

Immigrants as Assets



Immigrants as Assets

Framing the Discussion in Policy,
Media and the Community

Chiara Magini & Denzil Mohammed
Public Education Institute at
The Immigrant Learning Center, Inc.,
Malden, MA



The ILC Public Education Institute



- Started in 2003 to tell the other side of the story
- Commissioned research to develop credible, alternative narrative; 11 studies document economic and social contributions
- Inform policy, media, field through webinars, Immigrant Entrepreneur of the Year Awards
- Launched Institute for Immigration Research at George Mason University



Agenda

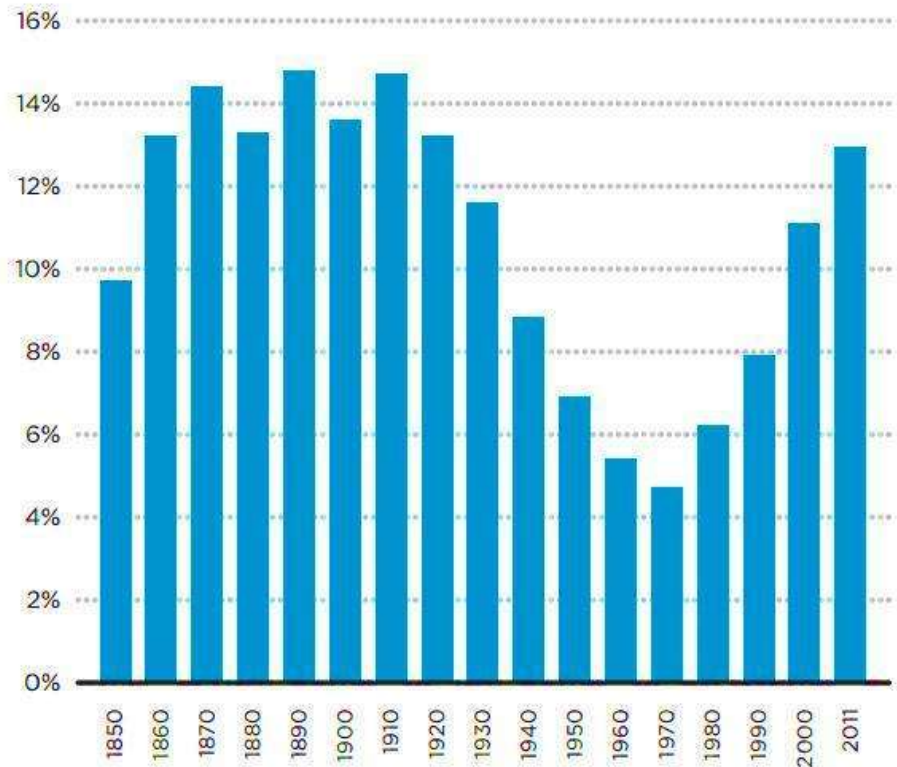
- Basic U.S. Immigration Data
- Myths vs. Facts
 - Labor, Entrepreneurship, Education, “American” values
- Immigrant Entrepreneurship
- Telling the Story
 - Fact sheets/infographics, pitching a media story, immigrant awards, free online strategies



13% of total population

This is not the highest immigrant share of population in U.S. history.

It peaked at 14.7% in 1910 then dropped to 4.7% in 1970.



Place of nativity

Recent immigrants less likely to be from Mexico (<20%).

