

“A New Narrative for Municipal Inclusion”

Envisioning a New Normal for Municipalities Worldwide

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- 1. Why narrative change at the local level?**
- 2. Vision: “A world where municipalities drive narrative change”**
- 3. Case Study: From Nashville to the World**
- 4. Discussion: What can each of us do to make narrative change work a given at the local level?**

I. Why Narrative Change? Why the Local Level?

Slide 3

DL2

David Lubell, 16/09/2019

In the Current Political Context, Mainstream Approaches to Migrant Integration Aren't Working

- *If no change to mainstream approaches*



Further decline in community cohesion



Further increase in political tensions



Integration of newcomers remains incomplete

What's Missing?



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Why **Local Governments**, not National Governments, for Narrative Change?

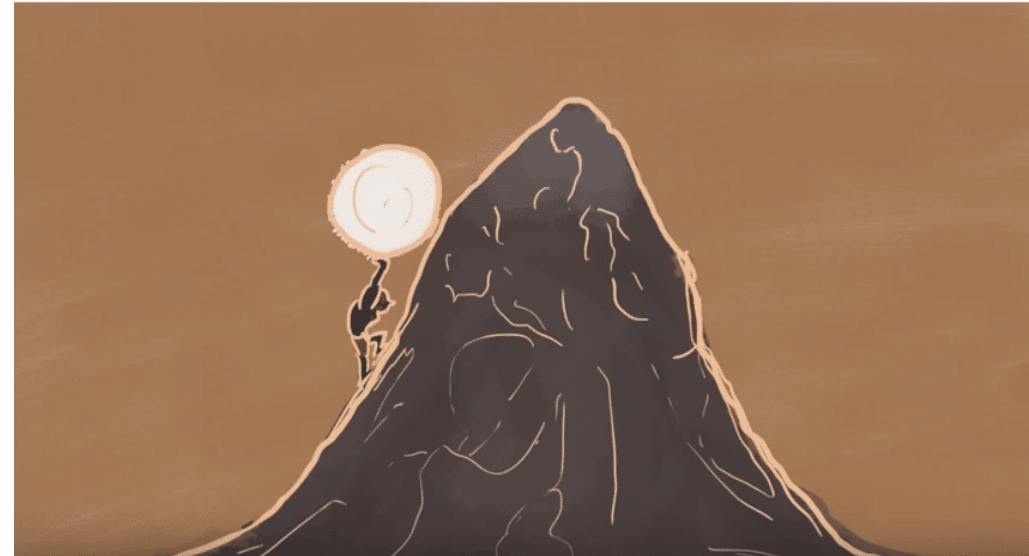
	National Government	Local Government
General Population Has Greater Trust in...		+
Greater Capacity for Policy Change (less gridlock)		+
Greater openness to Narrative Change Work		+

Why **Local Governments**, not Just Local NGO's, for Narrative Change?

	Local NGO's	Local Government
Capacity to scale narrative work throughout a town or city		+
Ability to bring all sectors to the table to advance narrative work		+
Ultimate responsibility for successful inclusion of newcomers		+

