

WELCOME

2020 NW Diversity Learning Series
May 13, 2020 Session

**MARGINALIZING IMMIGRANTS IS AN OLD STORY:
IT'S TIME TO WRITE A NEW CHAPTER**

Presenters: John Lopez, Ph.D. and Carlos Gil, Ph.D.



ISDI

**INSTITUTE FOR SUSTAINABLE
DIVERSITY & INCLUSION**

SPONSORS & SUBSCRIBERS
2020 NW Diversity Learning Series

NORDSTROM

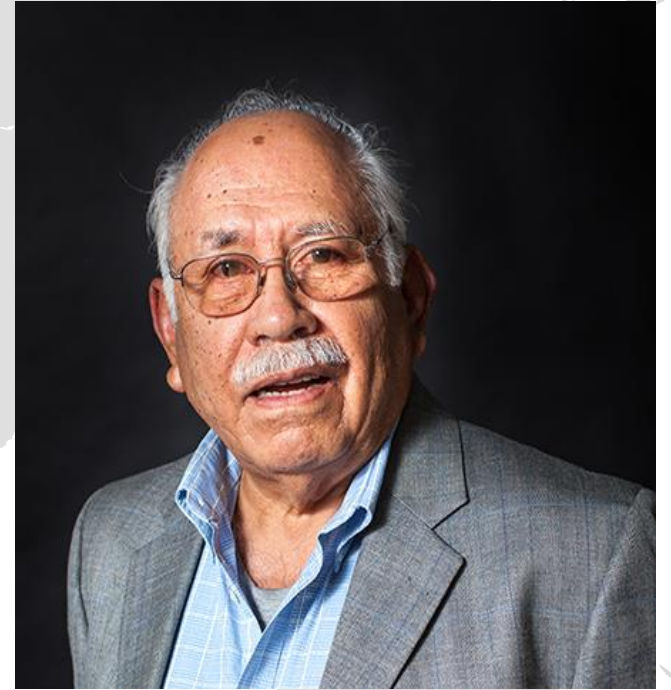


REFRAMING THE IMMIGRANT NARRATIVE

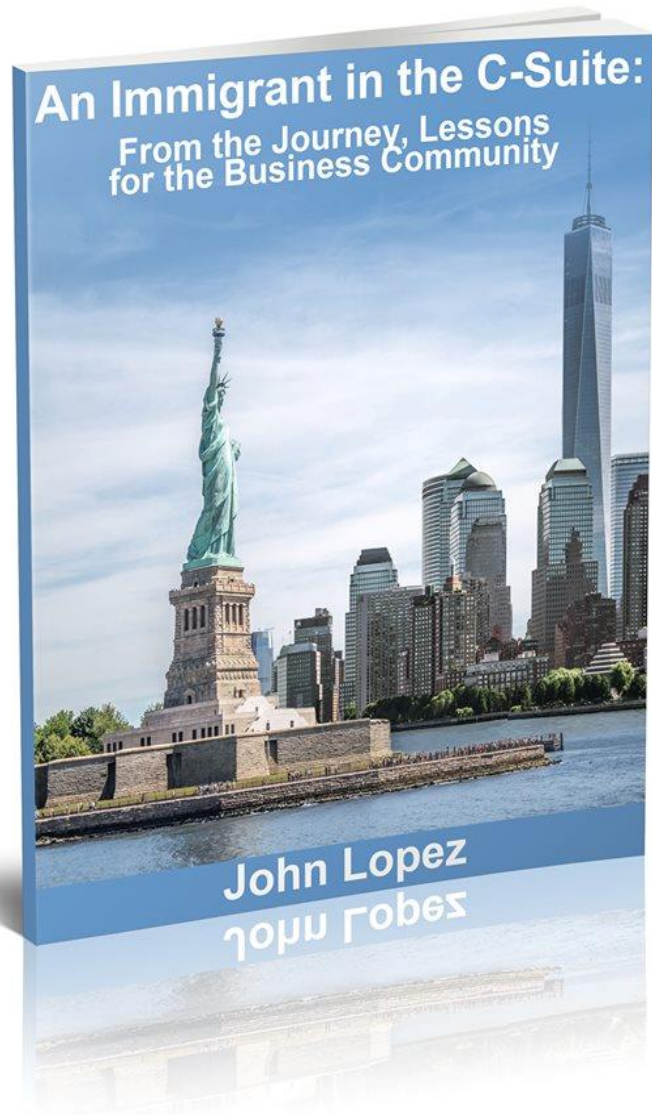


John Lopez, Ph.D.

