



WELCOMING SALT LAKE

A C T I O N P L A N

SL SALT LAKE
COUNTY

www.welcomingsaltlake.org

Welcoming, It's the Utah Way

Dear Friends,

New Americans add economic strength and cultural vitality to Salt Lake County. As a way to support and harness those important qualities, Salt Lake County and the Salt Lake Chamber launched the Welcoming Salt Lake Initiative and the New American Task Force in March 2016.

The taskforce includes more than 75 business, government and community leaders who brainstormed ideas to make Salt Lake more attractive, welcoming and globally competitive for international talent and business. We are turning their ideas into an action plan.

Within my office at Salt Lake County, we've created the Office for New Americans to be a resource to those new to our country, so they can receive targeted support to meet their needs as they build new lives for themselves here.



Mayor McAdams greets a newly naturalized citizen

We've also created this Welcoming Salt Lake Action Plan as a way to share the strategies developed to help cut through bureaucratic red tape, help more residents become U.S. citizens, promote immigrant entrepreneurship, and harness the skills of New Americans to grow Utah companies.

The New Americans Task Force co-chairs are Lane Beattie, Salt Lake Chamber CEO & President, and Dr. Dinesh Patel, Salt Lake Chamber Board of Governors. They share my commitment to making our community more welcoming for all residents. Together, all of us can help build an economically vibrant and culturally exciting home here in Salt Lake County.