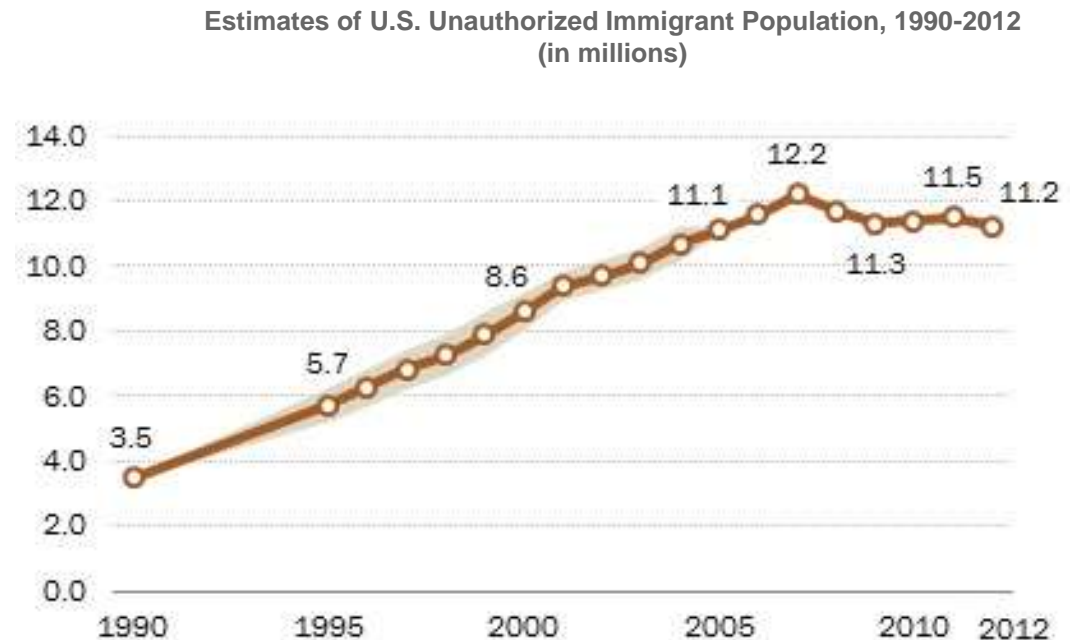
Fastest-growing immigrant group is Asian:

- from China (8.6%) and India (7.7%)



Unauthorized immigration

Immigrant population increased by 30% since 2000; unauthorized immigration has slowed, declined and bottomed out:



- From a peak of 12.2m (2007) to 11.4m (2014).



Top 5 states for immigrants



60% of U.S. immigrants live in just five states:

- CA has 25% of all immigrants (10.2m) followed by NY, TX, FL and NJ.



Fastest-growing states for immigrants



TN, SC, KY, AL and MS have seen the fastest growth in immigrant population.



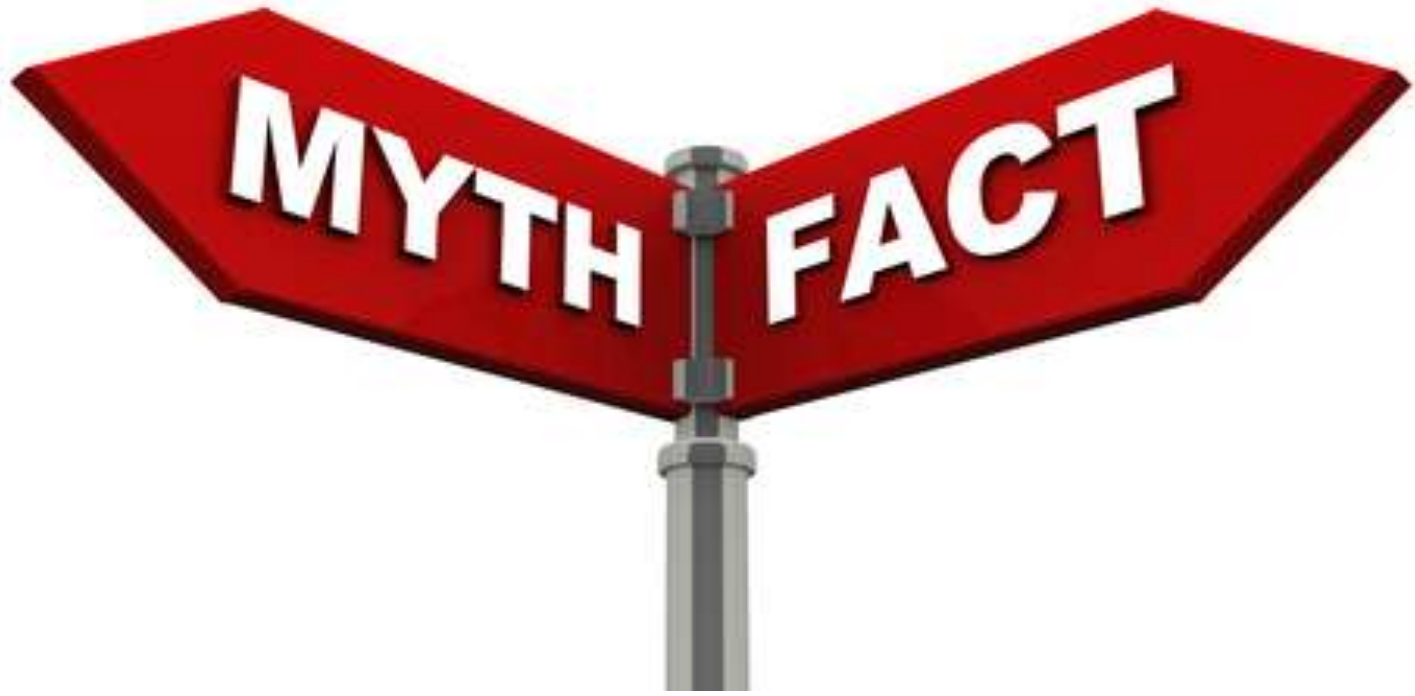
What are people saying?