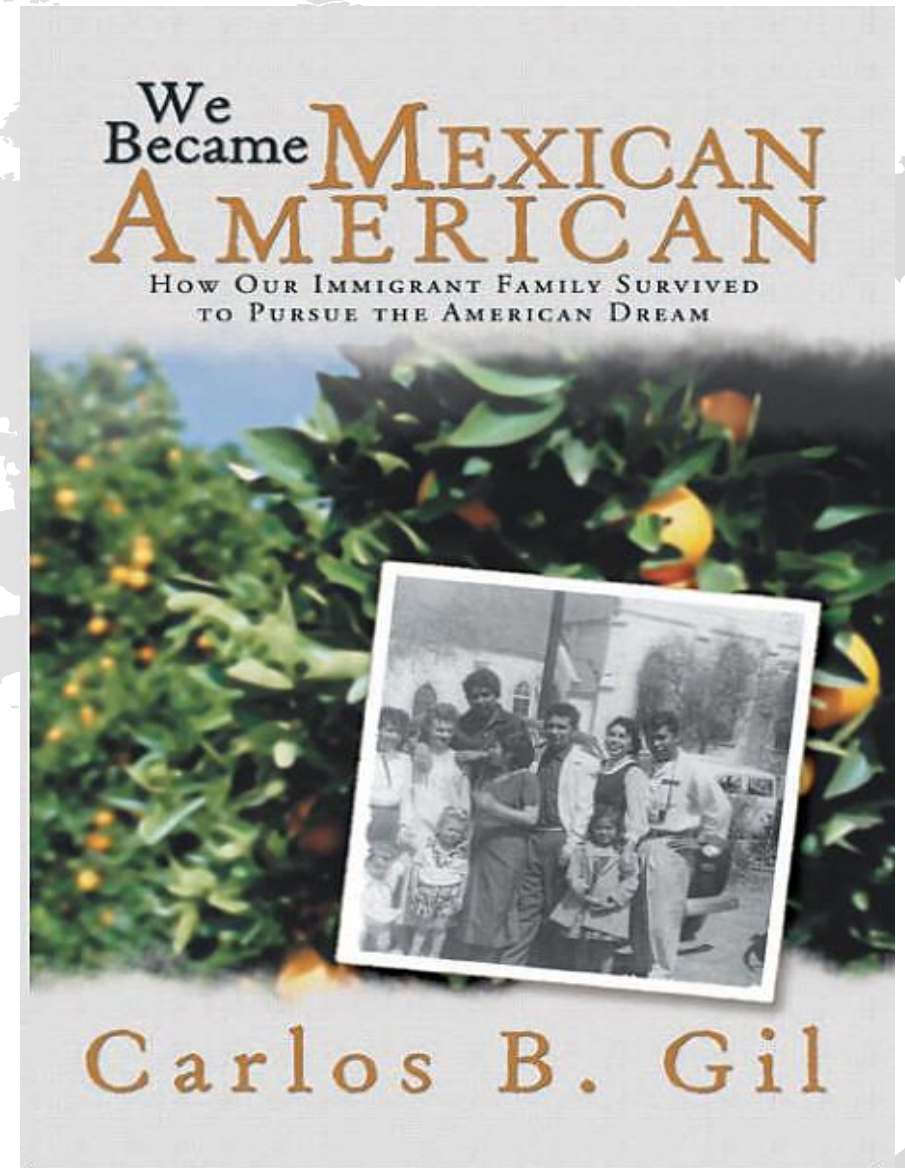
Enrich Cultural
Competence
Enhance Organizational
Capacity



Carlos B. Gil, Ph.D.



BOOKS —
Written by
our two
presenters





Why this topic? Why now?

- Anti-immigrant rhetoric by key political figures
- Withholding of CARES Act funds from U.S. citizens (and their children) married to taxpaying undocumented immigrants
- New limitations on legal immigration



Agenda

A. Welcome

B. Four Key Parts of the Immigrant Experience

- 1) Part I: Social Context
- 2) Part II: Workforce Impact
- 3) Part III: Immigrants' Lenses
- 4) Part IV: Reframe the Narrative

C. Summary and Closing

Objectives

- A. Consider your own personal or family history regarding the immigrant experience
- B. Develop an understanding of the social context in which immigrants in the U.S. try to succeed
- C. Gain critical evidence about immigrants' impact in the U.S. workforce
- D. Discover key components of the cultural lenses immigrants bring to the workplace
- E. Explore an approach to apply to improve utilization and contribution of immigrant employees and leaders



Poll Question 1:


How many of you are immigrants, or have parents or grandparents who are?

- ☐ I am an immigrant
- ☐ My parents are immigrants
- ☐ My grandparents are immigrants
- ☐ My great-grandparents were immigrants
- ☐ None of the above

Part I. Social Context



What do you most appreciate about immigrants' contributions?



“Thanks to each wave of new arrivals to this land of opportunity, we’re a nation forever young, forever bursting with energy and new ideas, and always on the cutting edge, always leading the world to the next frontier.”

A light gray world map serves as the background for the slide, centered behind the text.

Poll Question 2:

