



# Positioning Immigrants as Assets: CHECKLIST

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Many characteristics and contributions of immigrant entrepreneurs are likely to be valued by long-term U.S. residents. This checklist will help you to position immigrants as assets in your communities. Get more ideas from [The Opportunity Agenda](#) and [Welcoming America](#).

## **What do immigrant entrepreneurs bring to the communities in which they live? Here are some characteristics likely to be valued by long-term U.S. residents.**

- |  |   |
|--|---|
| <input type="checkbox"/> Ambition                        | <input type="checkbox"/> Hard work            |
| <input type="checkbox"/> Courage                         | <input type="checkbox"/> Independence         |
| <input type="checkbox"/> Drive; persistence to "make it" | <input type="checkbox"/> Overcome odds        |
| <input type="checkbox"/> Energy                          | <input type="checkbox"/> Risk-taking          |
| <input type="checkbox"/> Talent                          | <input type="checkbox"/> Striving for success |
| <input type="checkbox"/> Expertise                       | <input type="checkbox"/> Vision               |

## **What contributions do immigrant entrepreneurs make to their communities?**

- Create jobs
- Bring new ideas
- Bring skills and know-how
- Bring diverse products and services
- Create affordable services (e.g. nail salons)
- Create new product lines (e.g. Edible Arrangements)
- Develop drugs, medical devices and other products that help with human health
- Give back to their communities
- Keep the U.S. on the cutting edge of technology
- Provide needed and/or valuable services or products
- Revitalize neighborhoods
- Strengthen local economies
- Willingness to do work considered undesirable by the native-born

**The model of interweaving statistics, people and story can be applied to any area where immigrants have a positive impact, e.g., as artists/musicians, athletes, consumers and educators.**