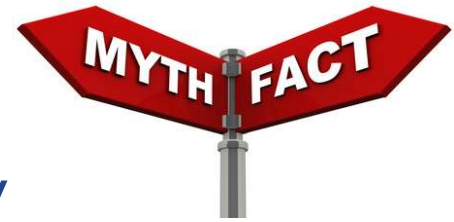
- What's the tenor of the dialogue around immigrants in your workplaces and communities? What's being said?
- What myths about immigrants are being perpetuated?



Immigration Myths vs. Facts

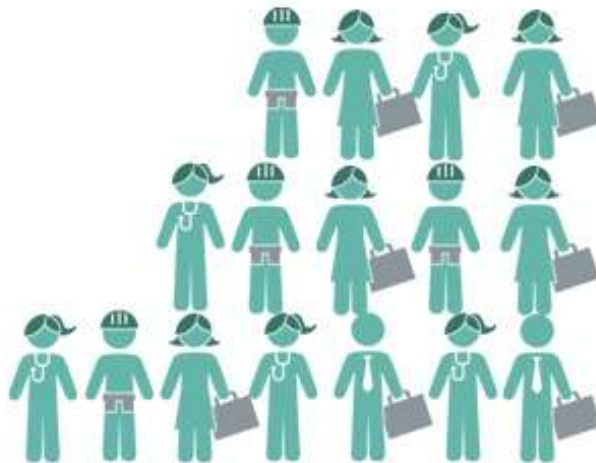
Dispelling myths on immigration
using data and research





