



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.



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:

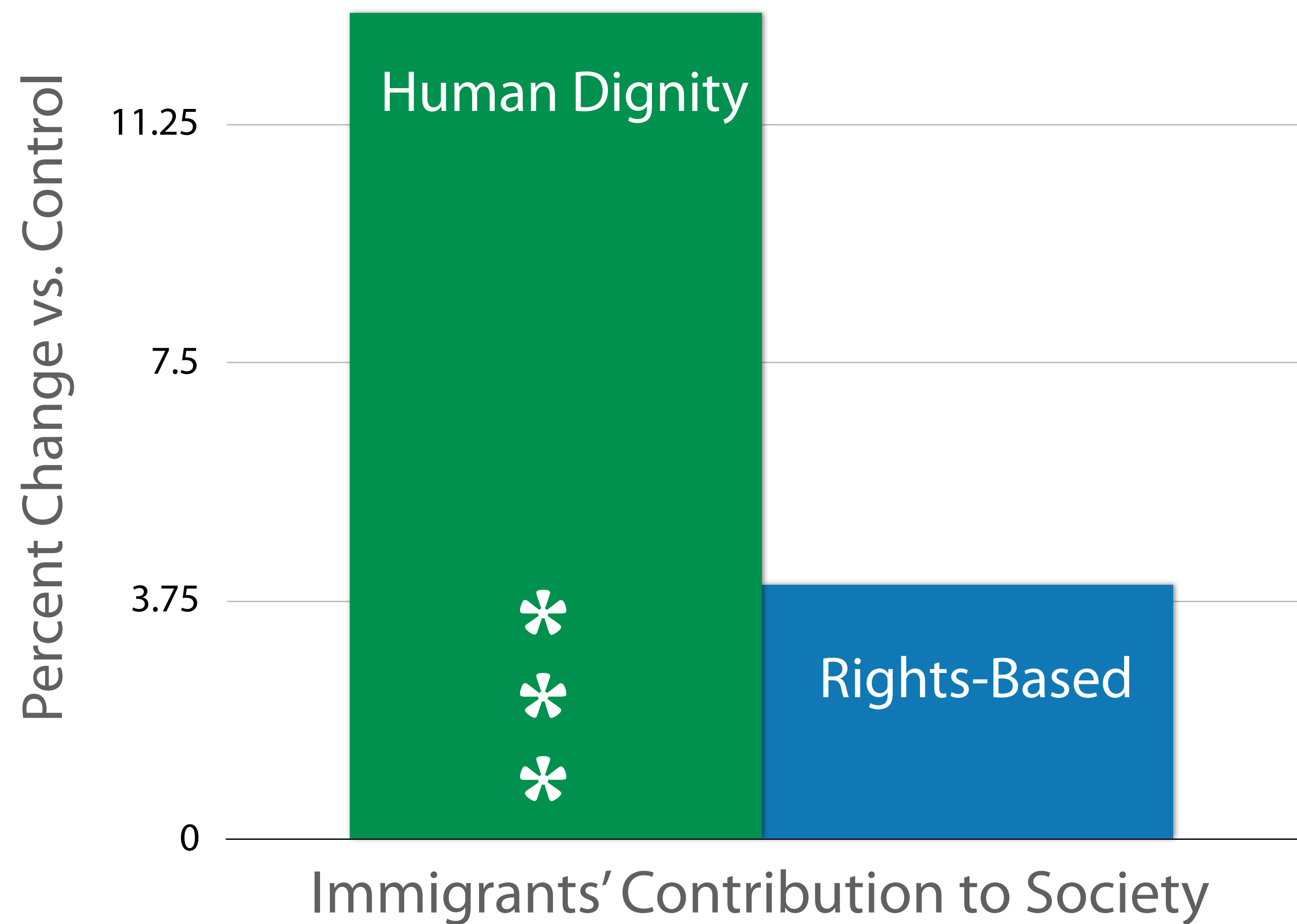
- *Us versus Them*
- *Worthiness*
- *Zero Sum*

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

Rights Need to be Explained, Not Just Asserted

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.



