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# New Americans Task Force

# Welcoming Plan

Proposed Actions

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## Our Vision

Building off Utah's proud tradition of welcoming newcomers, ensure that Salt Lake's New Americans' economic, social, and civic potential is maximized – **making Salt Lake more vibrant, welcoming, and globally competitive.**

## Goals

1. Make Utah the most welcoming state
2. Ensure all Salt Lake residents live in safe, healthy, and connected communities
3. Maximize the economic potential of New Americans

## GOAL 1 - MAKE UTAH THE MOST WELCOMING STATE

### STRATEGY 1

Develop the infrastructure necessary to maximize the potential of the state's growing foreign-born population

- Create an Office of New Americans
- Develop a website and one-stop-shop for information and resources for New Americans

### STRATEGY 2

Develop a Welcoming Salt Lake campaign to highlight the contributions of New Americans

- Share success stories of New Americans
- Define the 'Welcoming' message through focus groups, surveys, and polling
- Build support and secure funding for a multi-media PR/communications 'Welcoming' campaign
- Partner with Governor's Office of Economic Development and others to brand and market Utah and Salt Lake's cultural diversity to the United States and the world

### STRATEGY 3

Ensure Cultural Competency in Government

- Develop a cultural competency assessment, trainings, and tools for state and local government
- Convene stakeholder group to conduct inventory of existing cultural competency practices in local and state government



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## GOAL 2 - ENSURE ALL SALT LAKE RESIDENTS LIVE IN SAFE, HEALTHY, AND CONNECTED COMMUNITIES

### STRATEGY 1

#### Create the Welcoming Salt Lake 'Connected Communities' Program

- Create a '10 things you can do to make Salt Lake more welcoming' list
- Create a mini grant program for neighborhood to host events that bring together people from diverse backgrounds
- Create a volunteer portal
- Support the Cultural Core Study
- Support projects that celebrate Utah's immigrant history and diverse community
- Enhance the 'Serve Refugee' app to be more inclusive for all New Americans

### STRATEGY 2

#### Increase access and improve quality of community services

- Develop a regional neighborhood center strategy
- Implement the Sunnyvale Neighborhood Livability Pilot Project
- Expand existing legislation related to interpretation
  - Expand HB 144: Medical Language Interpreter Act to include the court system, employment rights, in addition to health care

- Identify highest demand languages to be included in the certification program
- As part of the Connecting Communities Program, develop directory of volunteers with language skills
- Increase access and improve quality of community ('wrap around') services in schools
  - Outreach to schools about federal requirements for access to interpretation and translation services
  - Support Prosperity Through Education Objective 3A: Additional Counselors and Mentors for Middle and High School Students, with a special focus on trainings for working with New American students
  - Expand SB 267: Partnerships in Education, to increase the number of schools participating in program

### STRATEGY 3

#### Increase the naturalization rate of New Americans

- Develop a citizenship awareness campaign
- Increase the capacity of organizations that provide free legal clinics

### STRATEGY 4

#### Ensure the protections of New Americans

- Enhance existing legislation related to immigrant service assistance fraud
  - Work with Department of Consumer Protection and service providers to conduct a review of the effectiveness of SB144: Immigration Consultants Bill
- Increase awareness of existing immigration services
  - Partner with Labor Commission on immigration fraud education and outreach
  - Create a resource directory of all existing immigration services
  - Outreach strategy to ensure that immigrants and refugees are aware of services
  - Increase funding to organizations that provide immigration services
  - Partner with organizations that provide free legal clinics to increase capacity

 = In-House/Policy

 = Collaboration

 = Funding





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## GOAL 3 - MAXIMIZE THE ECONOMIC POTENTIAL OF NEW AMERICANS

### STRATEGY 1

#### Create the Welcoming Salt Lake 'Employer Network' Program

- Trainings for employers
- Online resource for employers
- Annual recognition/award for 'welcoming' employers

### STRATEGY 2

#### Increase local investment and improve quality of industry-specific ESL programs

- Conduct an inventory and gap analysis of job-specific ESL
- Create an ESL resource database for English Language Learners
- Increase job training programs that include ESL training
  - Support Prosperity Through Education Objective 2B: Increase Certificate and Degree Programs That Meet High-Wage, High-Demand Workforce Needs and advocate for including ESL trainings

- Increase on-site ESL programs, provided by employers
  - Pilot onsite ESL programs at place of employment, partnering with employers
  - Measure the return on investment of providing onsite ESL to employers
  - As part of the 'Employer Network Program', provide trainings and online resources about onsite ESL for employers

### STRATEGY 3

#### Increase mentorship, internship, and networking opportunities for New Americans

- Recruit New Americans to participate in Leadership Utah, and provide scholarship opportunities
- Create a 'Professional Connector Program' as part of the 'Employer Network Program'

### STRATEGY 4

#### Enhance business resources for New American entrepreneurs and business owners

- Partnering with SBA, develop resource database for New American pre-entrepreneurs, entrepreneurs, and business owners
- Incorporate business centers that provide services to minorities and New Americans into the mainstream Business Resource Center network
- Conduct a review of state and local government policies to identify barriers for New American entrepreneurs and business owners

Want to learn more about how you can help implement the plan? We'd love to hear from you!

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