Workers and Social Security

16 ¹⁹⁵⁰ Workers

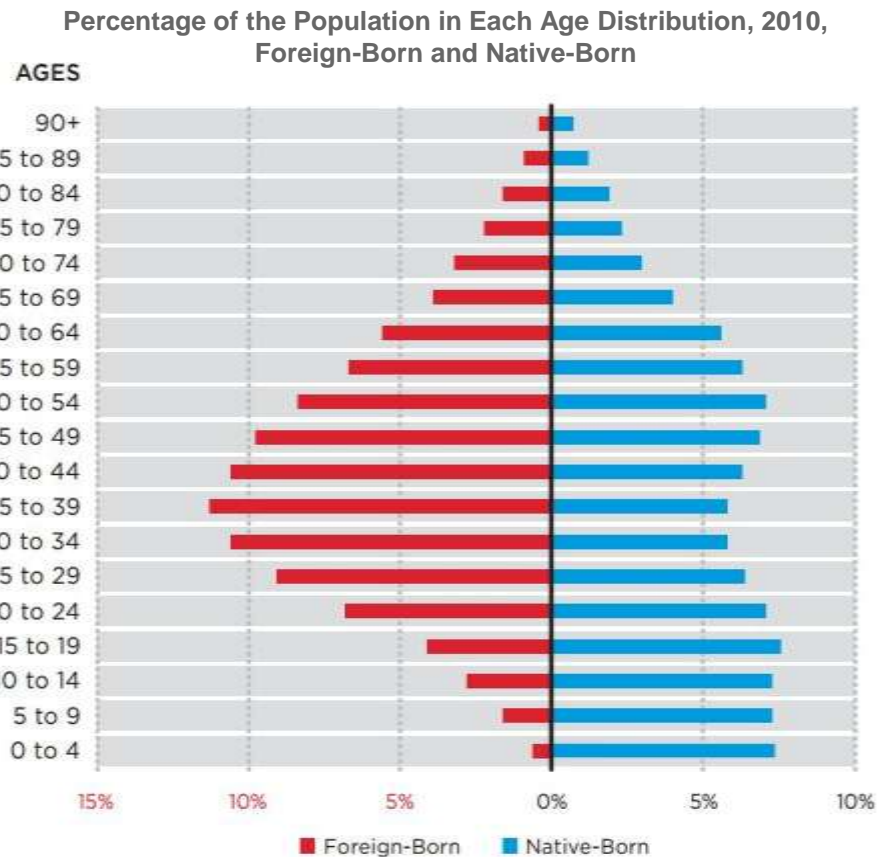


3 ²⁰¹⁰ Workers



Outsized role in labor force

- Immigrants make up 15.9% of the labor force, more than their share of population.
- More than 70% of immigrants are between 25 and 64 compared to 50% of natives.



Source: Matthew Denhart, "Growth and Immigration"; Pew Research Center, "Statistical Portrait of the Foreign-Born Population in the United States, 2010"

Outsized role in labor force

- **Kansas:**
 - Foreign-born share of population: 6.8%
 - Foreign-born share of workforce: 8.6% (2013)
- **Illinois:**
 - 90% of patents within the University of Illinois System had at least one foreign-born inventor (2011)
- **Missouri:**
 - 19.9% - Share of physicians who graduated from foreign medical schools (2012)



Health Care

Immigrants make up just **14%** of the Massachusetts population, but play an **outsized** role in key industries.

Health Care

Foreign-born
Native-born



medical scientists



physicians & surgeons

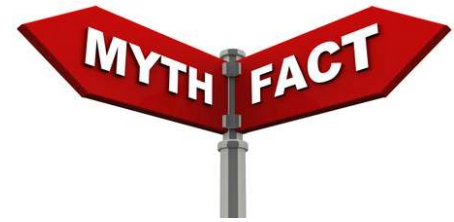


pharmacists



nurses & home health aides

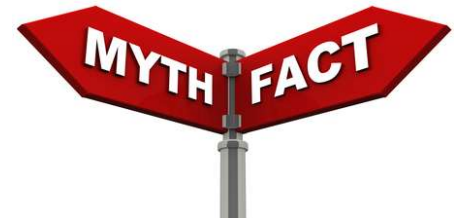




Taxes

- Between \$90 and \$140 billion a year in federal, state and local taxes
 - Taxes paid on income, property, sales, and taxes at the federal and state level
- Taxes from undocumented immigrants estimated at \$11.2 billion (2010)
 - Illinois: \$499.2 million
 - Minnesota: \$68.6 million
 - Indiana: \$108.9 million
 - Iowa: \$64.1 million
 - Nebraska: \$42.3 million





