

Building Welcoming Communities Campaign: Roadmap to Success

This document provides a roadmap to communities that are committed to the *Building Welcoming Communities* principles and want to transform these principles into actions. It reflects areas of opportunity identified by the Task Force on New Americans and federal, state, and local stakeholders. There is no singular approach; each community has unique circumstances and opportunities. We hope this roadmap will provide ideas to help guide your efforts.

Strategic Planning & Developing Infrastructure

Local leaders from civic, nonprofit, and faith groups, and private and philanthropic sectors should work collaboratively to build and institutionalize comprehensive welcoming plans developed with the input of immigrants and refugees themselves. These plans should aim to advance policies, programs, and practices that support, connect, and celebrate new Americans and the receiving community.

| Assess a | and better understand the community. In order to tailor plans to meet the needs of all |
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| residents | s, it is critical to capture and utilize information about your local community. With the |
| support | of the Office of Refugee Resettlement (ORR), within the U.S. Department of Health and |
| Human S | Services (HHS), Welcoming America developed the Community Planning Process Guide. |
| Key step | s that communities might take to better understand their community include: |
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| | Review and use existing data sources (e.g. the U.S. Census American Community Survey |
| 2 | and others) to better understand your local immigrant and refugee communities. |
| | Consider <u>inviting</u> a U.S. Census Data Specialist to conduct a data workshop or training |
| t | argeted to your community and check out upcoming online trainings. The U.S. |
| I | Department of Justice (DOJ) also created an interactive mapping tool to help local |
| | communities identify the language needs of local residents. |
| | Assess and prioritize challenges facing immigrant populations through engagement and |
| (| collaboration with community-based organizations. Share self-help resources for ethnic- |
| (| community-based organizations assisting refugees. |
| | Conduct an inventory of local organizations that serve and support immigrants and |
| r | refugees to identify opportunities to increase multi-sector partnerships and fill gaps in |
| S | services, including trauma-informed services. Key organizations include nonprofits, legal |
| | services organizations, faith-based organizations and institutions, employers and |
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| | | centers and clinics, minority health offices, language and culturally specific media outlets, |
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| | | schools, education institutions and public libraries, and <u>refugee resettlement agencies</u> . Develop formal mechanisms to capture and showcase information about the economic |
| | _ | and social contributions of new Americans to local communities. |
| | | Set specific goals to facilitate welcoming communities and develop tools to measure |
| | | progress in meeting those goals. |
| | | Connect with neighboring cities and communities to identify resources and programs that can be leveraged to collectively increase services. |
| | | Facilitate, encourage and prioritize key linkages between local agencies that assist new |
| | ш | refugees (e.g. the resettlement network) and local mainstream networks. |
| | | Work with experienced entities like <u>Community Action Agencies</u> (CAAs) and <u>Head Start</u> agencies, which are required to do community needs assessments and help support a wide range of services aimed at strengthening both urban and rural communities. |
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| ✓ | faith, e | a strategic plan. Convene multi-sector stakeholders, including local nonprofit, corporate, ducation, immigrant and refugee-serving and governmental organizations, to develop local unity goals for building a welcoming community. |
| ✓ | | ate resources. Resources should be allocated to support welcoming efforts. Potential include: |
| | | Designate a position within local government to coordinate and facilitate integration efforts across departments and in the community. |
| | | Create a formal advisory body comprised of multi-sector stakeholders. |
| | | Establish a central office to institutionalize efforts. |
| | | Consider applying for <u>AmeriCorps VISTA</u> members to assist in integration efforts. AmeriCorps VISTA members create or expand programs designed to bring individuals and communities out of poverty. AmeriCorps VISTA is <u>prioritizing initiatives</u> that support the integration of new Americans. |
| | | Incorporate language that emphasizes welcoming efforts into grants and funding opportunities. |
| ✓ | new As welcome the pose and Norrefugee | act robust communications: Share positive communications about the contributions of mericans and promote the activities, initiatives, and resources that make the community a ning destination. The White House Task Force on New Americans is working to highlight active contributions of new Americans by naming Presidential Ambassadors for Citizenship acturalization and highlighting stories of White House staff and historic figures who are as. In addition, the Small Business Administration is sharing stories of immigrant reneurs creating jobs in communities. |
| | | Promoting Equitable Access & Building Trust |

