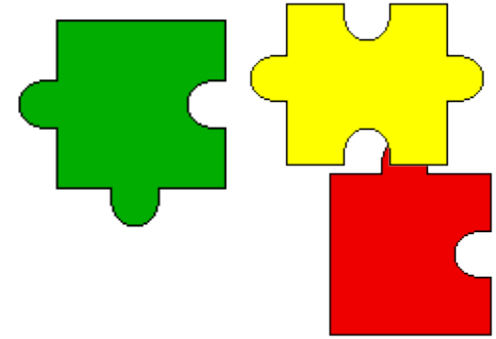


# Welcoming California Learning Network (WCLN)

**Sharing Lessons from Multi-Sector  
Immigrant Welcoming Efforts**

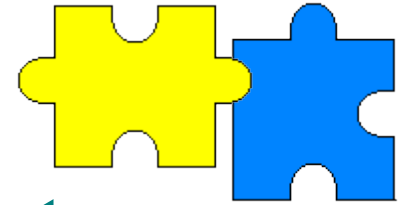
San Pablo, CA  
*March 28, 2013*

# Purpose:



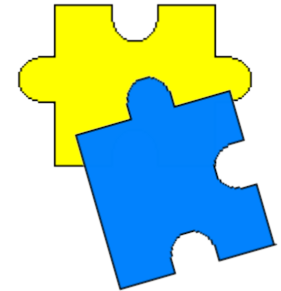
- **Share lessons learned from planning and implementing immigrant welcoming initiatives in Redwood City and Oakley, California**
- **Explore how the Welcoming California Learning Network can support immigrant welcoming efforts and partner with the national Welcoming Cities Project.**

# About the Institute for Local Government



- **Mission:**
  - Good government at local level
  - Resources for local officials
- **Program Areas**
- **Inclusive Public Engagement**

# ILG's Immigrant Integration Resources Include...



- ***Local Officials' Guides to:***
  - ***Immigrant Civic Engagement***
  - ***Collaborative Strategies for Day Labor Center***
  - ***Language Access Laws and Legal Issues: A Local Officials Guide***
- ***Ten Ideas to Encourage Immigrant Civic Engagement***

# ILG's Inclusive Engagement Work and Welcoming Initiatives

*How can communities be more “welcoming” to recent immigrants and refugees?*

*How can longer-term residents and newer immigrants and refugees work together to build stronger communities?*

.....

W E L C O M I N G  
A M E R I C A

.....



▲ *Building a Nation of Neighbors*

# The Opportunity

**Many organizations exist to help immigrants adjust to life here in the United States**



# The Opportunity

Welcoming America focuses on helping people who were born in this country understand and appreciate their new neighbors.

## Fertile Soil Approach:

Instead of focusing on the seed, we concentrate on preparing the soil in which it will flourish.





# The Model

## Leadership Development

Empower community members to manage local campaigns, recruit new supporters; fundraise; and communicate externally.

## Public Engagement/ Contact

Engage the new supporters and build understanding between U.S. born and foreign-born, e.g. through community forums, dialogues, and other events.

## Strategic Communications

Disseminate positive messages about immigrants, using multiple channels (e.g. billboards, new media) to educate and reach audiences on a mass scale.

# Strategic Communications



**RUGGED  
INDIVIDUALS  
MADE HERE.**

IN COLORADO, WE GIVE  
IMMIGRANTS A FAIR CHANCE.  
[WelcomingColorado.org](http://WelcomingColorado.org)



**COLORADO  
WAS BUILT WITH  
STRONG  
CHARACTER.**

Why stop now?

LET'S GIVE IMMIGRANTS  
A FAIR CHANCE.  
[WelcomingColorado.org](http://WelcomingColorado.org)

# COMMUNITY *We'll get there together.*



[www.ca-ilg.org](http://www.ca-ilg.org)



# California's Welcoming Initiatives

**Redwood City Together**  
**You, Me, We = Oakley**

*multi-sector planning efforts*

*local officials as substantial partners*

# Planning Process

## Selection Criteria

Identified Need, Credible Conveners, Local Government Commitment  
Local Fundraising Capacity, Replicability, Integrity and Sustainability

## Exploration

One on one conversations, presentations, identify planning group

## Adapt WA Model to meet local needs

Develop plan and proposal for funders

# ILG's Current Role

- **Tell the story**
- **Resource for other cities and communities- WCLN**



# Welcoming Cities

- **Welcoming America's recent partnership with city and county governments**
- **WCLN – the California Cohort linked to this national effort**

## **Cities that join Welcoming Cities will have the opportunity to:**

- **Hear from local government leaders creating “immigrant-friendly” welcoming plans**
- **Access new tools and resources**
- **Support and recognition for efforts to foster welcoming communities**
- **Participate in national and transatlantic learning exchanges that highlight promising practices from globally competitive cities**





# Questions?