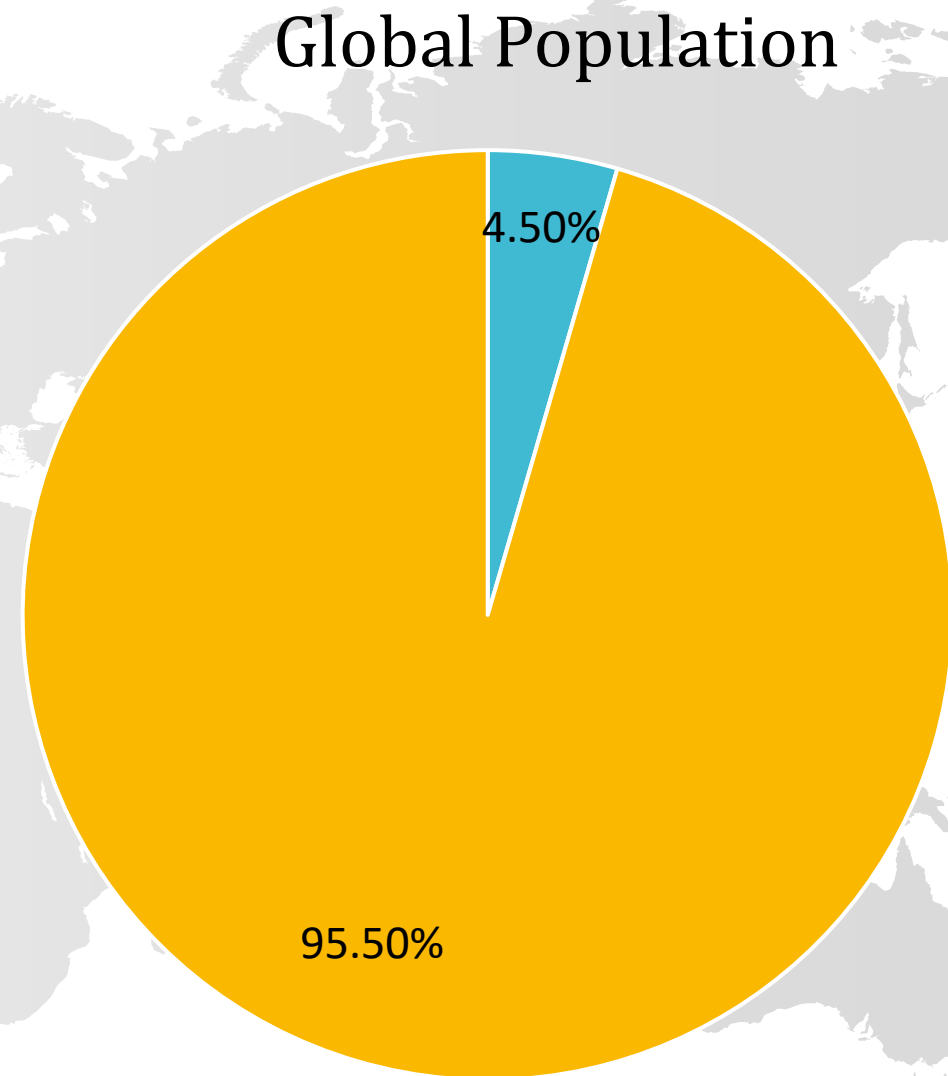
Which President made the statement on the previous slide?

- ☐ President Jimmy Carter
- ☐ President George H. W. Bush
- ☐ President Ronald Reagan
- ☐ President Barak Obama
- ☐ None of the above

Current Climate

- COVID: Impact on immigrant communities, essential workers
 - **Roughly 30 percent of all physicians in the United States were born in other countries.** (Source: JAMA medical journal)
 - 1 of 5 pharmacists is born in another country
 - 1 of 6 registered nurses is born in another country
 - About 23 percent of home health, psychiatric, and nursing aides are immigrants (Aug 2018)
 - **The Migration Policy Institute estimates that 6 million immigrant workers (not considering legal status) are in jobs on the front lines of coronavirus response...** Source: <https://time.com/5823491/undocumented-immigrants-essential-coronavirus/>
- 2020 census
- November elections

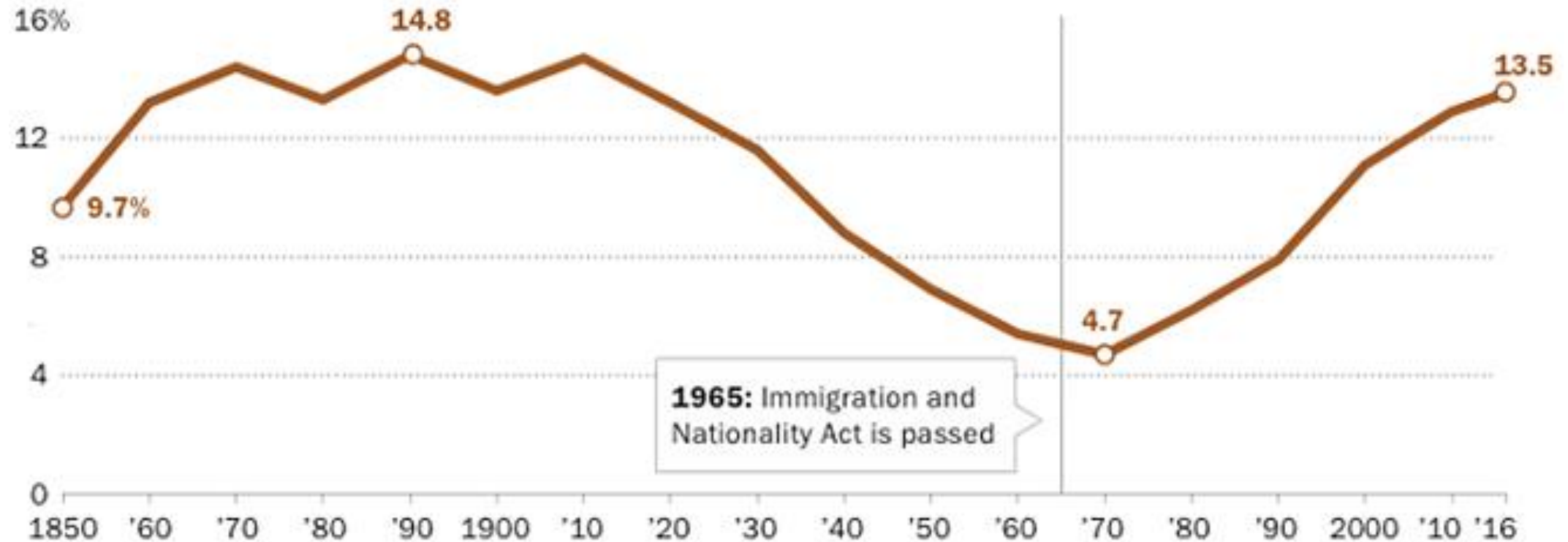
Census data estimate that beginning 2030, net international migration will overtake natural increase as the driver of population growth in the U.S.