Building relationships and trust within communities is essential to creating welcoming communities in which immigrants and refugees can engage, contribute, and succeed.

| ✓ | Promote community input. Encouraging all residents, including new Americans, to participate in local community planning through participation in various advisory committees, boards (including school boards or parent-teacher associations), and commissions. Efforts can also be taken to encourage these entities to proactively reach out to new Americans to provide information about their purpose and goals and benefits for participation by new Americans. |
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| ✓ | Expand access to resources. Ensure that all residents are able to access services for which they are eligible and have meaningful opportunities for participation. To expand access, communities might: |
| | □ Implement language access policies across services to ensure that all residents can access local government, public schools, health care, and other services. □ Translate important or most frequently requested pages of the city or county website and documents into the major languages spoken by immigrants and refugees in the community. □ Make city or county phone services and support (e.g. 311) available in multiple languages. |
| | Provide interpretation services at city hall meetings and other public forums. Ensure that resettled individuals have access to health care, social, and other services that are crucial to promoting their well-being. Learn more about health care for immigrants and refugees through ongoing HHS webinars">HHS webinars. |
| | To learn more about federal efforts and resources on language access, including <u>resources</u> for developing language access plans and programs, visit the <u>Federal Interagency Website on Limited English Proficiency (LEP)</u> . |
| ✓ | Build the capacity of local providers. Invest in building or strengthening the cultural and linguistic competency of city employees and community service providers so that they have the skills to effectively serve and engage people from diverse backgrounds. |
| ✓ | Enhance trust between communities and law enforcement. Immigrants and refugees, like other community members, must be aware of their rights and the protections they can seek from law enforcement. Trusting law enforcement is also essential to community members' reporting of crimes and cooperation with law enforcement, thereby making entire communities safer. In order to strengthen relationships between local law enforcement and immigrants and refugees, communities might: |
| | □ Put in place or strengthen recruitment and training programs to promote diverse law enforcement workforce representative of local community demographics, including linguistic diversity. □ Implement policies intended to increase understanding between communities and law enforcement, and promote crime reporting, cooperation, and enforcement of rights. □ Build relationships with communities through advisory committees, outreach and |

community-oriented policing programs.

| ☐ Provide opportunities for immigrants and refugees to learn their rights and responsibilities when interacting with law enforcement. |
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| ☐ Work with law enforcement agencies to ensure that appropriate language assistance is provided to LEP community members. |
| The Office of Community Oriented Policing Services (COPS), within the U.S. Department of Justice, provides assistance to law enforcement agencies looking for ways to better implement the community policing principles through its grants and funding, resource center, and learning portal. |
| Combat fraud and increase access to legal services. Immigrants and refugees are often vulnerable to fraud and the unauthorized practice of immigration law. To combat abuse, communities can: |
| □ Distribute information on local pro-bono and low-cost legal services providers. □ Build the legal services capacity of immigrant- and refugee-serving organizations by hosting workshops for stakeholders on the process for becoming federal recognized immigration legal services providers through the Board of Immigration Appeals recognition and accreditation process. □ Host legal clinics that provide the opportunity for immigrants to access to free or low-cost |
| legal services. Engage in public education efforts on the dangers of fraud and the unauthorized practice of immigration law (UPIL), by working with trusted community partners and law enforcement. Share materials within your community on the how to avoid immigration services scams. |
| ☐ Build relationships with community-based organizations and advocates to exchange information and better identify individuals that engage in UPIL. |
| Work with local law enforcement and District Attorneys to prioritize the investigation and prosecution of individuals who engage in UPIL. |
| Partner with foreign consulates. Consider partnering with foreign consulate networks, which are often trusted entities in immigrant and refugee communities, to distribute information about local efforts. |
| Strengthening Existing Pathways to Naturalization |
| & Civic Engagement |

Communities can help ensure that newcomers fully participate in civic life by increasing access to leadership and civic participation opportunities, and increasing awareness of the rights,

responsibilities, and importance of U.S. citizenship.