Outsized role in labor force

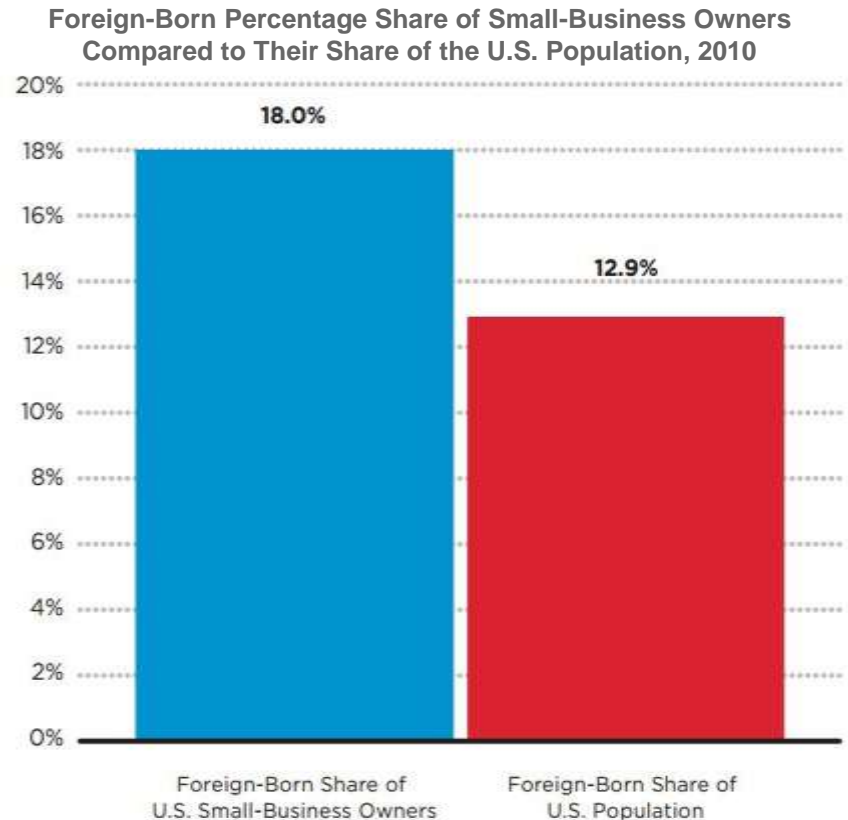
- **STEM:** An additional 262 jobs for the native-born are created for every 100 foreign-born STEM workers with advanced degrees from U.S. colleges.
- **H-2B:** For every 100 H-2B visa workers, 464 jobs are created or preserved for American-born workers.
- **Missouri:** 2,247 H-2B visas supported more than 10,400 American jobs (2011)



Entrepreneurship

Immigrants more likely than native-born to be self-employed. In 2010, immigrants owned 18% of all small businesses.

- Share of pop.: 12.9%
- Share of labor force: 15.9%

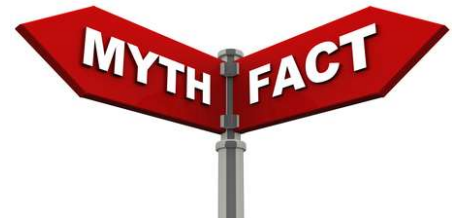


Source: David Dyssegaard Kallick, *Immigrant Small Business Owners: A Significant and Growing Part of the Economy*, 2012

Entrepreneurship in the states

- **Missouri: 4.6%**
 - Immigrant business owners, compared to 4.1% share of population (2010)
- **Illinois: \$5.4 billion**
 - Annual income generated by immigrant-owned businesses (2010)
- **Michigan: 30,223**
 - Number of immigrant business owners, 2006-10
 - Immigrants 3x as likely to start a business





Shared American values



<http://youtu.be/l3ej8JPF6l0?t=22s>

Immigrants as Assets



Immigrants as Entrepreneurs

- Economic and social contributions in three categories:
 - Neighborhood revitalization: Neighborhood Businesses
 - Job creation, market expansion: Business Growth
 - Innovation: Life Sciences and High-Tech



Neighborhood Revitalization



- Revitalize blighted neighborhoods
- Provide diversity of goods and services
- Expand beyond initial niches
- Attract new customers into area
- Enhance public safety

Job and Market Growth



- Intention to get bigger, hire more workers
- Concentration in transportation, food and building services
- Strengthen local economies and provide local jobs

Job / Market Growth

ALBERT YOUSIF

Iraq

Owner:

A2Z Facility
Maintenance, Inc.,
Troy, MI



Innovation



- Variable across country: 80% concentrated in top 25 metros
- 25% life science and high-tech companies immigrant-founded
- \$52 billion revenue and 450,000 workers
- Keep U.S. on cutting edge of innovation

Innovation

AMAR SAWHNEY

India

Owner:

Ocular Therapeutic,
Bedford, MA

Came to U.S.:

1987

<http://youtu.be/J-vU3FVXsJY?t=2m44s>



Telling the story

- Immigrant entrepreneurship and other awards
- Pitching media stories
- Telling stories on your own with free online platforms
- Fact sheets



Telling the story: Audience

- Elected officials
- Appointed officials / economic or community leaders
- Business leaders
- Employers
- Congregations and other community groups



Telling the story: Message themes

- Stronger together
- Innovation
- Vibrant communities
- 21st-century Economy
- Shared values
- What makes your community distinctive: friendliness, openness, hard-working, etc.



