

BARRIERS TO MIGRANT LATINO ENTREPRENEURSHIP

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Cambio de Colores

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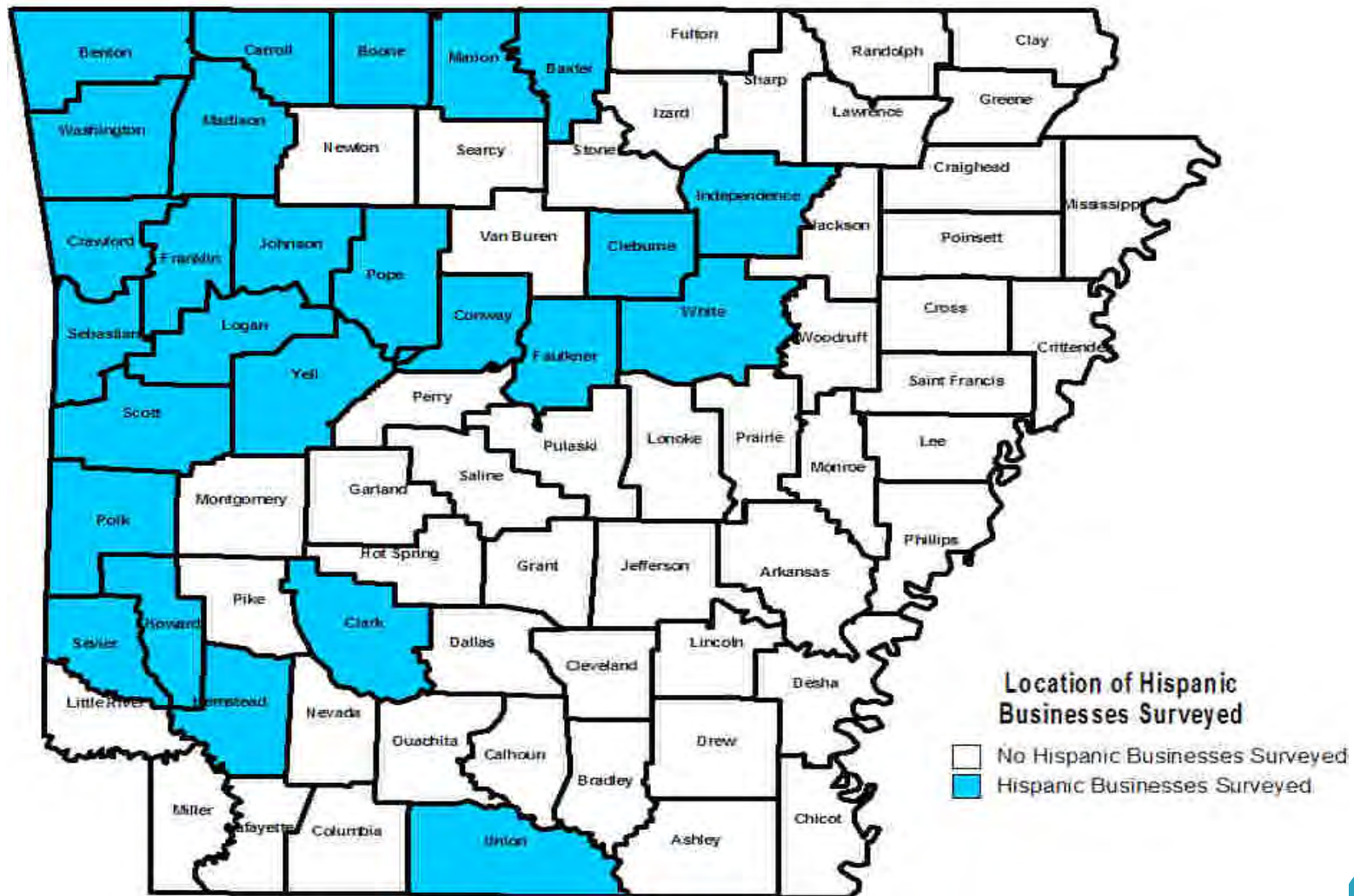
Research design and implementation