✓ **Promote citizenship awareness**. In order to increase public awareness about existing pathways to citizenship, communities can:

| | Encourage local leaders to participate in naturalization ceremonies to welcome the community's newest citizens or host a naturalization ceremony. To request more |
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| | information on naturalization ceremonies in your area, contact <u>USCIS</u> |
| П | IGAOutreach@uscis.dhs.gov. Coordinate with local USCIS officials to increase public awareness of the citizenship and |
| | the naturalization process. USCIS has community relations officers in each of its districts; |
| | locate and connect with your local office. To request that a USCIS representative host a |
| | naturalization information session, contact Public.Engagement@uscis.dhs.gov. |
| | Offer service providers the use of municipal facilities free of charge to hold citizenship |
| _ | classes and workshops. |
| | Request a free <u>USCIS training seminar</u> so that local adult educators, volunteers, and |
| | teachers have the tools they need to assist immigrants and refugees learn the necessary |
| | information around U.S. history, civics, and the naturalization process. |
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| | learn more about becoming a citizen. USCIS has developed educational materials to help |
| | prepare individuals for naturalization – these free materials are ideal for setting up a |
| | citizenship corner within a local library, community center, or other public space. |
| | Establish community partnerships, such as with local service providers, libraries, and civic |
| | organizations, to offer citizenship preparation services (e.g. citizenship classes, workshops, |
| | and assistance completing applications). |
| | Broadcast citizenship and civic education videos on local public access television or radio |
| | stations, including ethnic media. President Obama recorded this video message to |
| | encourage eligible individuals to commit to citizenship. USCIS has created several <u>public</u> |
| _ | service announcements in multiple languages. |
| Ш | Partner with local financial institutions and financial counseling providers to help eligible |
| | residents save for the cost of applying for citizenship. Certain individuals may qualify for |
| | a waiver of their USCIS application fees, including the Form N-400, Application for |
| | Naturalization fee. Learn more about the <u>USCIS fee waiver process</u> . |
| Ш | Encourage local public or private nonprofit organizations to seek out funding to provide citizenship instruction and naturalization application services. Learn more about <u>USCIS</u> |
| | Citizenship and Integration Grant Program. |
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| IZ | or and return to American Artists in the 100 to |
| | ge and orient new Americans. Assist immigrants and refugees in integrating into their ommunity by taking the following steps: |
| iocai co | online of taking the following steps. |
| П | Reach out to immigrant and refugee communities in their preferred language to get |
| | feedback on ways to improve connectivity to the broader community. |
| | Host regular town halls to gather input on ongoing issues. |
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| | Develop public materials to inform immigrants and refugees about city government and |
| | local services, preferably translated into the languages spoken by your local immigrant and |
| | refugee community. |
| | Provide immigrants and refugees with information regarding their rights and the most |
| | effective methods for engagement with local institutions (including education, health, and |
| | other social service providers). |
| | Host civic leadership academies to assist new Americans in learning about local |
| | government and services and to promote their engagement in local decision-making. |

USCIS has published an updated version of <u>Welcome to the United States</u>: A <u>Guide for New Immigrants</u> which contains practical information to help immigrants settle into everyday life in the United States. This guide is available in 14 languages.

| \ | Encou | rage civic engagement among all residents. |
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| | | Engage with local civic organizations to identify ways that new Americans can participate more fully in service and civic life, such as through local community organizations, school organizations, volunteer bureaus, and neighborhood associations. |
| | | Promote local service opportunities to encourage new Americans to volunteer. |
| | | Encourage receiving communities to engage with new Americans through volunteer opportunities such as citizenship preparation workshops, English as a Second Language (ESL) classes, or a local naturalization ceremony. |
| | | Partner with community organizations to host voter registration events and inform individuals of voting rights and responsibilities. |
| | about Englis | orporation for National and Community Service has created a <u>tool</u> to help individuals learn volunteer opportunities in their local communities, including opportunities to help teach, civics, or citizenship workshops. You can also connect residents to local refugeement organization and resources using this <u>online map</u> . |
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✓ Connect communities.

and immigrants.

| Ш | Provide opportunities to bring together immigrants and refugees with the receiving |
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| | community through cultural events, dialogues, and celebrations. |
| | Establish bridge building, mentorship and/or ambassador programs to facilitate |
| | interaction, learning, and joint projects between diverse receiving-community members |

Supporting Skill Development, Fostering Entrepreneurship, & Protecting New American Workers

Communities should harness the full potential of all residents, helping to ensure that newcomers have the skills, resources, and education to thrive, and that workforce and economic development systems are prepared to better serve, protect, and leverage the talents of all residents.