Immigrant Entrepreneur Awards



Immigrant Entrepreneur Awards

- ILC Immigrant Entrepreneur of the Year Awards
- NJ Immigrant Entrepreneur Awards
- Immigrant Entrepreneurs Summit
- The Immigrant Journey Awards (TX)
- BCNA Immigrant Heritage Week Awards (NY)
- TiE Ohio International Entrepreneur Awards



Immigrant Entrepreneur Awards

- Establish categories, criteria relevant to your area, mission
- Outreach to multiple kinds of organizations
- Coalitions can be helpful
- Get political
- Make “immigrant” a positive word



Pitching media story

- Framing is everything: Context, local events, national dialogue, what is trending
- Data/information + faces/stories
- Keep it compelling
- Emphasize shared American values: fairness, accountability, respecting human dignity, hard work
- Promote a positive solution issues: neighborhood revitalization, job creation, public safety, easing tensions



Pitching media story

The Boston Globe **Business**

NEWS METRO ARTS **BUSINESS** SPORTS OPINION POLITICS LIFESTYLE

MARKETS TECHNOLOGY BETABOSTON

Immigrants a vital part of the Mass. economy

✉️ f t g+ in 📄 21



ESSDRAS M. SIAREZ / GLOBE STAFF

(From left to right) Joel Joseph, Rosemary Agbede, and Andre Kurs.

By Sarah Shemkus | GLOBE CORRESPONDENT AUGUST 04, 2013

Immigration remains one of the most contentious debates. The US Senate in June passed a sweeping immigration bill, but it has stalled in the Republican-controlled House.

The outcome of this standoff has implications for Massachusetts, where immigration plays a vital role in the economy. Immigration accounts for much of the state's population growth; foreign-born residents make up 15



<http://www.bostonglobe.com>

Free online strategies

Immigrant Stories

Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide

Recent Date Label Author



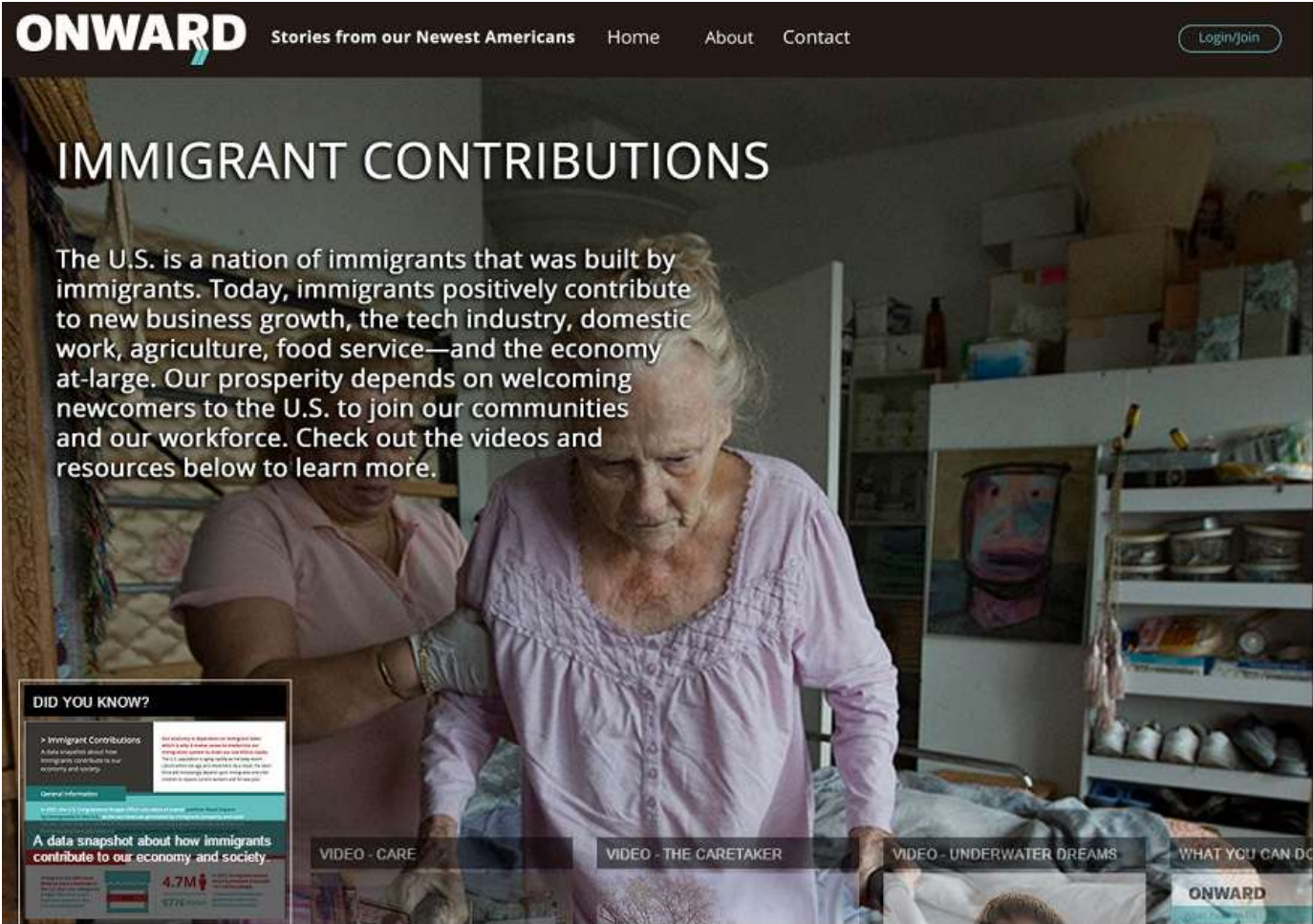
Welcome to the Immigrant Stories Project