- Sampling frame of entrepreneurs and key informants
- Survey created and pre-tested in English and Spanish
- Conducted in language of choice of participant (Spanish or English)
- Face-to-face, semi-structured interviews of current Latin American immigrant business owners
 - 171 completed representing 220 businesses
 - Gathered from 59 communities across the study area
- Face-to-face semi-structured interviews of key informants in communities
 - 26 interviews completed
 - Gathered from 18 communities



Research area

Location of Hispanic Businesses Surveyed



Research results

A picture of the “typical” entrepreneur interviewed emerges

- Business is likely in an urban cluster
- Male
- Completed 9th grade education in home country
 - roughly equivalent to high school diploma in the U.S.
- Has some understanding of English though not quite fluent
- Likely to own home
- Middle-aged (44)
- Has been in the U.S. for more than 20 years
- Employs about 3 other people besides self



Research results

Important differences exist between subpopulation of entrepreneurs and the broader immigrant community:

- Older – median age of 44 compared to 31
- Better educated – 1/3 with 12 years or more compared to 1/4
- More fluency – over 80% “understand much” compared to 70% “speak English less well”
- Home ownership – 81% compared to 46% (native- and foreign-born)
- Time of arrival – 60% *before the 1990s* compared to 25%
- Likely documented – on average in US more than 20 years, 8+ trips back home



Research results

Characteristics suggesting migration network “anchors”:

- Majority lived elsewhere in the US before coming to Arkansas
 - Most from California
 - Texas second most frequently mentioned
- Nearly half arrived before IRCA, another 24% arrived between IRCA and NAFTA
- More than 80% had contact in the community before arrival
 - Nearly 70% of those contacts were family members



Research results

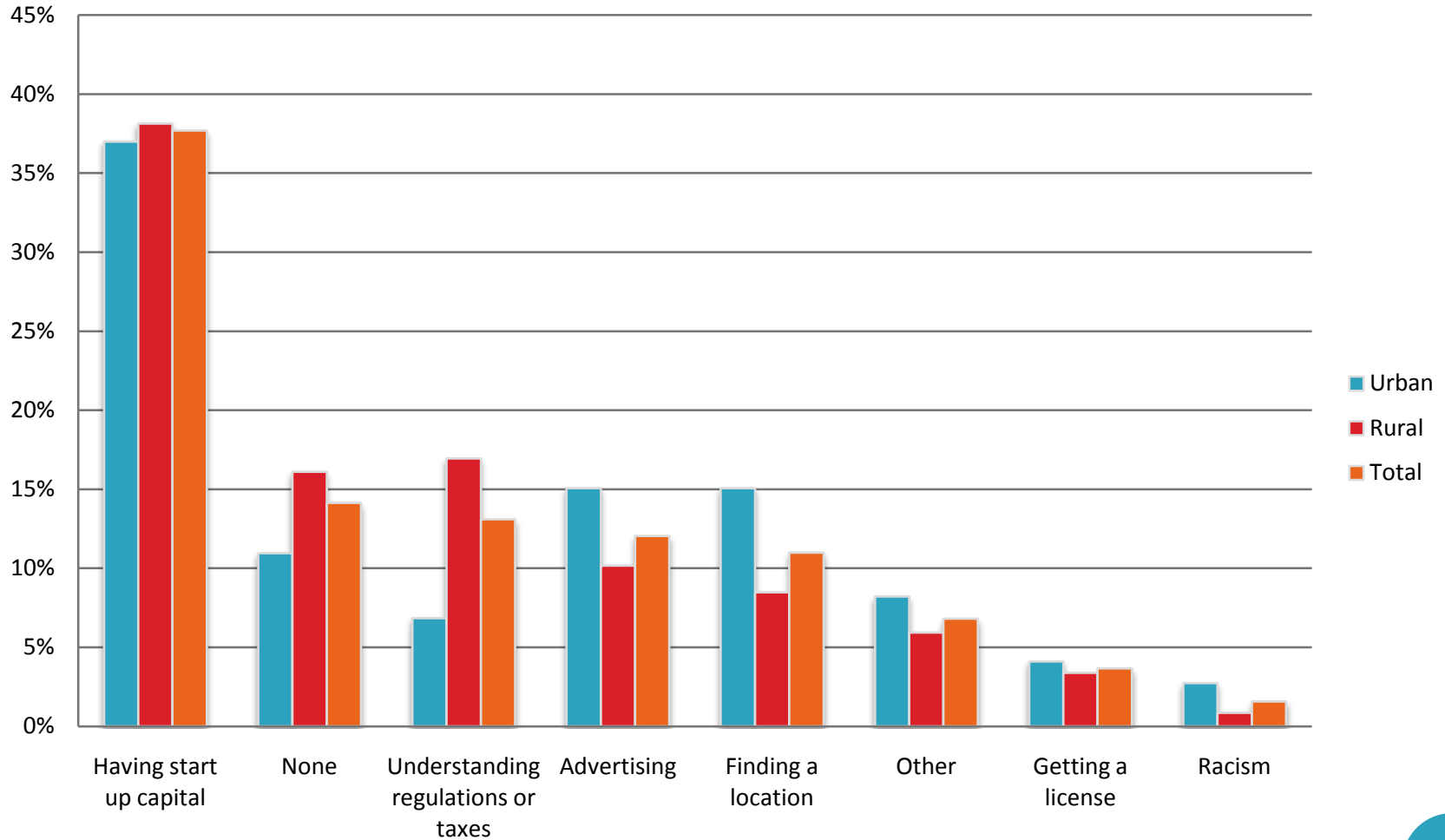
Average impacts on community economic structure:

