

Building Community Collaborations

Presented by:

Barbara K. Bobb

Targeted Services Bureau Chief

Iowa Workforce Development

Marco A. Adasme

New Iowan Center - Director

“Pulling in the same direction”



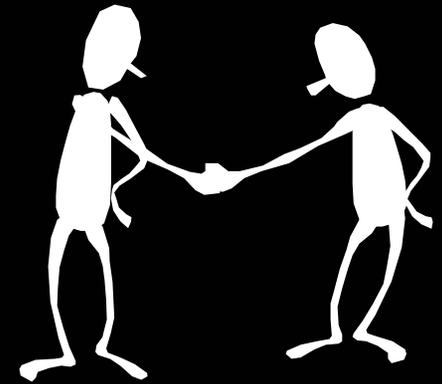
Facts about our communities

- Too many Iowans are choosing to leave our communities
- Bi-partisan study shows that by 2010 Iowa will need 310,000 more people.
- High Schools graduates are looking other states to study
- The phenomenon of immigration in Iowa is growing and changing our communities
- Most of our communities are not prepared to support these newcomers
- There is a lot of “duplication of services” but we are not working together

The challenge

Iowa's economic future depends on our ability to attract a significant number of new residents.

The keys will be to open our minds to new ideas, and to open our hearts to new Iowans. This will take some changes, adjustments and specially a new vision



All people, communities and business in Iowa can play a valuable role in each of these approaches



When newcomers come to our communities, they bring a great variety of experiences, cultures, ethnicities, languages, expectations, and needs. Although these newcomers have a great deal in common, it is helpful to distinguish them because they often come to our cities and towns for different reasons

Meeting the challenges:

- What happens to communities when immigrants and newcomers arrive?
- What are the challenges and opportunities?

Interactive section

When do you feel part of
your community?

Your comments

Exercise

Review



Who should have an active role in our communities when it comes to newcomers?

Individuals and families

We need to teach our family about Diversity.

The way I see my neighbor will make an impact in the way I treat them

Who should have an active role in our communities when it comes to newcomers?

Individuals and families

Local government agencies

Different cultures have different expectations about appropriate social behavior

Create new laws and regulations that newcomers can understand,

Including on this is eliminating the language barrier

Who should have an active role in our communities when it comes to newcomers?

Take a proactive role by making a conscious choice to encourage growth

Individuals and families

Local government agencies

Private organizations

Who should have an active role in our communities when it comes to newcomers?

The impact of the economy and global trends provides an excellent opportunity to have a more diverse workforce

Newcomers are very willing to do a good job (most of them are coming with that on kind)

Individuals and families

Local government agencies

Private organizations

Temp. employment agencies

Who should have an active role in our communities when it comes to newcomers?

The Media in general can play an important role in accommodating newcomers. They should not only encourage a positive, proactive response to newcomers, but they should provide critical examination of the social and political influences that keep old and new members of communities from realizing their full potential together

- Individuals and families
- Local government agencies
- Private organizations
- Temp. employment agencies
- Local media**

Who should have an active role in our communities when it comes to newcomers?

Expand their territory of services – go to different communities where there is no assistance for newcomers.

Be a non-profit group – don't take advantage of the people

Individuals and families

Local government agencies

Private organizations

Temp. employment agencies

Local media

Non-profit organizations

Who should have an active role in our communities when it comes to newcomers?

The pace of change in the business world is so rapid that it seems a blur. A borderless economy – where the transfer of goods, capital, and increasingly labor, occur almost seamlessly. – is bringing tremendous changes... Demographic changes, advances in science and technology globalization will alter how and with whom business is conducted. Business leaders, and in particular human resource professionals, must be able to recognize larger socioeconomic trends so they can proactively prepare for the future workforce

Individuals and families
Local government agencies
Private organizations
Temp. employment agencies
Local media
Non-profit organizations
Employers/Companies

Who should have an active role in our communities when it comes to newcomers?

Traditional food
Bilingual employees
Bilingual information
Advertising
Buying power

Individuals and families
Local government agencies
Private organizations
Temp. employment agencies
Local media
Non-profit organizations
Employers/Companies
Retail stores

Who should have an active role in our communities when it comes to newcomers?

Newcomers often bring different religions with them. In many places, newcomers bring religions and practices that members of the community have never seen before.

People gather at churches, this is a great place to provide services and educate the community

Individuals and families
Local government agencies
Private organizations
Temp. employment agencies
Local media
Non-profit organizations
Employers/Companies
Retail stores
Churches

Who should have an active role in our communities when it comes to newcomers?