Laverne "Bubbles" Jun 23rd



<http://immigrantcolorado.blogspot.com/>

Free online strategies



ONWARD Stories from our Newest Americans Home About Contact [Login/Join](#)

IMMIGRANT CONTRIBUTIONS

The U.S. is a nation of immigrants that was built by immigrants. Today, immigrants positively contribute to new business growth, the tech industry, domestic work, agriculture, food service—and the economy at-large. Our prosperity depends on welcoming newcomers to the U.S. to join our communities and our workforce. Check out the videos and resources below to learn more.

DID YOU KNOW?

- Immigrant Contributions**
A new report shows how immigrants contribute to our economy and society.
- General Information**
A new report shows how immigrants contribute to our economy and society.

A data snapshot about how immigrants contribute to our economy and society.

4.7M	57%
------	-----

[VIDEO - CARE](#) [VIDEO - THE CARETAKER](#) [VIDEO - UNDERWATER DREAMS](#) [WHAT YOU CAN DO](#)

ONWARD



Free online strategies



Immigrant Entrepreneur Hall of Fame: Helen Greiner

Country of origin: England

Year came to U.S.: 1972

Education: BS Mechanical Engineering and MS Computer Science, Massachusetts Institute of Technology (MIT)

Business: iRobot (1990), CyPhyWorks (2008)

Headquarters: Bedford, MA (iRobot)

2013 revenue: \$487 million (iRobot)

Worldwide employment: > 500 (iRobot)



- Helen Greiner's love of robots started with R2D2 in *Star Wars*.
- She and the company she co-founded, iRobot, have demonstrated that robots are one of today's most important emerging technologies.

Helen Greiner's father was a refugee from Hungary who met her mother at the University of London. The family moved from England to the United States when she was five years old. But, the defining moment of her childhood came when she was 10 and saw the movie *Star Wars*. She was captivated with the character of R2D2 and vowed to create her own robot. That vow has guided the rest of her life.