✓ Take stock of existing efforts and resources. Review existing programs and funding streams to identify opportunities to create educational, workforce, and economic development programs that meet the needs of the local economy. Look for ways to harness the skills of new immigrant and refugee workers, including skilled professionals.

| ✓ | Adapt workforce systems. Local workforce systems must adapt to better serve the growing new American workforce while also meeting the talent and skills gaps of employers. To adapt these systems, communities might: | | |
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| | | Convene local workforce boards, American Job Centers, employers, community colleges, educators, and immigrant- and refugee-serving organizations to identify opportunities for improvements in connecting new Americans to employment and to skills training, including the replication of successful models in immigrant workforce integration. Use DOL's Service Locator to connect new Americans to the nearest American Job Centers, where they can receive help with employment and training services, unemployment insurance filing assistance, and additional local resources. | |
| | | Help individuals get connected with the right jobs in their geographic area using mySkills myFuture, which matches up skills and experiences with local needs. | |
| | | Include immigrant- and refugee-serving organizations as partners in developing local and state plans for implementing the Workforce Investment and Opportunity Act. | |
| | | Ensure that the development of career pathways and industry sector partnerships required under the Workforce Innovation and Opportunity Act takes into account the needs of immigrant workers. DOL has established the <u>Innovation and Opportunity Network (ION)</u> , an up-to-date online resource on WIOA implementation that | |
| | | includes a clearinghouse of all documents pertaining to the new law. Encourage new Americans (especially those who are employers) as well as immigrant-and refugee-serving organizations to participate and take on leadership roles in local workforce boards, youth councils, and in industry sector partnerships. | |
| √ | develo | age existing economic development structures and partners. Economic pment agencies and planning efforts, as well as entities like the local Chamber of erce, should prioritize strategies to attract and retain immigrant workers. | |
| √ | Engage employers. Challenge and enlist local employers, including those who are immigrants themselves, to tap into the assets that immigrants across the skills spectrum represent. Communities might: | | |
| | | Encourage employers and members of the community to develop or support local ESL classes, job shadowing, mentorship, and internship programs. Share a series of training modules with employers to help them develop lesson plans to assist with the adult citizenship education process. | |
| | | Work with employers to promote citizenship awareness and the naturalization process among immigrant and refugee employees. Help employers set up a "Citizenship Corner" to create a space for immigrants and refugees to learn more about becoming | |
| | | a citizen or distribute information about existing Citizenship Corners. Enhance employers' knowledge of their rights and responsibilities under labor and | |
| | | employment laws. Amplify success stories of employers hiring immigrant and refugees. | |

| | □ Review existing government programs and funding streams to identify opportunities to design and implement educational, workforce, and economic development programs that address the unique barriers to success faced by immigrant professionals. □ Create guides to aid immigrant and refugee professionals to understand the professional licensing processes and related/alternative careers in their state. □ Identify immigrants facing barriers to licensing, particularly those in high-demand professions, and work with state and local licensing bodies to develop solutions. □ Provide career planning services for immigrants with international degrees to determine how to re-enter their profession or to transition to a new field. □ Build relationships between employers and local universities to help attract and retain talented international students as workers after graduation. □ Encourage employers to create mid-career internships for immigrant professionals to gain valuable U.S. work experience. □ Explore opportunities to serve immigrant professionals through the career pathways, integrated education and training, and other provisions of the Workforce Innovation and Opportunity Act |
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| | DOL's <u>Career Pathways Toolkit</u> provides the workforce system with a framework, resources, and tools for states and local partners to develop, implement, and sustain career pathways systems and programs. |
| √ | Promote a diverse workforce. Support a diverse and inclusive workforce by engaging in the following actions: |
| | □ Conduct outreach in partnership with immigrant- and refugee-serving organizations. □ Create internships and/or mentoring programs that provide opportunities for skill building, networking, and advancement. □ Review civil service processes to ensure that qualified immigrant applicants are not unnecessarily excluded from consideration for municipal employment. □ Share information with employers and workers about affirmative action and equal opportunity, including Equal Employment Opportunity Posters (in multiple languages), sample affirmative action programs, and a technical assistance guide on construction participation goals for minorities and women. |
| ✓ | Promote awareness of labor protections and rights. Work with immigrant- and refugee-serving organizations to disseminate information on worker protections and safety education; anti-discrimination law; and employee rights. Share information about workers' rights with your community, such as DOL's <u>Workplace Rights Fact Sheet</u> , requirements around workplace health and safety, and <u>know your rights cards</u> , and <u>DOJ's resources for workers' in numerous languages</u> . |
| ✓ | Support entrepreneurship. Communities can highlight existing programming to expand immigrant entrepreneurship, support local ecosystems and networks, and accelerate business development. In order to help ensure that individuals have access to these tools, communities might: |