■ US Pop ■ Non US Pop

Immigrant share of U.S. population nears historic high

% of U.S. population that is foreign born

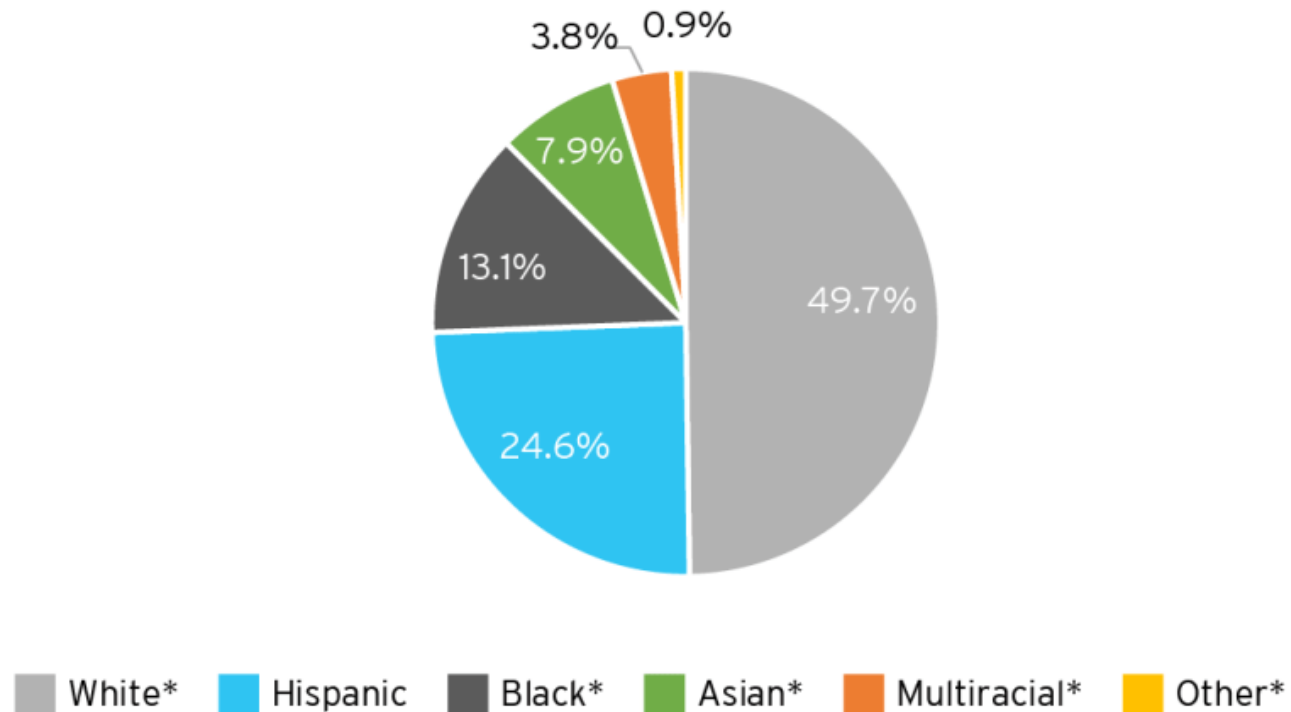


Source: U.S. Census Bureau, "Historical Census Statistics on the Foreign-Born Population of the United States: 1850-2000" and Pew Research Center tabulations of 2010 and 2016 American Community Survey (IPUMS).

PEW RESEARCH CENTER

FIGURE 1

Racial profile of U.S. population, 2045



** Non-Hispanic members of race*

Source: William H Frey analysis of U.S. Census population projections released March 13, 2018 and revised September 6, 2018