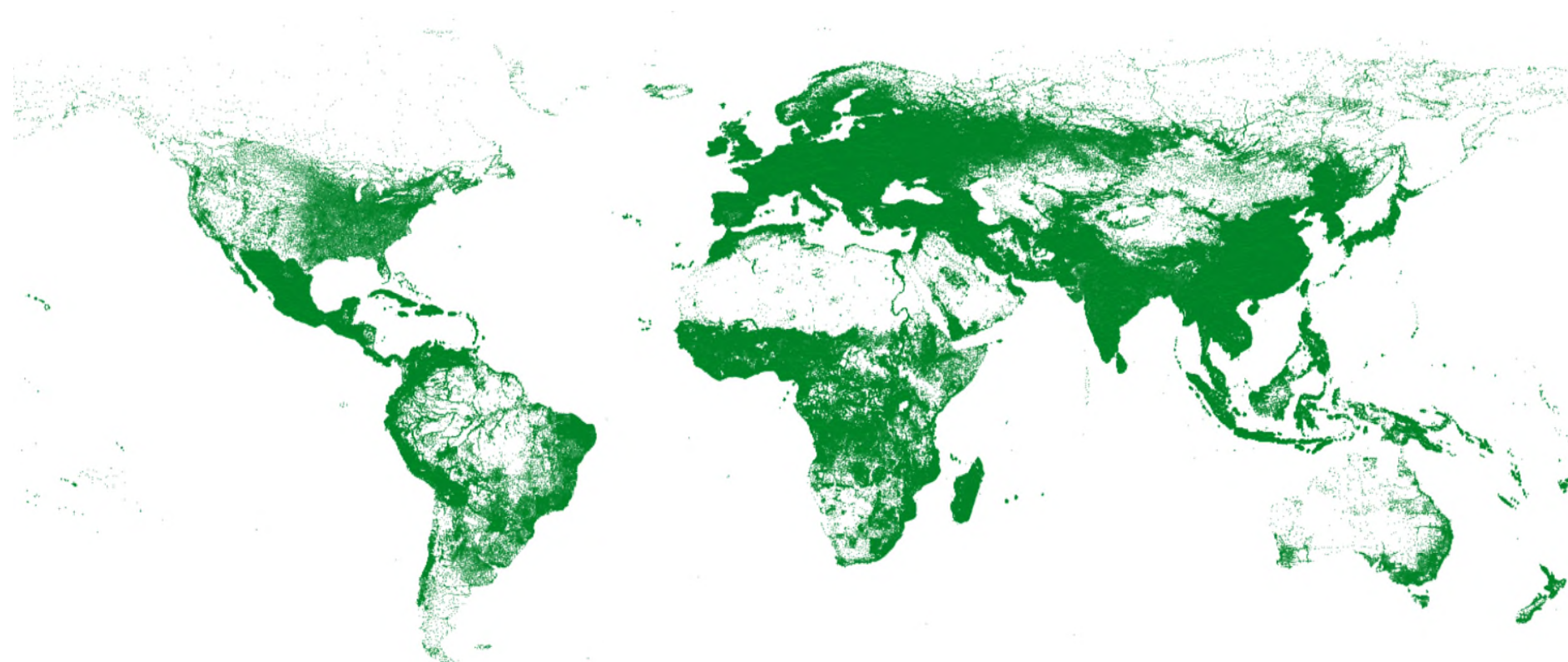
A Key to Building Needed Political Capital at the Local Level

- **There are many champions of migrant inclusion both inside and outside of local government**
- **These champions face declining political will**
- *Narrative change work, if done effectively, can strengthen the hands of inclusion champions, and build the will needed for policy changes at the local level*



II. A Global Vision for Narrative Change Work at the Municipal Level

The Vision: “A world where municipalities drive narrative change on migration”



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How We Get there...

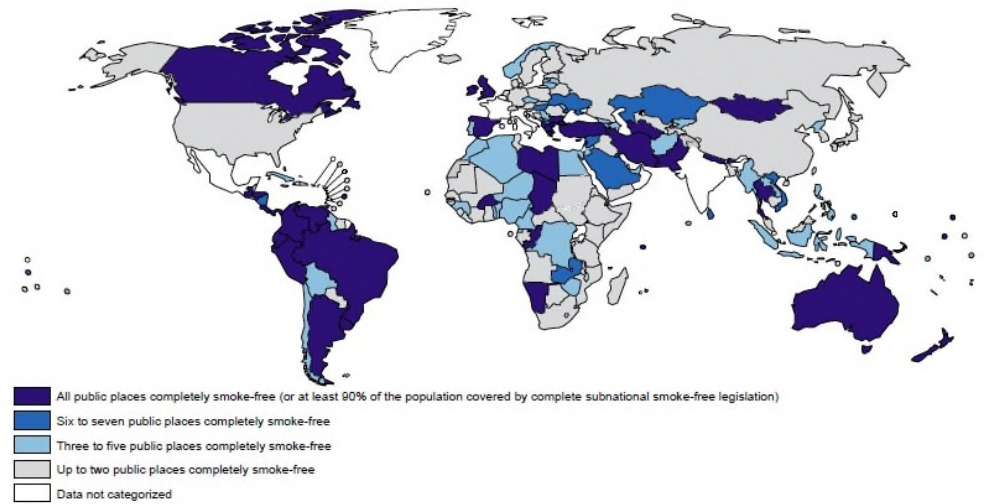
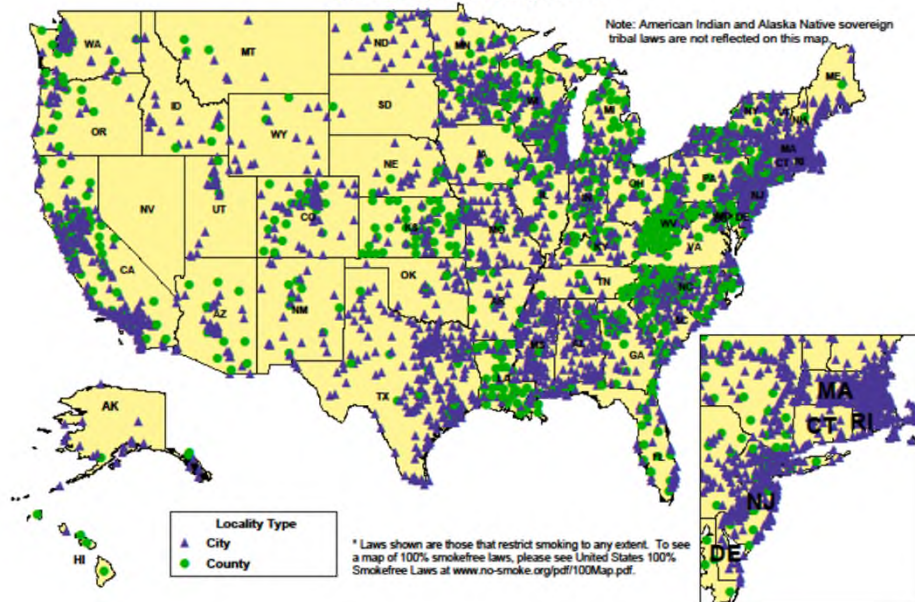


