Building Welcoming Communities
A World on the Move:
International Migrants

- 1960: 77 million people (2.5%)
- 2010: 214 million people (2.9%)
Changing Communities

- Large scale demographic change
- New immigrant destinations
- Fear, ambivalence of receiving community

**Figure 1**
Immigration spreads to new states, 1990-2009
States with the largest and most rapidly growing immigrant population 1990-2009

First effort to talk with everyday Tennesseans about their changing community.

Mobilizes local leaders in towns like Nashville and Shelbyville.

Launches billboard campaign and other efforts to change messages about immigrants in the community.

Brings long-time residents and newcomers into direct contact to build trust and understanding.
The New Story of Tennessee

Like you, we work hard, we pay taxes and we are people of faith.

welcomingtn.org

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

- National, grassroots-driven collaborative

- Goal: create a welcoming atmosphere that supports integration and shared prosperity.

- 22 affiliates spearhead local initiatives across the country

- Additional support to organizations and communities, including the nation’s refugee program and municipalities, through the Receiving Communities Initiative
New Focus: Receiving Communities

A welcoming community not only supports immigrants directly, but helps long-time residents understand, contribute to and benefit from immigrant integration.
Who is the Receiving Community?

- Long-time residents
- May be very diverse
- In some cases, can be immigrants themselves
- May have conscious or unconscious fear or bias toward immigrants, or are simply ambivalent
- Those who don’t live and breathe this work. Our neighbors and loved ones.
Unsure
The ambivalent middle 60%

Untapped
Sympathetic, would engage if asked

Tapped
Receiving Communities Model

**Leadership**
Engage credible, mainstream leaders

**Contact**
Foster meaningful connections between U.S. born and foreign-born.

**Communications**
Communicate with messages that speak to unity, common values, and shared contributions.
Support for Partners and Practitioners

- Tools
- Training
- Technical Assistance
- Community of Practice
[Atlanta] isn’t competing with Birmingham and Chattanooga, it is competing with New York, Chicago, Shanghai, and Mumbai. Atlanta’s unparalleled economic and population boom is attributed both to entrepreneurial immigrants determined to succeed in America and to Atlanta’s own determination to capture the world’s imagination, capital and talent.

--“FOCUS ON ATLANTA.” Partnership for a New American Economy
What is a Welcoming City?

- Promotes **cross-sectoral planning**
- **Commits resources** to institutionalize strategies
- **Builds community** to engage newcomers and receiving communities
- **Communicates** unifying messages
- **Promotes sustainability** through policies and practices
Welcoming Cities Cohort

A cohort of municipal governments that will:

- Learn from other Welcoming Cities
- Access new tools and resources
- Receive support and recognition
- Participate in national and international learning exchanges
Welcoming America Affiliates
Colorado was built with strong character. Why stop now?

Let’s give immigrants a fair chance. WelcomingColorado.org

Rugged individuals made here.

In Colorado, we give immigrants a fair chance. WelcomingColorado.org
Welcoming Rhode Island

I AM WORKING HARD TO MAKE AMERICA STRONG

IMMIGRANTS BUILD A BETTER LIFE FOR ALL OF US.

WELCOMING

Building a Nation of Neighbors

WELCOMING AMERICA.ORG
Uniting North Carolina

COMMUNITY  We'll get there together.

Immigrants make us stronger.

Uniting NC

WELCOMING  Building a Nation of Neighbors
- Recommendation of 2008 Global Detroit study
- Project of Michigan Immigrant Rights Center
- Statewide initiative, with 4 focus communities
  - Chadsey Condon (Southwest Detroit)
  - Hamtramck
  - Sterling Heights
  - Van Buren County (southwest Michigan)
Why we care

My Dad is an Immigrant

I go to school with IMMIGRANTS

I love fresh foods harvested by IMMIGRANTS

What is America without Immigrants?

I have been coached, inspired, educated, befriended & loved by immigrants.

I enjoy living in a multi-cultural society...

We are all living in One world. Together, !!!

Immigrants snapped ME into who I am & what I REPRESENT!

Together We Stand Divided We Fall !!!

I am proud of my immigrant ancestry &
What is “Welcoming” work?