One of the most basic American values is the belief that all people are created equal. **No matter where we were born, we should all be guaranteed basic rights and to have our freedoms respected.** In order to live up to this basic American ideal, we need to improve the way people become a part of this country.

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:



Chris Murphy ✓
@ChrisMurphyCT

Following

Separating families doesn't act as a deterrent, it's devastating for children and it cuts at the moral heart of who we are as a country. The Trump administration could stop this tomorrow if they wanted to.



"I work with children separated from caregivers at the border. What happens ...
The policy has a devastating emotional impact on kids.
[vox.com](#)

2:31 PM - 7 Jun 2018

356 Retweets 718 Likes



Moral Obligation with Pragmatism



Family separation matters because:

EDITORIAL

Editorial: Family separation is an immoral, ineffective policy

Jun 11, 2018

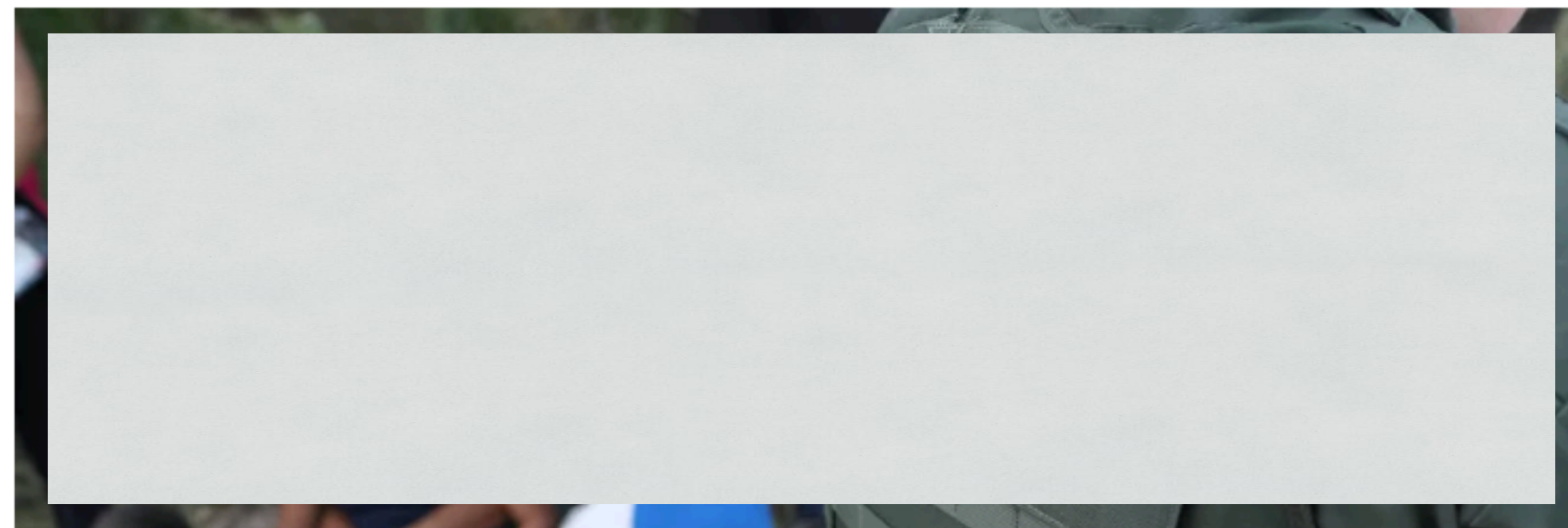
by [NCR Editorial Staff](#) | [Opinion](#)