- Advance inclusion locally
- Demonstrate the benefits
- Inspire other cities to follow suit
- Build towards a bottom-up “tipping point”

Historic Parallel: Smoking Cessation

The Power of Local Control: Smoking Control Laws* as of 1/1/2015 American Nonsmokers' Rights Foundation

Note, some laws shown are not yet in effect.



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III. Case Study in the Power of Narrative

Nashville → USA → Globe

Race to the Bottom Nashville, 2006-2009

THE
Nation
150
INSTIGATING PROGRESS DAILY

Politics World Economy Culture Take Action

IMMIGRATION POLICY FEATURE AUGUST 28, 2006 ISSUE

White Heat

Welcome to Nashville, Tennessee, the unlikely symbol of the biggest American immigrant resettlement since the Industrial Revolution. It's also the white-hot nexus of the new American nativism.

By Bob Moser

AUGUST 10, 2006



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Race to the Top: Nashville, 2009-Present

English-only fails

As the nation watches, Nashville voters spurn a measure to restrict government business to English.



Opponents of the English-only proposal celebrate Thursday at the Nashville for All of Us gathering at Loews Vanderbilt Hotel in Nashville. JAE S. LEE / THE TENNESSEAN

Lopsided vote ends heated campaign

CBCnews | World

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Nashville sets the U.S. bar for welcoming immigrants

The Tennessee city, world famous for its music scene, has become a magnet for newcomers

By Meagan Fitzpatrick, CBC News | Posted: May 10, 2015 5:00 AM ET | Last Updated: May 10, 2015 5:00 AM ET



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A TRIP FOR TWO TO
THE 45TH ANNUAL
JUNO
AWARDS
CALGARY 2016

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The steps to a transformed city, and then to viral growth of the idea

- A. Utilized a multitude of Perception Change Approaches
- B. Making the Case: Developed Strategic Messaging for Various Audiences
- C. Once Perceptions Changed, Institutionalized Gains
- D. Using Narrative to Spread Practices Nationally and Globally