✓ Harness immigrant professional talent.

| | Promote local success stories of new American small-business owners. The Small |
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| | Business Administration's "Made It In America" Campaign highlights new American |
| | entrepreneurs. Share stories and resources and learn how to share your small-business |
| | owners stories too. |
| | Survey new American small business owners about their unique needs and challenges |
| | and map existing supports for all local small business owners. |
| | Partner with the Small Business Administration (SBA) and local Chambers of |
| | Commerce (including ethnic chambers of commerce) to provide information about |
| | SBA tools and resources through workshops, roundtables, and other events. SBA |
| | provides technical assistance in the form of business advice, mentoring, and training |
| | to immigrant entrepreneurs in targeted communities around the country. Locate your |
| | local SBA office for more information. |
| | Partner with local financial institutions to provide microfinance opportunities for new |
| | American small business owners. Share information about SBA's Microloan Program. |
| | Partner with community-based organizations serving new Americans to identify, |
| | promote and scale linguistically and culturally competent services for immigrant and |
| | refugee entrepreneurs. SBA's Small Business Development Centers (SBDCs) and |
| | Women's Business Centers (WBCs) offer mentoring, business advice, and training to |
| | immigrant entrepreneurs in several languages. |
| | Connect local entrepreneurs to resources that can assist them with their specific |
| | interests. SCORE "Counselors to America's Small Business" provides entrepreneurs |
| | consulting, business advice, and mentorship, and the Small Business Innovation |
| | Research (SBIR) program helps businesses in Science, Technology, Engineering, and |
| | Math (STEM) fields get off the ground. |
| | Foster connections between local Business Improvement Districts (BIDs) or |
| | neighborhood business associations and local immigrant entrepreneurs. |
| | Create mechanisms to streamline existing government processes around small |
| | business ownership (licenses, permits, etc.) so that information on how to start a |
| | business, and the required steps to do so, are available in one place, in multiple |
| | languages (a "one stop shop"). |
| | Work with SBA and the Department of Commerce to host Business Sunday events |
| | that connect local congregations and communities with business development |
| | resources. Learn more about how to host a <u>Business Sunday</u> event in your area. |
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| ✓ Reduc | e barriers to housing and homeownership. |
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| | Distribute information to spread awareness of local housing programs and services. |
| | Expand awareness of housing counseling programs using stakeholder forums and |
| | other tools. Connect your community members to HUD's Office of Housing |
| | Counseling, which provides support to housing counseling agencies and offers tools |
| | to current and prospective homeowners and renters. |
| П | Work with financial institutions to explore the use of alternative credit score models |
| | and credit history for purposes of qualifying for mortgage loans. Use this <u>online map</u> |
| | to connect with local HUD-sponsored housing counseling agencies for low-cost |
| | advice on buying a home, renting, default, foreclosure avoidance, credit issues, or |
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| | reverse mortgages. |