B Metropolitan Policy Program
at BROOKINGS

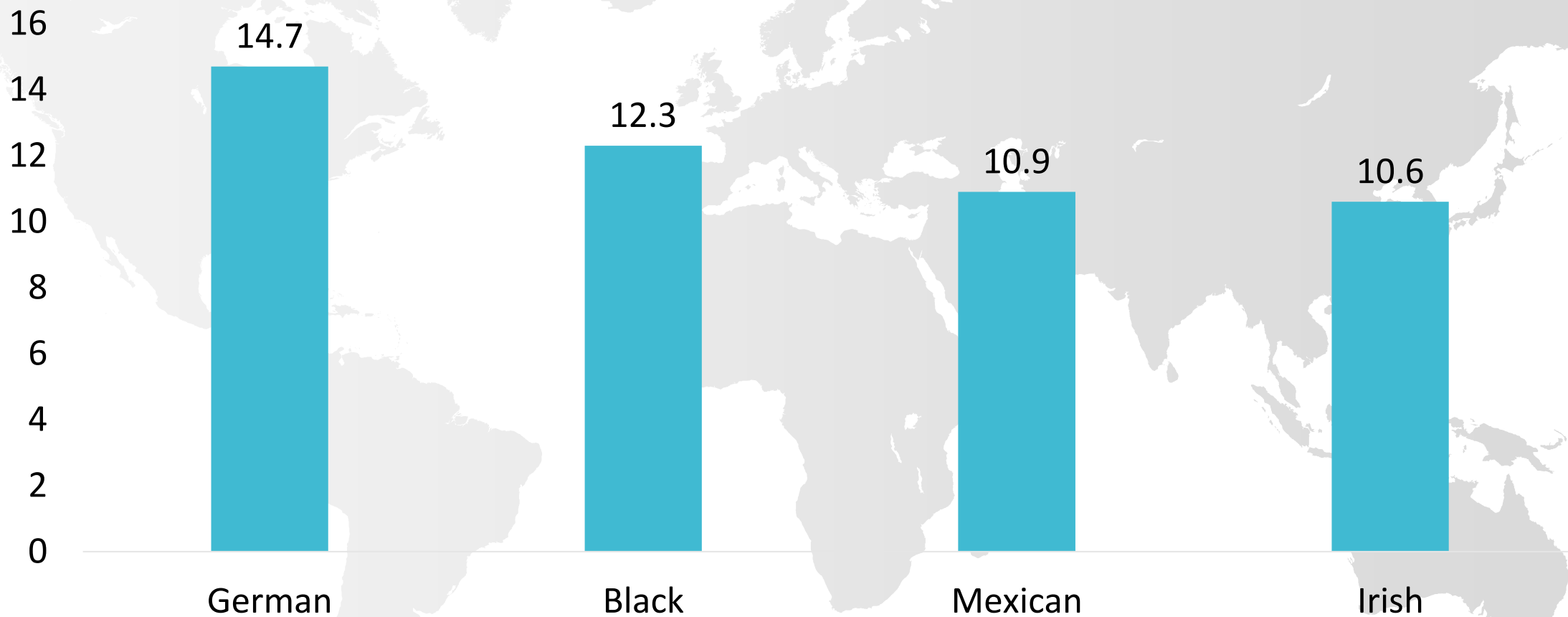


Poll Question 3:

What areas of the world did your ancestors come from?

- ☐ Africa
- ☐ Asia - Pacific
- ☐ Europe (both Western & Eastern)
- ☐ Latin America
- ☐ None of the above

PERCENTAGE OF RACES IN THE U.S.



<https://www.worldatlas.com/articles/largest-ethnic-groups-and-nationalities-in-the-united-states.html>

Part II. Evidence of Workforce Impact



How have interactions with immigrants impacted your perspective of the workplace?

WHAT THE RESEARCH TELLS US

- “Diverse executive teams outperform peer organizations with less diversity in part because diversity broadens the range of strategic perspectives.” (Barta, 2012)
- “Less research, however, has been done on the presence of immigrant leadership in corporate America.” (HBR, 2017)
- Far from being a drain on an economy, immigrants are actually an engine that helps drive innovation and growth (Kerr, 2018)

IMMIGRANT FINGERPRINTS AND FOOTPRINTS

Nationwide

- **Immigrants are approximately 13% of the population and 27% of entrepreneurs**
- Approx. 45% of Fortune 500 companies founded or led by immigrants

State of Washington

- **Approximately 53% of the state's farmers, fishers, and foresters are immigrants.**
- 1 of 8 residents is a native-born U.S. citizen with at least one immigrant parent.
- Immigrant-led households in the state paid \$5.7 billion in federal taxes and \$2.4 billion in state and local taxes in 2014.

SHARE OF STEM WORKERS BORN OUTSIDE THE U.S, 1990-2015

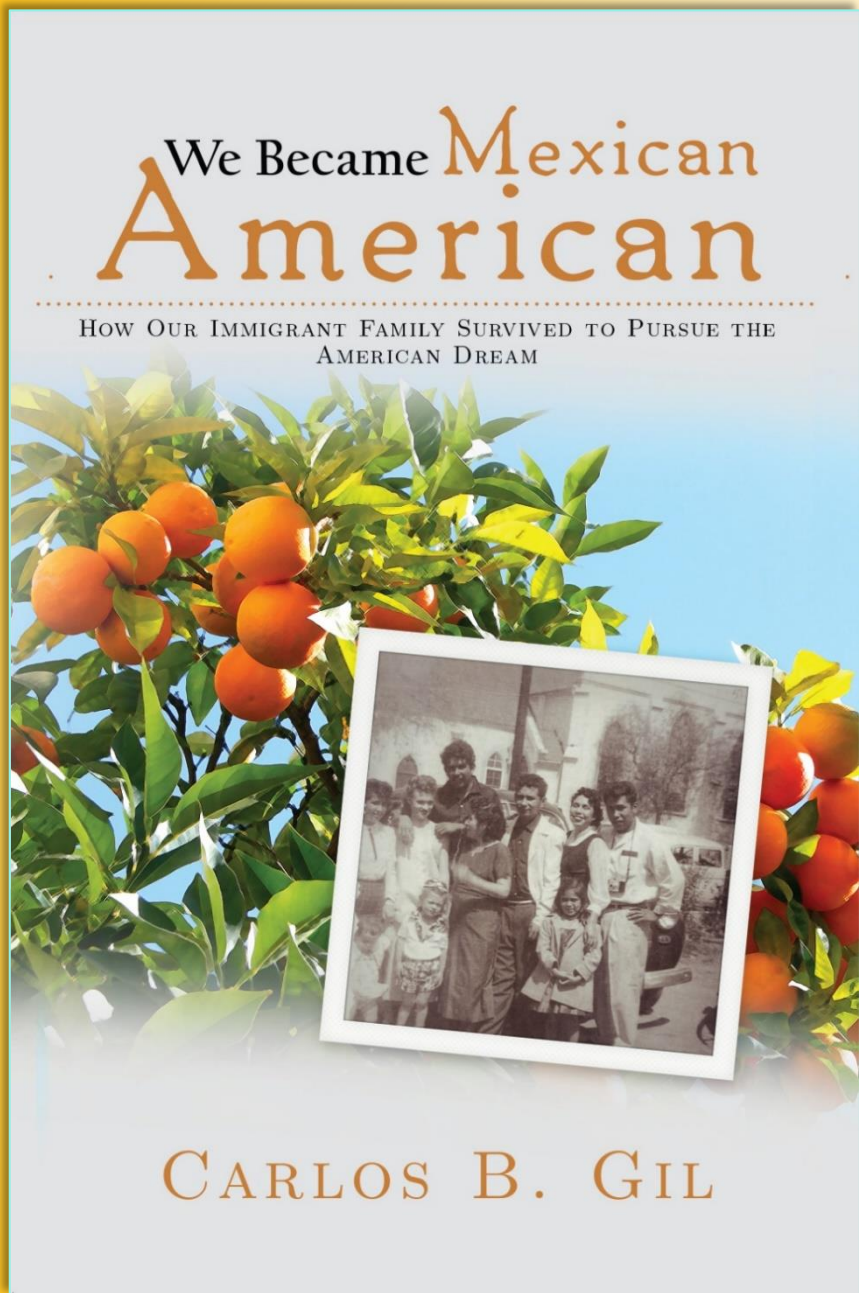
Occupational Category	1990	2015
Computer and Math	11.9%	26.1%
Life, Physical, Social Sciences	12.5%	23.5%
Engineering	12.0%	20.2%