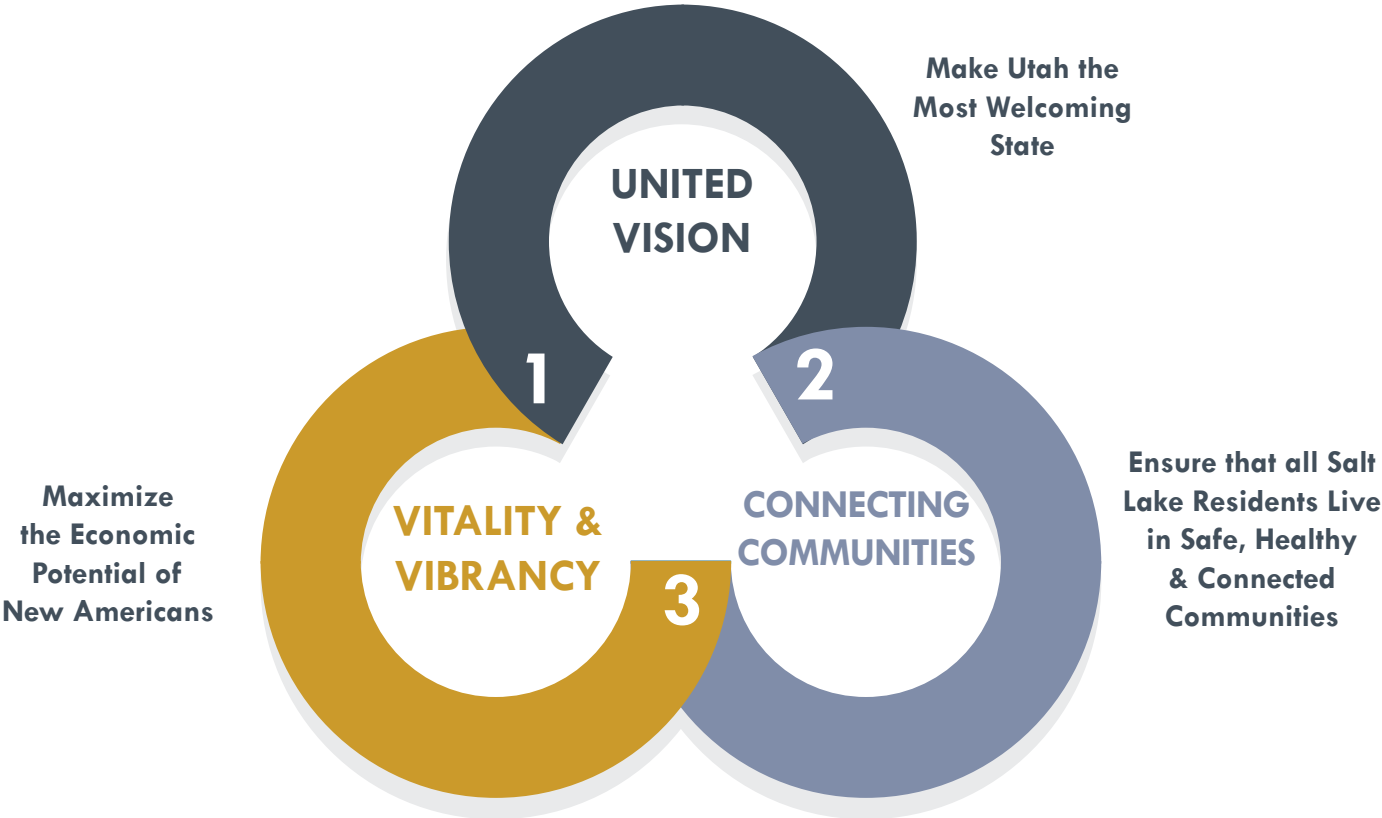
Sincerely,

Mayor Ben McAdams
Salt Lake County

WELCOMING SALT LAKE

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

The Action Plan: Three Components



GOAL 1

MAKE UTAH THE MOST WELCOMING STATE

STRATEGY 1



DEVELOP THE INFRASTRUCTURE NECESSARY TO MAXIMIZE THE POTENTIAL OF UTAH'S GROWING FOREIGN-BORN POPULATION

Create an office for New Americans

- *Created in October 2016, the Office for New Americans is in the Salt Lake County Mayor's Office*

Develop a website for one-stop-shop information for New Americans

- *Created in October 2016*

Gather an inventory of available resources for New Americans

STRATEGY 2



DEVELOP A WELCOMING CAMPAIGN TO HIGHLIGHT THE CONTRIBUTIONS OF NEW AMERICANS IN SALT LAKE COUNTY

Create the Welcoming Salt Lake initiative to share success stories of New Americans

- *Initiative launched with the Welcoming Week campaign in September 2016*
- *New website and social media campaign kicked-off, featuring portraits of New Americans living in Salt Lake County who are prominent community members or local business owners*

Valter Nassi, New American from Italy, enjoys espresso at his restaurant with Bryon Russell, co-chair of the Utah Multicultural Affairs Commission

#WelcomingSaltLake
#WelcomingWeek



STRATEGY 3



ENSURE CULTURAL COMPETENCY AND NEW AMERICAN REPRESENTATION IN GOVERNMENT

- *Conduct an inventory of existing cultural competency practices in local and state government*
- *Develop a cultural competency assessment, trainings, and tools for state and local government*
- *Promote diversity in leadership through state and local government agencies, boards, and commissions by creating a New American Leadership Institute*

WELCOMING WEEK 2016

#WelcomingWeek #WelcomingSaltLake



Utah Lt. Governor
Spencer Cox with
refugee teens
Delphine and Pa Lay



Zions Bank President and CEO Scott
Anderson with entrepreneur and
Indian immigrant Dinesh Patel



Homeless advocate
Pamela Atkinson
with refugee and
Catholic Community
Services Executive
Director Aden Batar

GOAL 2

ENSURE ALL SALT LAKE RESIDENTS LIVE IN SAFE, HEALTHY & CONNECTED COMMUNITIES

STRATEGY 1



CREATE THE WELCOMING SALT LAKE CONNECTED COMMUNITIES PROGRAM

Implement the Sunnyvale neighborhood livability pilot project

Create “7 Days, 7 Ways to be More Welcoming”

- *Actions people can take to help New Americans feel more welcome*
- *Create a mini-grant program for neighborhoods to host events that bring together people from diverse backgrounds*
- *Enhance the ‘Serve Refugee’ app to be more inclusive of all New Americans*