| | Increase awareness about one's civil rights, particularly regarding fair housing. Provide <u>HUD resources</u> to your community on the rights and responsibilities of tenants, information on fair housing, and complaints against HUD-subsidized landlords. |
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| literacy | d financial inclusion. Partner with local financial institutions to increase financial, capability, and inclusion, and support asset development. Survey communities about their financial knowledge and behaviors to better understand challenges and barriers to accessing mainstream financial services. Explore the creation of creative financial products tailored to specific needs within new American communities (e.g., citizenship microloans). |
| | xpanding Opportunities for Linguistic Education & Integration |
| languages. Stroprograms but a educational en | d-class education means learning to speak, understand, read, and write in multiple ong education systems improve access to high-quality English language instruction also capitalize on the rich linguistic resources that immigrants, and refugees bring to the extrement. It is also critical that educators and school and local leaders create ools in order to build the next generation of American leaders. |
| | welcoming schools. Schools can actively engage in fostering a more welcoming environment by taking the following steps: |
| | Collaborate with other preschools, school districts, institutions of higher education and other community organizations to share resources and services. Operate parent welcome/family resource centers at schools. |
| | Provide guidance to principals, teachers, social workers, counselors, and other school personnel on the unique strengths and needs of immigrant and refugee youth including immigrant children adopted into American families. Incorporate a trauma-informed |
| | approach to supporting these students. Incorporate cultures and traditions of families that promote cross-cultural learning and |
| | understanding among students, families, and school staff. Provide wraparound services for immigrant and refugee children and youth. |
| | Hire qualified bilingual employees to better communicate with immigrant and refugee children as well as their families. |
| | Communicate with adoption competent professionals to ensure that school personnel |
| | are sensitive to the unique circumstances of immigrant children who are adoptees. Provide translation and interpretation services, including of key documents and websites. Learn about the responsibilities of schools to ensure that English learner |
| | students can <u>participate meaningfully and equally</u> in school. Distribute the <u>Department of Education Toolkit</u> to help school districts serve English learner students. |

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| tion to monitor areas, including: |
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| | preparation and support so that they can best leverage students' strengths and meet | |
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| | their needs. List local programs in America's Literacy Directory. Identify opportunities to promote the value of biliteracy to students, educational institutions, employers, and the broader community. | |
| Promote early learning opportunities. | | |
| | Create accessible resources for parents and families on the benefits and importance of early learning from birth to kindergarten, including information on local programs and community resources. Learn more about the important of early learning through the Department of Education's new Americans webinar series and through CEELO. | |
| | Work with immigrant- and refugee-serving community organizations to distribute these resources. | |
| | Encourage parents and families to support their children's early learning in any language by <u>reading</u> , <u>singing</u> , <u>and talking</u> to their children every day. | |
| | Provide in-language options for parents to understand the importance of early learning and opportunities for engagement. | |
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| | Host open houses and roundtables to answer questions from parents and families and connect them to critical resources. | |
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| Invest in young leaders. Young people of all backgrounds are eager to contribute to a positive vision of their community. Developing leadership programs for immigrant and refugee youth and their U.Sborn peers is an important way to build a new generation of welcoming leaders. Communities can: | | |
| | Create opportunities for immigrant, including international adoptees, and refugee youth to engage in local community programs to promote civic participation. | |
| | Develop strategies for educating immigrants and refugees about their rights, and emphasize the benefits that immigrants and refugees bring to our society. | |
| | Work with ESL programs in local high schools to develop leadership programs for newly-arrived immigrant and refugee students. | |
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| Provide pathways to postsecondary education and career. | |
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| | Encourage employers to offer job-specific training to help immigrant employees to learn job and English language skills. |
| | Increase local investments in adult ESL programs, including intensive and/or contextualized English language acquisition programs for foreign-born professionals. |
| | Provide formal and/or peer mentoring opportunities for immigrant students considering or enrolled in community college. |
| | Make information about financial aid, academic credit transfers, foreign credential evaluation, alternative career pathways, and other key tools is easily accessible to immigrants and refugees pursuing postsecondary education. |
| | Share information with your community about federal student aid and loans for non- citizens and provide educators with information about options for individuals with Deferred Action for Childhood Arrivals (DACA). |
| | Promote the availability and dissemination of information on postsecondary program outcomes and credentials, allowing new Americans to become better-informed consumers when enrolling in such programs. Learn more about research on different programs, products, practices, and policies in education through the What Works Clearinghouse. |
| | Identify and advocate for policies that encourage and promote college enrollment and success among immigrant students. |