Source: American Community Survey

Part III. Immigrants' Lenses



Other than language, what do you feel is the single biggest barrier a new immigrant faces?



My book is about:

- Emigrating from Mexico
- Immigrating to southern California
- Our settling there
- Our taking root there
- Our becoming American—Mexican American (assimilation)

A Mexican American
working-class family

My family in the 1960s



CULTURAL ASSIMILATION

Process in which a minority group comes to resemble a dominant group, or assume their values, behaviors and beliefs.



Traditional
vs.
Modern



Elements of culture

“Have fear of God!”

Protect your language

Speak respectfully of yourself and of others

Show deference for authority, elders, priests, etc.



Elements of culture



Strict rules of behavior for girls, issues of Chastity

- **Dress conservatively, head veil in church and in public**
- **After school activities—questionable**
- **No staying over night anywhere!**

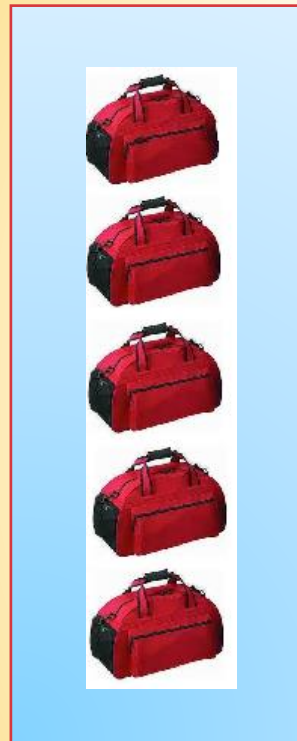


Immigrants Arrive with Bags Full of Their Culture

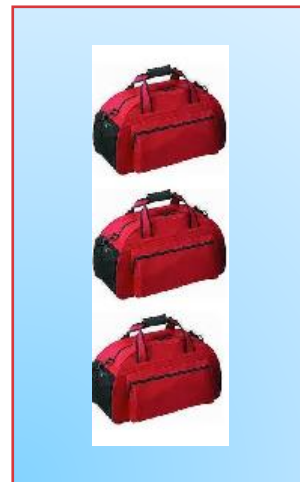


How We, the Gil Descendants, Carried Our Immigrant “Cultural Baggage”

(Assimilation!)



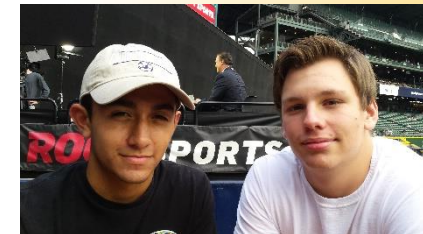
**1st/Immigrant
Generation**



**2nd
Generation**



**3rd
Generation**



**4th
Generation**

Poll Question 4:

Which generation of immigrant are you?

- ☐ 1st generation (I'm an immigrant)
- ☐ 2nd generation (the child of immigrants)
- ☐ 3rd generation (grandparents were immigrants)
- ☐ 4th generation (great grandparents were immigrants)
- ☐ Farther back than 4th generation

