The Values We Share: Starting the Conversation

Immigrant Learning Center
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A different kind of immigration story
**Values**

A broad category of cherished cultural ideals: enduring beliefs that orient individuals’ attitudes and behaviors.

Values help to establish why an issue matters and what is at stake.

As a frame element, values do the work of:

- Priming people to take a collective approach
- Tapping emotions that work for policy thinking: curiosity, concern, and can-do

**ME** vs. **WE**
Human Dignity/
Moral Obligation

Your issue matters because:
“We need to treat everyone with the compassion they deserve as human beings. No matter where we were born, we are all entitled to the same basic respect.”

Redirect public perceptions away from:
• Us versus Them
• Worthiness
• Zero Sum

Moves public thinking towards:
• Collective responsibility: we have a moral obligation to fulfill
• Shared humanity: we are more alike than different
• The relationship between moral values and systems/structures
One of the most basic American values is the belief that all people are created equal. **No matter where we were born, we all deserve to be treated with kindness and respect, and we should all be able to live with dignity.** In order to live up to this basic American ideal, we need to improve the way people become part of our country.

![Graph showing the comparison of Human Dignity and Rights-Based contributions to society]

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**Statistical Significance**

* : $p < .10$

** : $p < .05$

*** : $p < .01$
Prosperity

Your issue matters because:
A strong immigration system contributes to our shared good fortune, both economic and social.

Redirect public perceptions away from:
• Us versus Them
• Fatalism
• Zero Sum

Moves public thinking towards:
• The collective benefits of building a welcoming community for all immigrants
• The talents and skills immigrants contribute
• Prosperity as both social and economic
• The importance of ensuring the system works
Pragmatism

Your issue matters because:
A working immigration system makes practical sense because helps immigrants integrate more quickly in American life and contribute to society.

Redirect public perceptions away from:
- Fatalism

Moves public thinking towards:
- A working immigration system is a common sense goal
- A working system is achievable
- Integration is desirable (economic fit)

Useful for counter messaging
- When facing opposition, gains back support
Framed with Moral Obligation

Family separation matters because:
Moral Obligation with Pragmatism

Family separation matters because:

Editorial: Family separation is an immoral, ineffective policy

Jun 11, 2018
by NCR Editorial Staff | Opinion

Family separation isn't just immoral. It's likely ineffective.

Deterrence tactics have dominated our border for decades. We're still not sure if they work.

By Randy Capps | Jun 20, 2018, 8:40am EDT
Framed with Prosperity

A strong immigration system matters because:

“Immigrants and diversity have powered the growth of America…going back to the 19th century”

Let’s Give Thanks for Immigrants

RICHARD FLORIDA  NOV 23, 2017

Immigrants and diversity have powered the growth of America and its cities going back to the 19th century.
Avoid

This is about immigrants’ rights

Getting out of the shadows

Worthy, deserving immigrants

Broken immigration system

These data speak for themselves

This is a problem for immigrants

Solution?

Advance

This is about our *shared values and belief in human dignity*

An outdated immigration system

An immigration system that utilizes the energy and contributions of us *all*

Change is possible, feasible, *practical*

These data suggest immigration reform moves us towards *shared prosperity*

We *all* need a solution to this problem

SOLUTION! SOLUTION! SOLUTION!
Those who seek to lead our country must persuade the people through their ability to tell a story about who we are, where we have been, and where we are going. The struggle over the direction of our country is also a fight over whose words will win and whose images will ignite the collective imagination.
Thank you!

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