A. Utilizing Multiple Perception Change Approaches

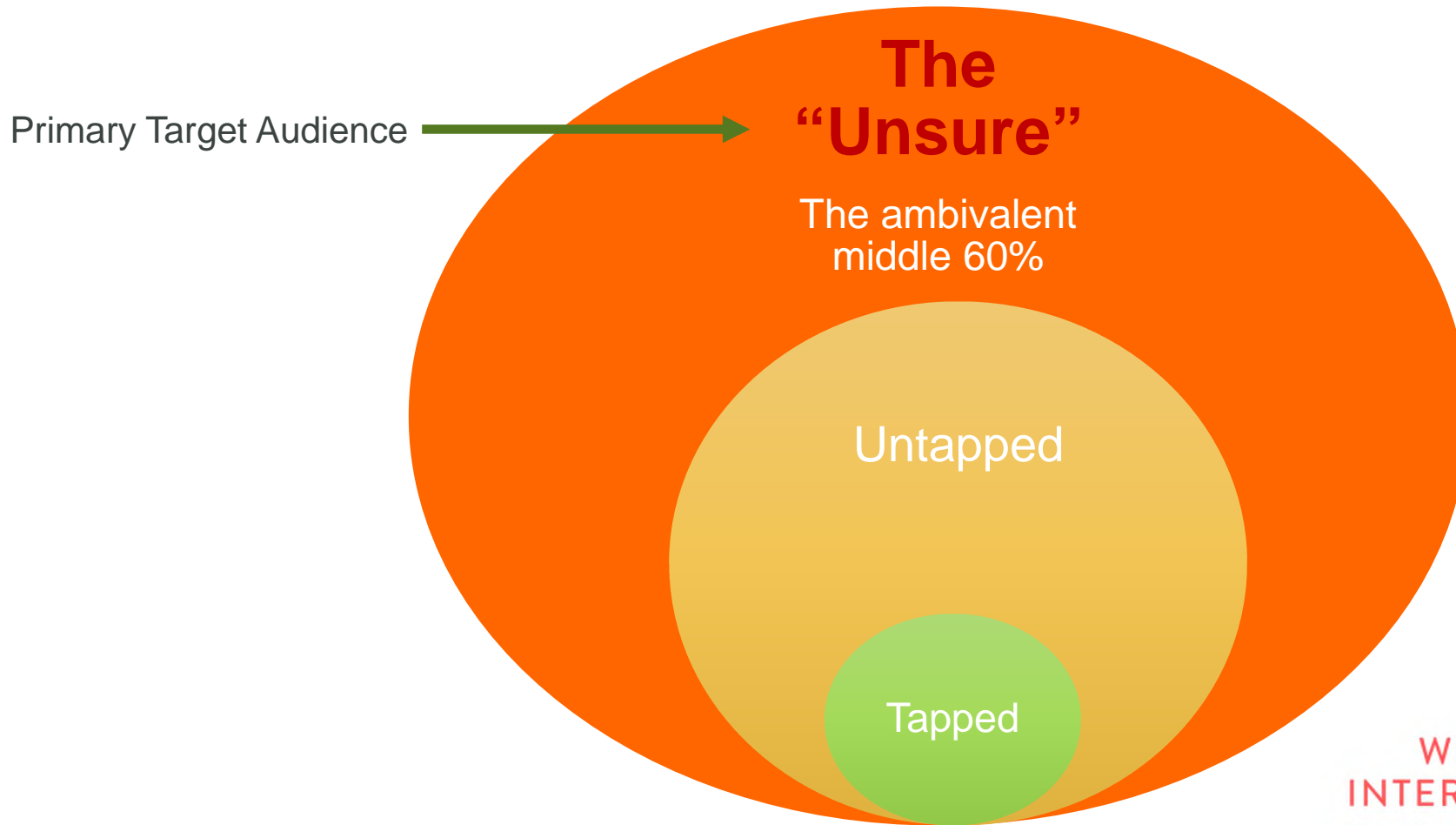


Leadership

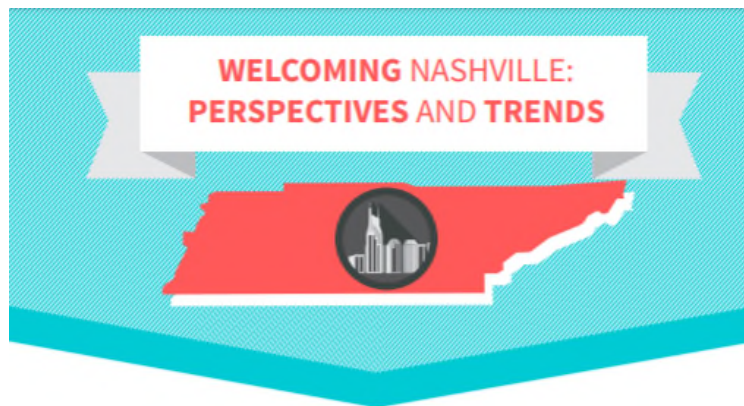
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Communications