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

f SHARE



The New York Times

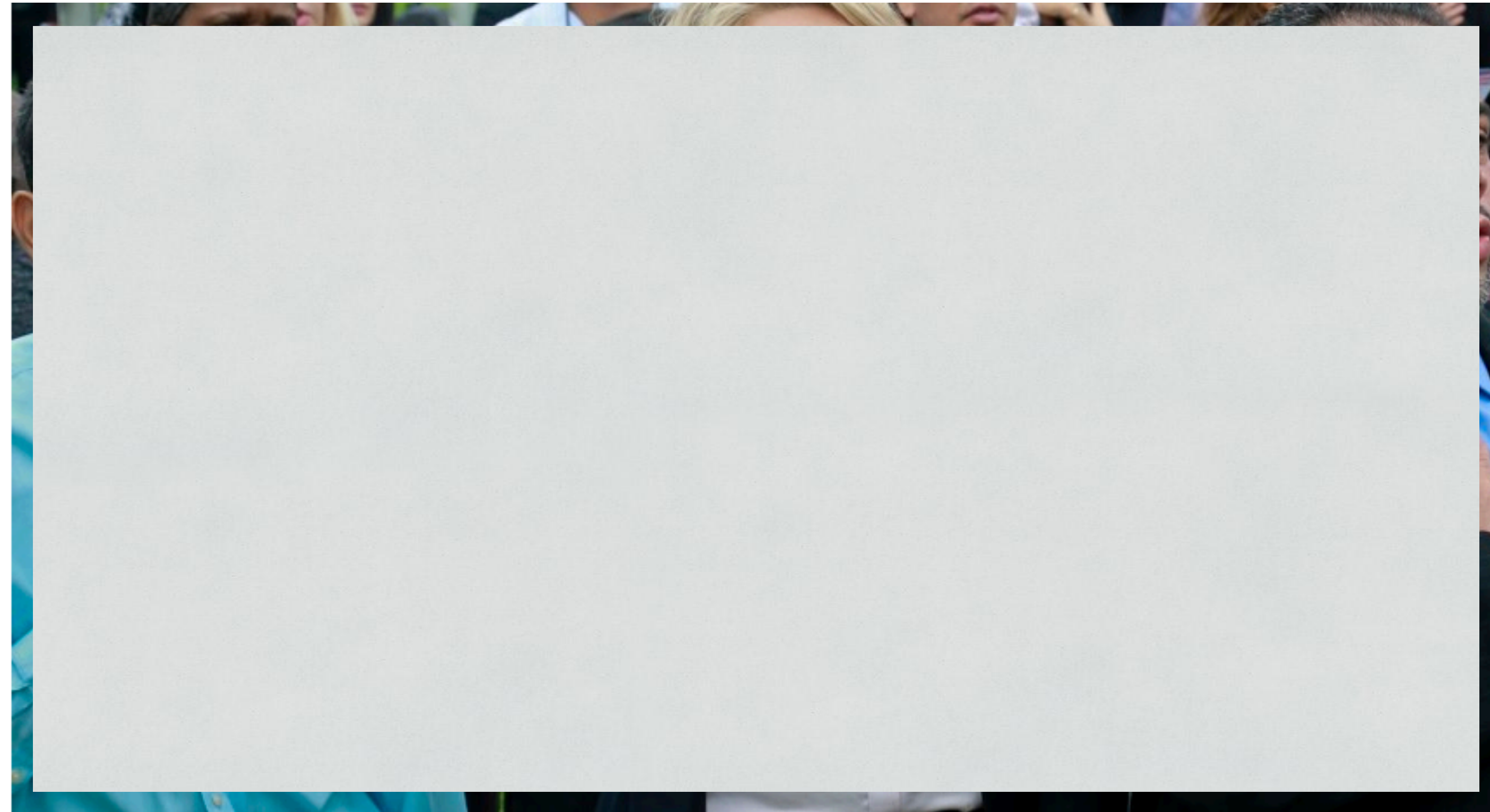
New questions
New debates.
New insights.
New analysis.
New stories.

Framed with Prosperity



A strong immigration system matters because:

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



Immigrants sing the national anthem during a naturalization ceremony. // Beбето Matthews/AP

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.

Viet Thanh Nguyen, American novelist
December 10, 2016



Thank you!



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