Enroll their children in school

Most obvious challenge is associated with language ability

Schools, colleges and other groups must take the lead to accommodate newcomers by developing ESL classes

Challenge: Funding

Individuals and families
Local government agencies
Private organizations
Temp. employment agencies
Local media
Non-profit organizations
Employers/Companies
Retail stores
Churches
Schools

“Put your shoulder to the wheel”

How a community can get involved?



**Creating Diversity
Committees Action Teams**

Study Circles

**Community Impact Study
Teams (CIST)**

Cultural Diversity Groups

International Clubs

Next Agenda?



What benefits may we expect from newcomers?

- What is the definition of “diversity”?
- What is the business case for diversity
- How will newcomers/immigrants impact our labor shed?

What are the challenges we may expect?

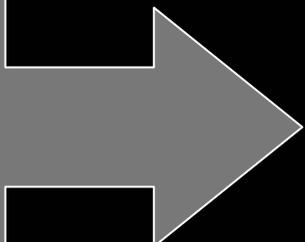
- What are the components of a successful diversity initiative?
- How the launch of a diversity initiative be communicated?
- How can the results can be measured?
- How opposition to a diversity initiative be handles?

What are some successful strategies and what resources are available?

The New Iowan Centers

The department of workforce development shall establish New Iowan Centers to provide one-stop services to deal with the multiple issues related to immigration and employment. The centers shall be designed to support workers, businesses, and communities with information, referrals, job placement assistance, translation, language training, resettlement, as well as technical and legal assistance on such issues as forms and documentation. Through the coordination of local, state, and federal service providers, and through the development of partnerships with public, private, and nonprofit entities with established records of international service, these centers shall seek to provide a seamless service delivery system for new Iowans and the established community.

**New Iowan
Centers
Programs and
Services**



Community Education

Diversity trainings

Special presentations

Employment

Technical training

ESL, citizenship, financial

Immigration assistance

Resource center

Networking

Brown Bag meetings

MSFW program

What do we do in a normal month?