**Assimilation is a complex and very
personal process.**

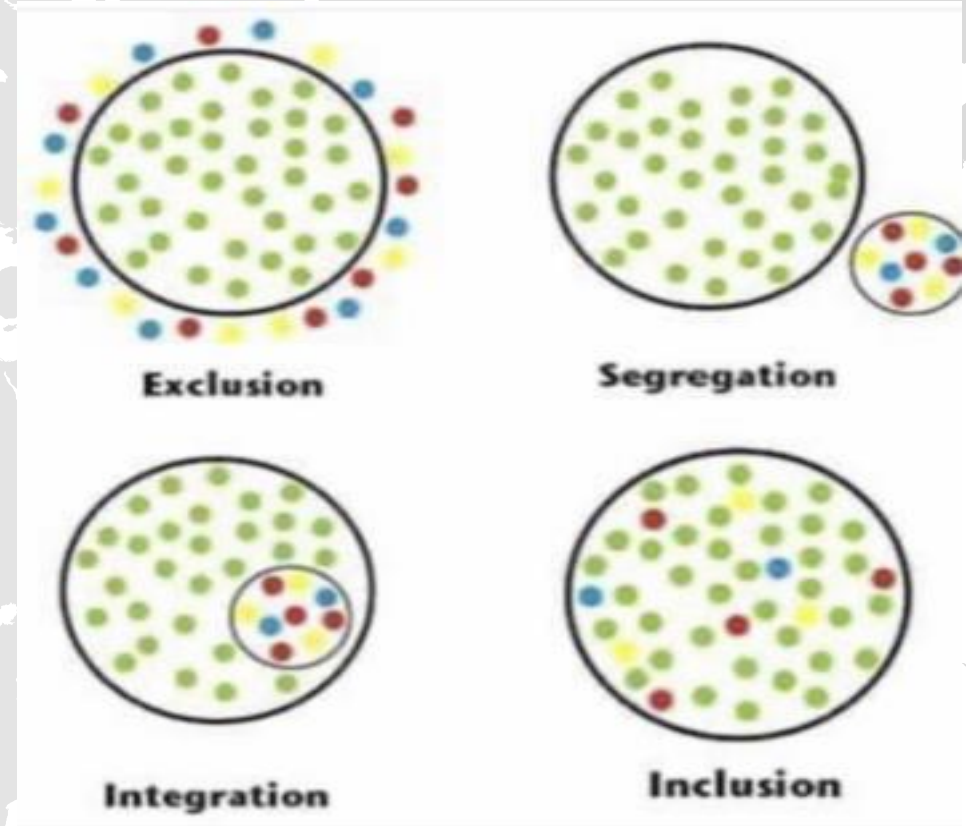
It usually evolves over more than one generation.

SAMPLE OF CULTURAL CHARACTERISTICS

Social Characteristic	American	Immigrants
Fairy Tale	Functional expectation	Fictional aspiration
Purpose of Communication	To demonstrate influence	To demonstrate competence
Pinnacles of Success	Fame, fortune, power	Spirituality, humility, education
Wants/Needs	Primarily luxury-based	Primarily survival-based
Conflict Management Style	Respectful confrontation	Non-confrontational curiosity

INSIGHTS FROM INTERVIEWS

- Where are you from? Where is your home?
- Age of immigrant significantly affects assimilation



IMMIGRANTS' JOURNEY

Challenges/Experiences

- a) Taking the naturalization oath
- b) Dual identity and image
- c) “We don’t service your kind”
- d) Pressure to represent
- e) Tendency for introversion



Part IV. Engage in Reframing the Narrative



What do you feel are major challenges to successfully rewriting the narrative?

CULTURAL TRANSFORMATIONS IN THE U.S.

Cross-generational
Characteristics

LGBTQIA

Mental Health
Diagnoses

Diversity
Equity
Inclusion

Diverse
Political
Leadership

More
Diverse/Immigrant
Organizational
Leadership

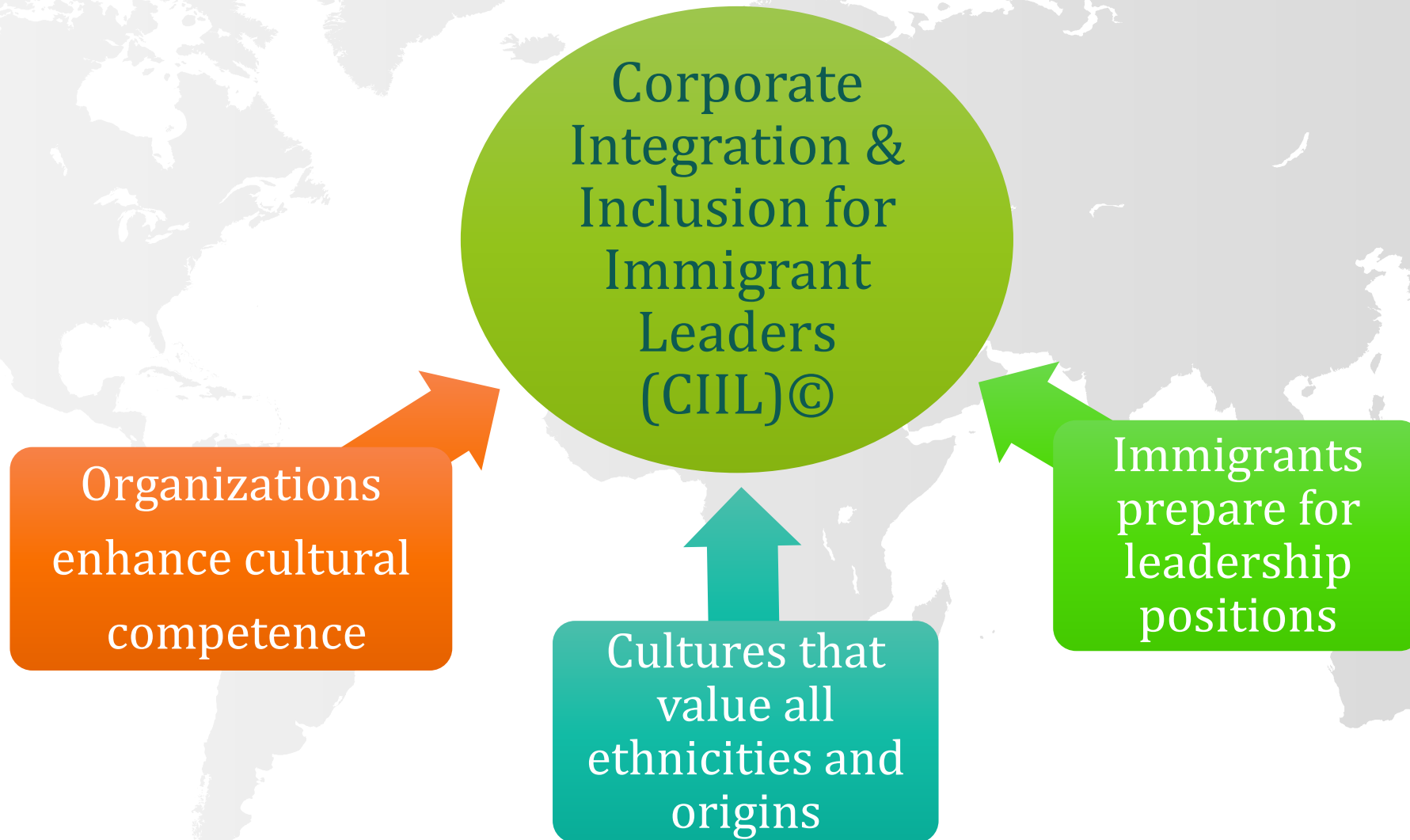
A light gray world map serves as the background for the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