- Leadership Development
- Public Engagement
- Media/Communications
Activities in Southeast Michigan

February 2012: “Welcome Dayton” visit with Global Detroit

May 2012: Official media launch

May/June 2012: Immigration 101, MIRC & New Detroit
May 2012: Official Launch!
Activities in Hamtramck

- 4/28/12 Hamtramck Health Hike
- 5/26/12 Kite Day
- 5/31/12 film screening & dialogue
- 7/14/12 Public Safety Day
- 9/15/12 Citizenship Day
- 9/24/12 film screening & dialogue
- 10/23/12 Welcoming Resolution
- 4/6/13 Mini World’s Fair
- 6/29/13 Public Safety Day
Activities in Chadsey Condon, SW Detroit

- 4/21/12 Youth Dialogue on Diversity
- 5/3/12 Diversity Training
- 5/6/12 Cinco de Mayo
- 5/19/12 Unity Festival
- 6/8/12 Film screening & dialogue
- 6/25/12 Welcoming Resolution
- 7/7/12 You’re Welcome! Youth + Arts
- 7/12/12 Welcoming stories video project
- 8/29/12 Community Potluck
- 9/9/12 A-OK Service Day Clean-up
- 11/16/12 Immigration 101 Training
- 9/21, 10/17, 11/7, 12/11 Cooking classes
- 4/13/13 Youth Dialogue on Diversity
- 4/26/13 Yemeni Bread Making Class
- 5/5/13 Cinco de Mayo
- 9/8/13 A-OK Service Day
Activities in Sterling Heights

- 5/5/12 Pride & SHINE property clean-up
- 7/21/12 World Refugee Day Picnic
- 10/6/12 Citizenship Workshop
- 11/16/12 Immigration 101 Training
- 1/31/13 monthly ESL Chat starts
- 2/1/13 Cultural Exchange
- 3/21 Get To Know Your Neighbors
- 6/22 World Refugee Day Picnic
When Michigan welcomes immigrants, Michigan thrives.

WelcomingMichigan.org
Metrics

Since official launch in May 2012:

• Received one Welcoming Proclamation from Governor Snyder
• Passed two Welcoming Resolutions
• Posted 4 billboards, 2 bus shelter ads
• Garnered 686 facebook “likes”
• Launched YouTube channel with 3 videos
• Held over 50 community events with more than 2,700 attendees!
Response to event: “I'd like the opportunity to be involved in more events like that and helping our newer residents find their way in this land of ours --and now theirs. I'd love to help in any way I can.”

On developing leadership: “I’ve made our church leadership staff aware of the growing population. We didn’t really have much education on it previously, so what I’m learning at the meetings I’m bringing back to my church leadership staff and sharing with them in an effort to make our church more involved and more welcoming.”

On fostering unity: “I see the changes with people participating in Welcoming Michigan, where before I would think that many people only assisted their community members - if they were Filipino would mostly just service Filipino, or Asian or Chaldean or Arab and now I find that people involved are really interested in helping everyone that is an immigrant, not just their community or their culture.”
Design a lasting architecture

- Institutions
- Influencers
- Individuals
# Measuring Change

<table>
<thead>
<tr>
<th>Organizational Performance Measures</th>
<th>Affiliate/Partner Program Performance Measures</th>
<th>Population-Level Measures for Welcoming Communities</th>
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<tbody>
<tr>
<td>Increased capacity and resources among affiliates and partners</td>
<td>Perception change of &quot;unsure&quot;</td>
<td>Change in Institutional Practices</td>
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<tr>
<td>Increased knowledge and skills among groups receiving training and assistance</td>
<td>Community leaders and institutions engaged in initiative’s efforts</td>
<td>Increased understanding and respect between long-time residents and immigrants</td>
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<tr>
<td>Increased partners and resources to national office</td>
<td>Increased opportunities for contact between immigrants and natives</td>
<td>Increased interaction/social capital between long-time residents and immigrants</td>
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<tr>
<td>Success of supported organizations to achieve performance measures and impact</td>
<td>Positive and factual information about immigrants shared, media coverage increased</td>
<td>Positive messages about immigrants dominating formal and informal communication channels</td>
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<td>Qualitative impact stories</td>
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Table Discussions

- What are examples of how your community provides welcome to immigrants and longer-term receiving communities members?

- What is missing? What new approaches might be promising for creating greater welcoming?