Business Information

Computer access

Data/Information needed

Education issues

Employment found

Diversity Trainings

ESL classes issues

Fill out other applications

Food needs issues

Health care issues

Housing issues

Human/Civil Right issues

Immigration assistance

Information regarding NIC

BCIS Forms

Interpretations

Introduction of NIC

Joint activities

Letter to BCIS

Money Smart program

Referral to other agencies

Other services

Relocation issues

Resume making

Special presentations

Staffing needs

Social Security issues

Translations

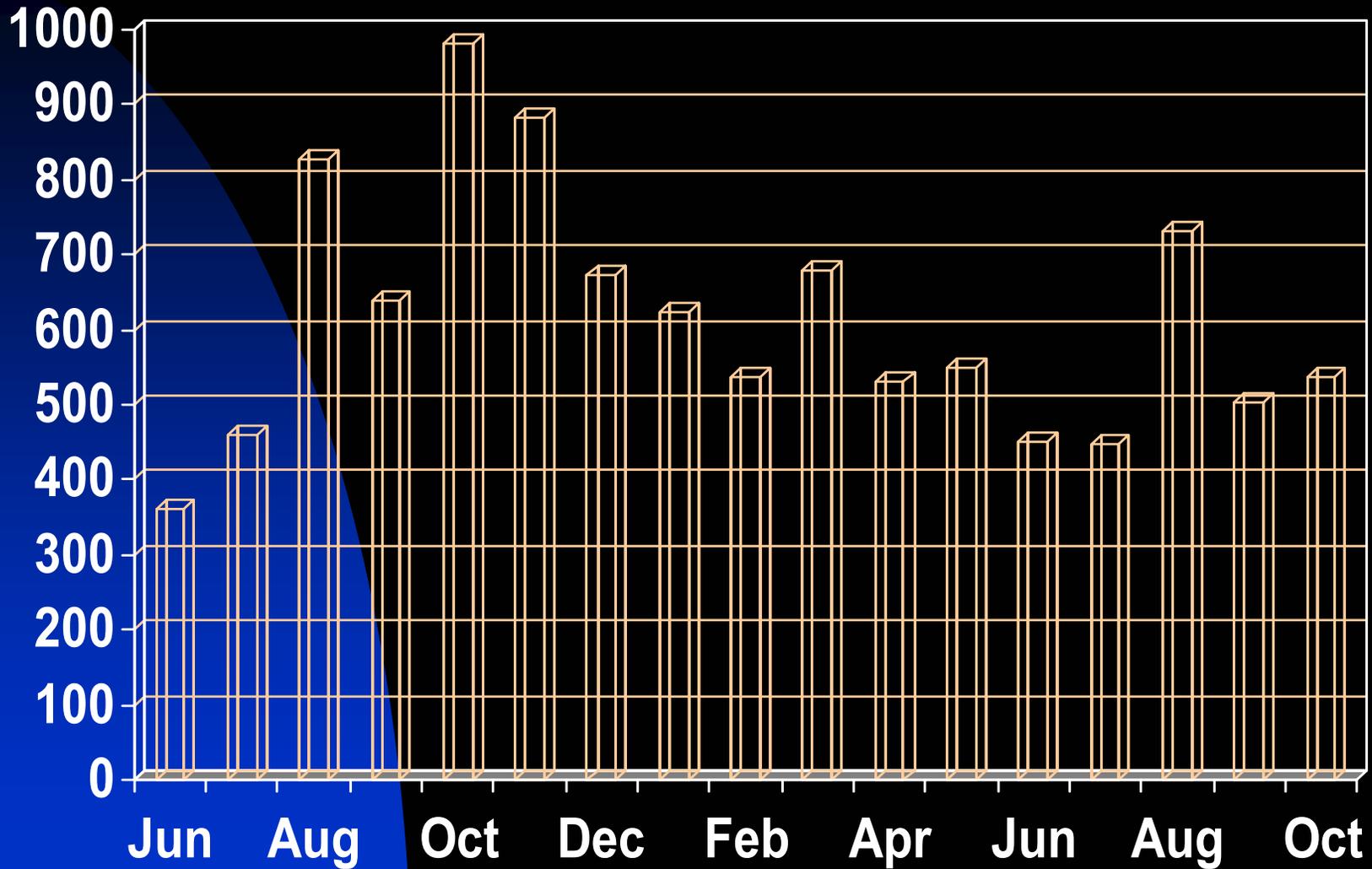
Legal Assistance Access

Public Notary services

Unemployment insurance issues

Employers trainings

Services provided in the last months



Last 12 months 8,785

Hand in hand with the companies... (some facts)

Last 12 months we have worked with 723 companies and organizations – some of these companies have provided us with employment opportunities for newcomers

A total of 2,232 new employment created (regional)

840 of those people were unemployed for 7 months or more

The total families helped because of new jobs are 877

1,100 of those 2,232 are newcomers

Because we are a free service provider, we estimate that we have saved employers/organizations more than 12 Million dollars, which increments the economic development in our area

Joint Activities



Kelly services Job Fair

Cambridge Job Fair

Manpower Job Fair

Mississippi Valley

Blood Center Workshop

Per Mar Identity Theft

UNI – Strengthening families

SCORE Business issues

Chamber of Advanced ESL classes

Commerce Citizenship classes

Financial classes

The HON Co. Hiring & Selection process

Stanley Children who care

Foundation Human right presentation

KWCC/KWCC Talk show on Immigration

And Diversity

MPW Energy efficiency seminar

S.H.A.R.E of IA Take program to Latinos

SBA Brochure/Literature translations

UMC Hispanic Mini Several immigration workshops

El Heraldo Jispano Reaching the Latino families

STEP 7 Wings Employment for handicapped

U. of Iowa Clini Vision screening for children

Consumer Credit Organizing your debts

Muscatine Journal Reaching Latino families

LSCI Legal assistance

UI. Law school Legal assistance

Individuals 12 languages

Some effects of what we have done

Mulberry Street project
Hwy 61 Housing Development
A world within Muscatine
Iowa City Diversity Group
Muscatine Diversity Coalition
La imagen Latina TV show
Advanced ESL classes
Citizenship classes
New jobs
Emergency Public broadcast
Diversity trainings
Several new business
Money Smart program
Brown bag meetings

Brown Bag Meetings

Newcomers

Schools

Health Care Providers

Local Government

Department of Human Services

Community Action Agencies

Business Leaders

Economic Development Officials

Faith-Based Organizations

Social Service Agencies

Unions

Employers

Community Colleges

Universities

Food Banks

News Media

Community Service Clubs

Our goal is to serve with you

The New Iowan Centers' Team

Sioux
City

Muscatine

Ottumwa

Cedar
Rapids

Storm
Lake

Ames



Des Moines/
Perry

Building Community Collaborations

**Our goal is to serve
with you**