Poll Question 5:

What is your organization doing to maximize the talents of individuals from all ethnicities and origins?

- ☐ Offering mentorship
- ☐ Supporting sponsoring (advocating) opportunities
- ☐ Offering leadership development
- ☐ Learning from employees who have international experience
- ☐ Enhancing cross-cultural competencies at every level

AN APPROACH TO INTEGRATE & INCLUDE IMMIGRANT LEADERS



CHARACTERISTICS OF AN INCLUSIVE CULTURE



SAMPLE ACTIVITIES OF THE CIIL APPROACH

Leaders

- Regular meetings with a mentor
- Seminars (e.g., networking)
- Public speaking or media training



Organizations

- View cross-cultural/bilingual staff as assets
- Employee origin map
- Flex leave options for international travelers

CIIL promotes creating organizational cultures that value, attract and maximize talents of individuals from all ethnicities and origins.

FACTORS THAT INFLUENCE CIIL© IMPLEMENTATION



SUMMARY: Enhancing cultural competence:

- Increases an organization's ability to identify **and retain** internal talent,
- Attracts outstanding external/global talent,
- Synergizes teams, and
- Maximizes capacity and profitability.

“What if we train them and they don't stay? What happens if we don't train them and they do stay?”

Stay they will. And prepare we must.



John Lopez, Ph.D.
Lopez Research & Consulting
C-Suite Network Contributor
jlopez.lrc@gmail.com

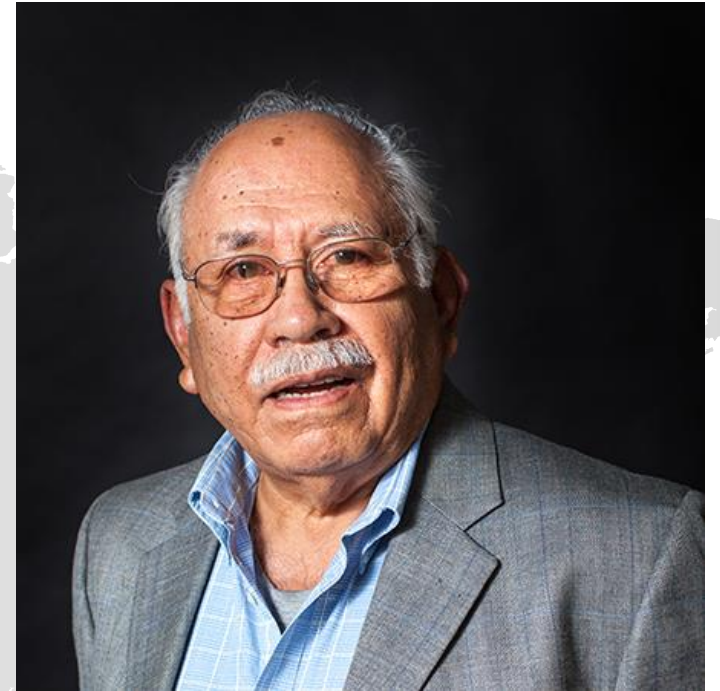
Author of An Immigrant in the C-Suite: From the Journey, Lessons for the Business Community

Book Order: www.immigrantcsuitebook.com

Carlos B. Gil, Ph.D.
The GilDeane Group, Inc.



The Latino Development Organization of Washington
sinsalcbg@gmail.com



Author of *We Became Mexican American: How Our Immigrant Family Survived to Pursue the American Dream*

Book Order: <https://amzn.to/2Weiq4y>

Blog: "Pensamientos (Thoughts) Over the Border," <https://carlosbgil.wordpress.com/>

Next NW Diversity Learning Series Session—**VIRTUAL**:

- **Wed, June 24, 2020, 9:00 am to 11:00 am**
- Topic: *Moving Beyond the Trauma: Innovative Response to the Differential Impacts of COVID-19*
- Presenter: Maurice Stevens, Ph.D., Book in progress: *Catastrophe's Glow: A Critical Trauma Theory for Chaotic Times*
- Everyone has to register for the webinar: link will be sent.



ISDI
INSTITUTE FOR SUSTAINABLE
DIVERSITY & INCLUSION

Thank you for attending the NW Diversity Learning Series

- **Stay safe!**
- **Be well!**

*“We fall, We break, we fail. But then ...
We rise, we heal, we overcome.”*