- Added 3.3 jobs besides own
- Created over 200 businesses or about
 - 6 businesses per community in the study area
- Length of time in operation is almost 5 years
- Over 1/3 of businesses in survey have been in operation over 5 years



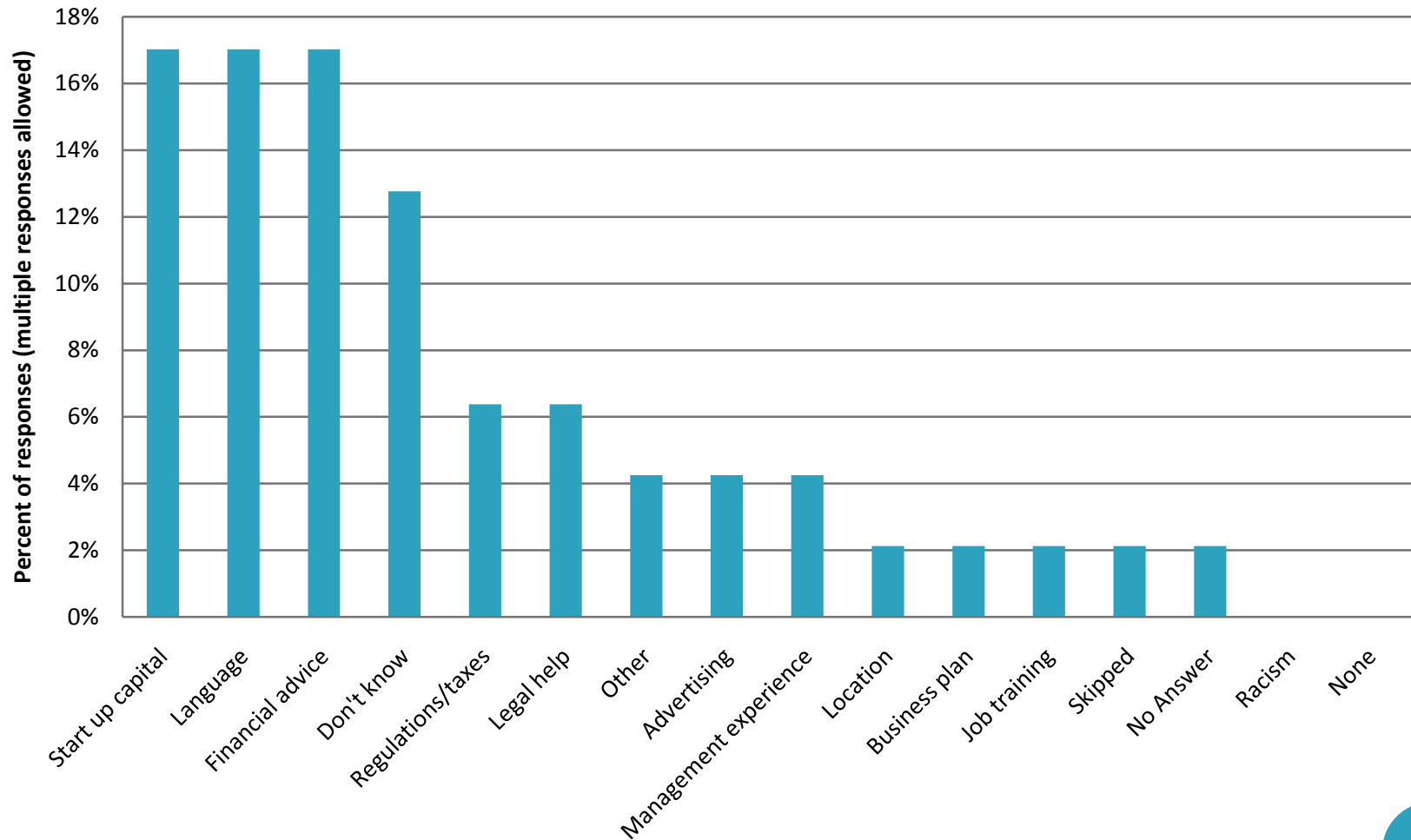
Research results – survey responses

Biggest barriers to establishing business in Arkansas



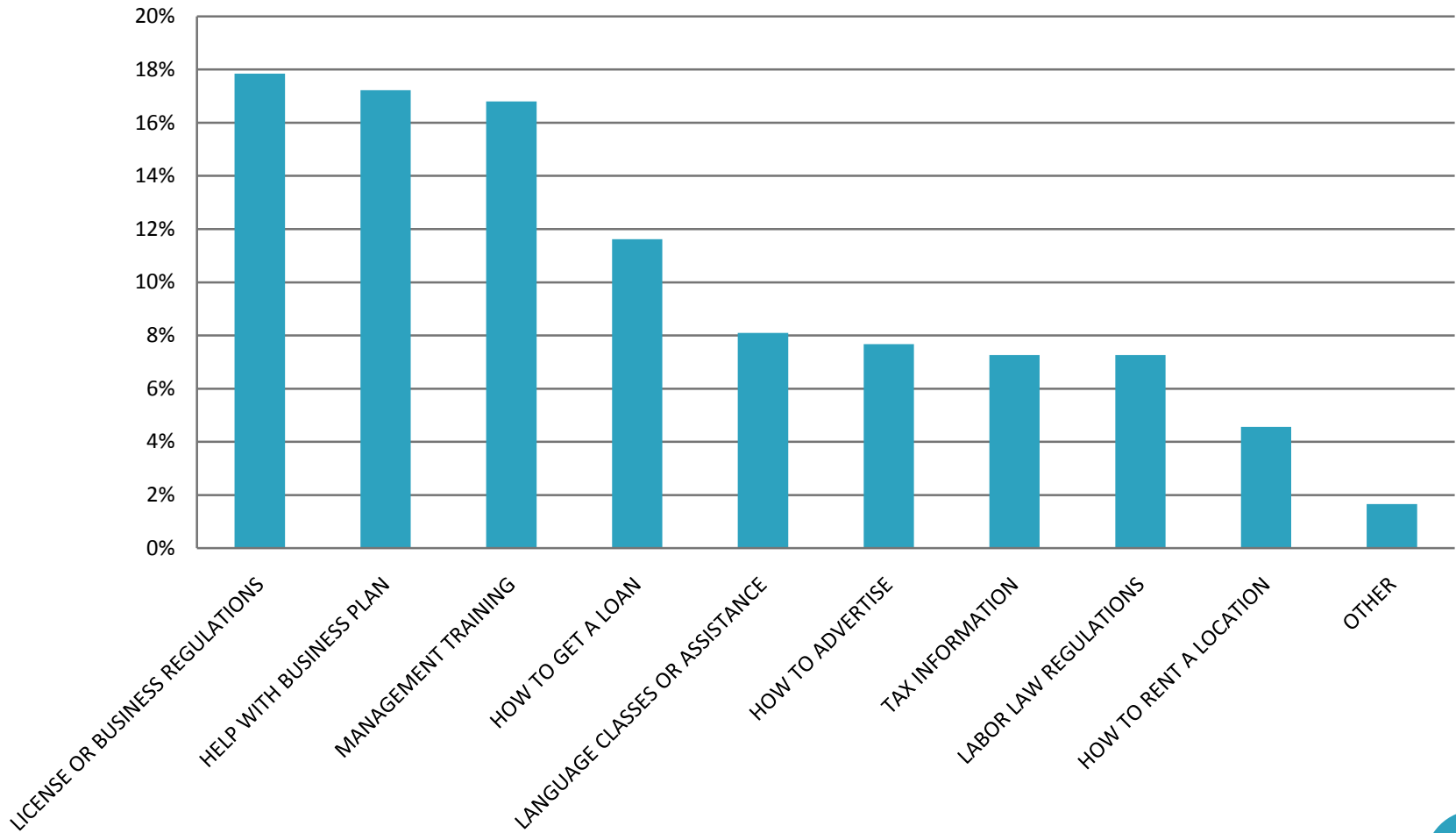
Research results – survey responses

Key Informants' Responses of Biggest Barriers



Research results – survey responses

Information needed to start a business in Arkansas

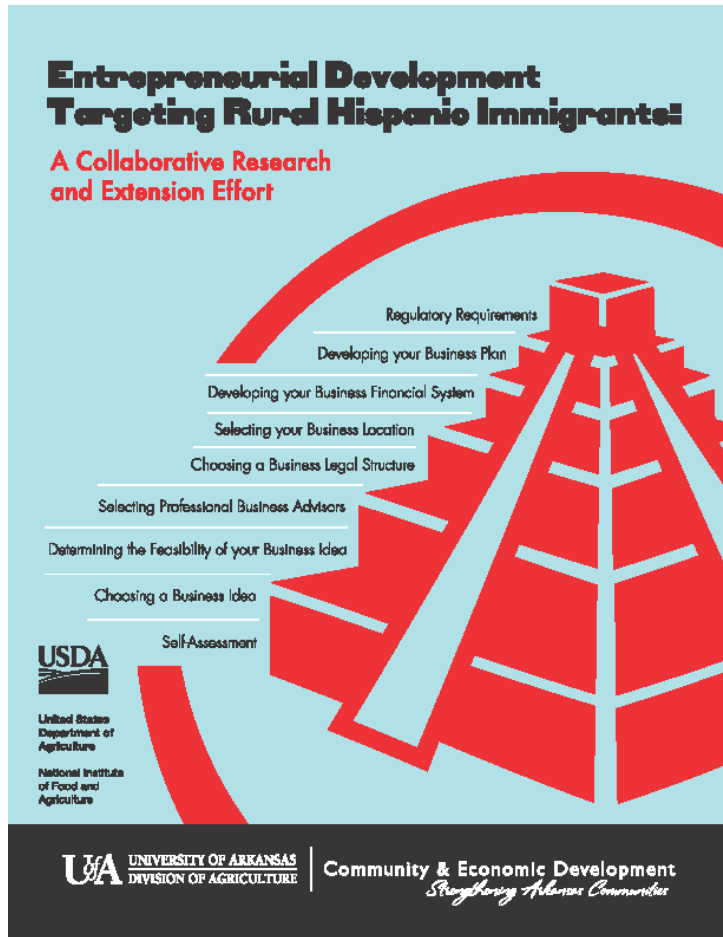


Outreach applications

- Applications for entrepreneurs
 - Develop and deliver educational materials, training and support to eliminate barriers identified in survey
- Applications for Cooperative Extension Service staff
 - Disseminate information about identified barriers to Latino immigrant entrepreneurship
 - Distribute CES publications designed to facilitate Latino immigrant entrepreneurship



Outreach deliverables



- Deliverables to Latino immigrant entrepreneurs