ONGOING EFFORTS

- *Support the Cultural Core Study to plan cultural events and venues in downtown Salt Lake City*
- *Support projects that celebrate Utah’s immigrant history and diverse communities*

KEY LEGISLATION

- Expand HB 144: Medical Language Interpreter Act to include the court system and employment rights. Conduct review of the effectiveness of the existing bill.
- Support Prosperity Through Education Objective 3A: Additional Counselors and Mentors for Middle School Students
- Expand SB 267: Partnerships in Education, to increase the number of schools that are able to participate in the program
- Work with Department of Consumer Protection and service providers to conduct a review of the effectiveness of SB 144: Immigration Consultants Bill

Real Salt Lake players Yura Movsisyan and Phanuel Kavita, both refugees, pose with mascot Leo the Lion

#WelcomingSaltLake
#WelcomingWeek



STRATEGY 2



INCREASE ACCESS AND IMPROVE QUALITY OF COMMUNITY SERVICES IN NEIGHBORHOODS AND SCHOOLS

Develop a neighborhood center strategy for Salt Lake County

- Create and operate three new neighborhood centers in communities with a large concentration of New Americans

STRATEGY 3



INCREASE THE NATURALIZATION OF NEW AMERICANS IN SALT LAKE COUNTY

- Implement a citizenship class pilot program at select Salt Lake County businesses
- Implement a citizenship awareness campaign
- Increase the capacity of organizations that provide legal services, citizenship classes, and other citizenship services

STRATEGY 4



ENSURE THE PROTECTION OF NEW AMERICANS

Increase the awareness of immigration services and immigration rights



Youth naturalization ceremony
Murray, Utah, 2016

GOAL 3

MAXIMIZE THE ECONOMIC POTENTIAL OF NEW AMERICANS

STRATEGY 1



CREATE THE WELCOMING SALT LAKE “EMPLOYER NETWORK” PROGRAM

- *Host trainings for employers who employ or would like to employ New Americans*
- *Develop an online resource for employers who employ or would like to employ New Americans*
- *Create an annual recognition/award program for ‘welcoming’ employers*

ONGOING EFFORTS

- *Support Global Cities Initiative which helps small and medium sized business expand into global markets.*

STRATEGY 2



INCREASE LOCAL INVESTMENT AND IMPROVE QUALITY OF INDUSTRY-SPECIFIC ENGLISH AS A SECOND LANGUAGE PROGRAMS

Expand the industry-specific ESL program to other companies and other industries

- *Pilot an industry-specific ESL program in partnership with the life sciences and manufacturing industries*
- *Increase job training pathway programs that include an ESL component, making programs more accessible to New Americans*

EMPLOYER SPOTLIGHT



Intermountain Healthcare teams up with Salt Lake Community College to teach ESL courses to employees. Intermountain offers the classes during paid worktime, knowing that helping employees succeed benefits company morale, the business operation, and the entire community.

*The Church of Jesus Christ of
Latter-day Saints Presiding
Bishop Gérald Caussé with
Sudanese refugee Atem Aleu*

*#WelcomingSaltLake
#WelcomingWeek*



STRATEGY 3



INCREASE MENTORSHIP, INTERNSHIP, AND NETWORKING OPPORTUNITIES FOR NEW AMERICANS

Recruit New Americans to participate in Leadership Utah and provide scholarship opportunities

- *Create the ‘Professional Connector’ Program, to provide networking opportunities for New American professionals and international students*

STRATEGY 4



ENHANCE BUSINESS RESOURCES FOR NEW AMERICAN ENTREPRENEURS AND BUSINESS OWNERS

Create an inventory of existing resources for New American entrepreneurs

- *Incorporate business centers that serve minorities and New Americans into the business resource network*
- *Develop a resource database for New American entrepreneurs*
- *Conduct a review of state and local government policies to identify barriers for New American entrepreneurs and business owners*

WELCOMING SALT LAKE