<http://www.ilctr.org/promoting-immigrants/immigrant-entrepreneur-hof/>

Free online strategies

FOLLOW ON TUMBLR ASK SHARE YOUR STORY RSS FEED ARCHIVE


12



» HOME

» WELCOME

» LEARN MORE



Global Detroit

Global Detroit is an effort to revitalize southeast Michigan's economy by pursuing strategies that strengthen Detroit's connections to the world. We work to make the region more attractive to immigrants, internationals, and foreign trade and investment as a means to produce jobs and regional economic growth. To date, the Global Detroit Initiative has helped launch over a half dozen distinct initiatives in southeast Michigan to make the region more welcoming and to capitalize on the economic opportunity that our international population and connections bring.

african alternative energy ann arbor asian attorney bangladeshi bioscience brightmoor british business owner canadian caribbean chaldean chinese colombian crimean detroit doctor entrepreneur european filipino floridian foreign ghanaiian globaldet government hamtramck health worker immigration facts indian jamaican journalist latino lebanese mexican middle eastern north american oakland county palestinian south american southwest detroit spanish sports state of michigan submission wayne county

Facebook Twitter Email RSS

<http://www.globaldetroit.com/>



Free online strategies



Telling the story: Fact sheets

- Lots out there, not all are effective
- Credible data sources, most compelling facts, interesting information that people will expect to find (e.g. where immigrants come from)
- Mix in with a story or “face”
- Social media sharing ready
- Accompanying infographic



Fact sheets and infographics



Fact sheets and infographics



Immigrant Entrepreneurs are fueling growth in **Building Services**

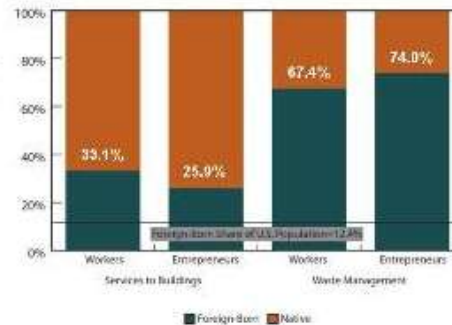
Immigrant entrepreneurs and workers play an outsized role in Building Services compared to their population numbers. Astounding job-growth rates are projected: 18.2% in Services to Buildings and Dwellings, and 25.2% in Waste Management and Remediation Service. This graph shows the immigrant presence in Building Services nationally compared with their 12.4% share of the U.S. population.

74.0%

Share of foreign-born entrepreneurs in Waste Management and Remediation Service, U.S.

5x

Immigrants take on jobs in Building Services at three to five times their share of the U.S. population.



42.4%

Share of foreign-born workers in Waste Management and Remediation Service, PA

19.8%

Projected employment growth in Waste Management and Remediation Service 2008-2018, MA



Yadira Fragoso (Mexico) empowers women to be their own bosses, just like her, as president of We Can Do It! cleaning co-op in Brooklyn, NY, which also provides educational opportunities to members.



Albert Yousif (Iraq) arrived as a refugee working for \$4.25 a day. He eventually bought the business for which he worked. Within 10 years the staff increased ten-fold and revenues exceeded \$1 million.

Data and profiles from *Immigrant Entrepreneurs Creating Jobs and Strengthening the U.S. Economy in Growing Industries: Transportation, Food and Building Services with a Regional View of Massachusetts, New York and Pennsylvania and a Focus on the Green Economy*



Download the report at bit.ly/ilcgrowthbusinesses. For free print copies, e-mail cmagini@ilctr.org.

The Immigrant Learning Center, Inc. Public Education Institute
442 Main Street, Malden, MA 02148 | (781) 322-9777 | www.ilctr.org/promotingimmigrants



Fact sheets and infographics



Free immigration webinars

Talking to America About Immigrants and Immigration

- Immigrant-serving organizations
- Faith communities
- K-12 and adult educators
- Community colleges

Check the box on the sign-up sheets. Learn more at www.ilctr.org/promoting-immigrants



Telling the story

1. Refer to what you have heard today (handouts).
2. Choose a strategy (pitching media story, online platform strategy, fact sheet/infographics) and join the specific group.

Within your small group:

3. Identify audience and message theme(s).
4. Interweave data and facts with immigrant entrepreneur's story provided , in order to present immigrants as assets.
5. Write down your model/plan on a flip chart.
6. Browse the room to see the outcomes from other groups.



Immigrants as Assets

Thank you



Download free ILC Public Education Institute reports at www.ilctr.org/promoting-immigrants



Immigration Research
and Information

For all your immigration research and data,
go to www.immigrationresearch-info.org



Institute for
Immigration Research

Visit the Institute for Immigration Research at
GMU: www.iir.gmu.edu