 - Latino Immigrant's Guide to Starting a Business in Arkansas: A Handbook for Entrepreneurs
 - Business Owner's Records Portfolio
 - Present workshops on entrepreneurial development using My Own Business, Inc™



Outreach deliverables

Cooperative Extension Service Agricultural Experiment Station

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Outreach deliverables – Workshops

- Sevier County Extension Office
 - Cossatot Community College, DeQueen
 - Registration: April 16
 - April 28 – May 14
 - Thursdays and Saturdays
 - 3 sessions, 2 hours each

- Yell County Extension Office
 - Danville office
 - Scheduled for August 2011



Outreach deliverables – MOBI

The screenshot shows a web browser window displaying the homepage of myownbusiness.org. The page features the organization's logo, a navigation menu with buttons for HOME, ABOUT US, TAKE A COURSE, BUSINESS RESOURCES, SUPPORT MOBI, and CONTACT US. A prominent orange button labeled 'START THE COURSE' is visible. The main content area is titled 'Starting My Own Business' and includes a 'Getting Started' section with a list of bullet points. Below this, there are three columns of course topics: Part One (Evaluating the Business), Part Two (Before You Start), and Part Three (Operating Putfalls). A 'Related Links' section on the right provides additional resources. The browser's address bar shows the URL http://www.myownbusiness.org/course_list.html.

myownbusiness
how to start one, how to grow one

Select Language
Powered by Google Translate
An international nonprofit organization helping people succeed in business since 1992.

Certificate Course: [Login](#)

HOME ABOUT US TAKE A COURSE BUSINESS RESOURCES SUPPORT MOBI CONTACT US

home | starting my own business

Starting My Own Business

Getting Started:

- First we recommend you [bookmark this page](#) for access directly to the free course.
- Taking the course is easy. Begin with Session One (below) and take all 15 sessions (Recommended).
- Build your business plan as you take the sessions.
- You can upgrade to our certificate course at any time by [registering](#).

[START THE COURSE](#)

Related Links

- [Registered Course](#)
- [Building My Own Business](#)
- [My Own Business Testbook](#)

Part One: Evaluating the Business	Part Two: Before You Start	Part Three: Operating Putfalls
1: Deciding on a business	4: Financing the business	10: Location and leasing
2: The business plan (updated)	5: Business organization	11: Accounting and cash flow
3: Home based businesses	6: Licenses and permits	12: E-Commerce
	7: Business insurance	13: Opening and marketing
	8: Communication tools	14: Managing employees
	9: Buying a business or franchise	15: Expanding and handling problems

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Outreach deliverables: A piece of paper



42 Understanding Regulatory Requirements

Outreach deliverables

- Deliverables to CES staff and community support organizations
 - A Needs Assessment Report of Latino Entrepreneurship
 - A Resource Guide to Latino Entrepreneurship Training Materials
 - Written report of identified barriers to Latino immigrant entrepreneurship in rural Arkansas



Thank you for your time!

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Websites:

<http://pubs.uaex.edu/PubsWebPublic.asp>

www.myownbusiness.com

