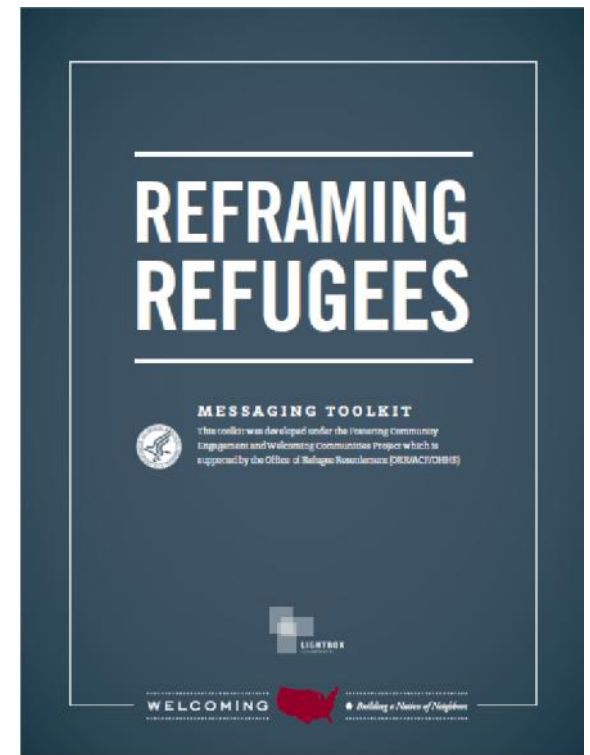
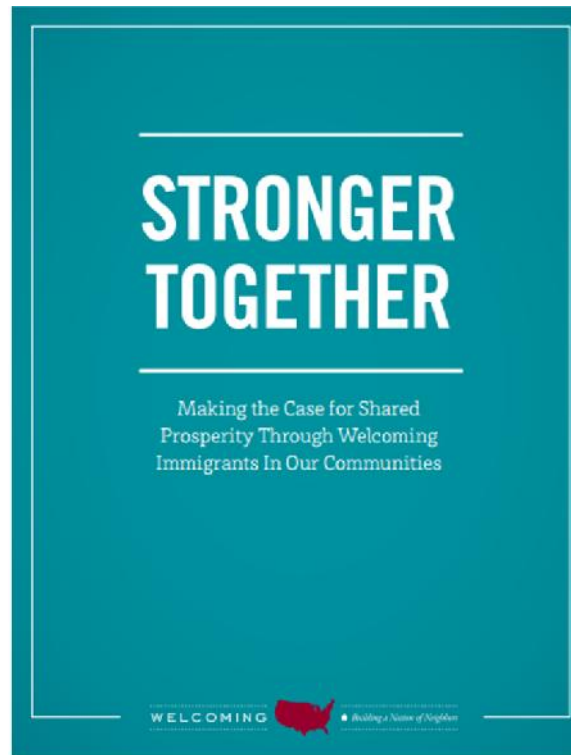
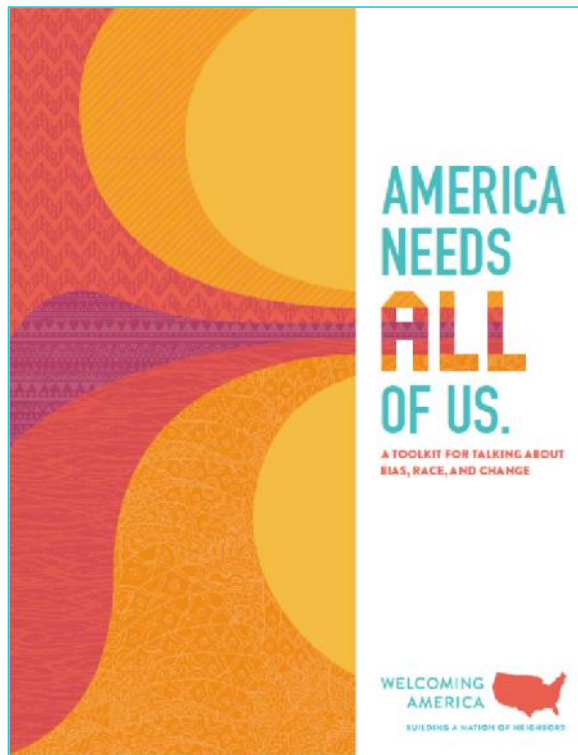


Photo credit: Hillary Andrews

Pitfalls

- Don't restate myths
- Avoid using dividing language (good/bad immigrants)
- Partnership matters. It's hard to create an echo chamber when everyone is in a different room.

MESSAGING RESOURCES



BUILDING A NATION OF NEIGHBORS



WELCOMING WEEK



Soccer Without Borders



Kentucky Refugee Ministries

BUILDING A NATION OF NEIGHBORS

WELCOMING AMERICA 

KEEP UP WITH OUR LATEST NEWS AND EVENTS



WelcomingAmerica.org



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facebook.com/WelcomingAmerica



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@WelcomingUSA



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linkedin.com/company/welcoming-america

QUESTIONS?

Christina@welcomingamerica.org

Activity: Practicing the Message

GAME Plan

Goals: What results are you looking for and what metrics will tell you you've achieved them?

Audience: Who can help?

Message: What values are at stake and how can they help?

Engagement: How will you reach people?

Questions?

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