B. Making the Case: Key Messaging Targets in Nashville



Making the Case: Economic Messaging in Nashville



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EXECUTIVE SUMMARY
Report by the Nashville Area Chamber of Commerce Research Center
Commissioned by Welcoming America
June 2015



Survey Highlights

- 

Nashville's efforts to welcome and incorporate vibrant, growing immigrant population has helped create tangible economic gains across the city and across sectors.
- 

Nashville's competitive regional success relies on business opportunity to welcome immigrant workers, entrepreneurs, and knowledge.
- 

Over 80% of business and community leaders in Nashville feel that immigrants have helped businesses to reach a more global audience.

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Immigrants and the economy in:

Nashville Metro Area

Immigrant Residents

150,940

Immigrant Share of Population

7.9%

Immigrant Taxes Paid

\$1.0B

Immigrant Spending Power

\$3.4B

Immigrant Entrepreneurs

9,857

Target Audiences For Economic Messaging: The Untapped

- Business Leaders
- Political Leaders
- Business Minded Residents
- Highly Educated Residents

Making the Case: Nashville Shared Values Messaging

“I was a
stranger,
and you
welcomed
me.”

– Matthew 25:35



www.welcomingtn.org

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Target Audiences For Shared Values Messaging: Untapped and Unsure

- Religious Leaders
- Political Leaders
- Religious Residents
- Residents in General

Making the Case: Other Shared Values Messaging



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Making the Case: Other Shared Values Messaging



WORKING TO MAKE
NEBRASKA STRONG.



NEW NEBRASKA FAMILIES MAKE US STRONGER.
Nebraska. A good life for everyone. NebraskaIsHome.org



JUST ANOTHER GREAT
NEBRASKA FAN.

NEW NEBRASKA FAMILIES MAKE US STRONGER.
Nebraska. A good life for everyone. NebraskaIsHome.org

MINING
ONAL
G AMERICA

Making the Case: Other Shared Values Messaging



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Making the Case: Varied Messengers

Tennessean.

Nashville immigration evolution spurs Obama visit

Joey Garrison | jgarrison@tennessean.com
Published 2:37 PM EST Dec 8, 2014

Six years ago, Nashvillians appeared on the brink of passing a divisive measure to make English the only language used in official Metro government business.

Instead voters — surprising many at the time — went to the polls and decisively rejected what had become known as the "English-only" referendum.

Now, after avoiding a potential black-eye in immigrant relations, Nashville is set to host President Barack Obama on Tuesday for a speech on his executive actions to provide temporary legal status and work permits to more than 5 million immigrants who are in this country illegally.

The president's pick of Nashville for remarks on a polarizing issue that could define his



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C. Institutionalizing the gains



Nashville.gov » Mayor's Office » Diversity and Inclusion » New Americans

Mayor's Office

Economic and Community Development

Diversity and Inclusion

New Americans

Community Organizations

Gateways for Growth

MyCity Academy

New Americans Advisory Council

Mayor's Office of New Americans

Within the Mayor's Office of Diversity and Inclusion, the Mayor's Office of New Americans works to engage immigrants and empower them to participate in our government and our community.

The number of foreign-born residents in Nashville has more than doubled over the past decade. Nearly 12 percent of our population was born outside of the United States, and nearly half of those people are recent immigrants who entered the country since 2000. In fact, in 2012, Nashville had the fastest-growing immigrant population of any American city. Today, 30% of students enrolled in Metro Schools speak a language other than English at home.

Today Nashville is the proud home of the nation's largest Kurdish population, as well as



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Another Example of Institutionalizing: Dayton, Ohio, USA



Dayton, OH

*A Certified Welcoming place
for all of us to call home.*

Key Observations on Our Narrative Work in the U.S.

- We tested messages locally, to make sure they would land with our target audiences.
- We targeted various, strategic audiences, with various message types and messengers.
- Face to face was an important part of the equation.
- We had to be careful with economic arguments. They could at times be a double edged sword.
- Institutionalizing the gains was essential for the long term.

D. Using Narrative to Spread Practices Nationally and Globally

Key: Demonstrate Benefits to Everyone



U.S. Welcoming Network Growth: 2008-2019

FROM JUST NASHVILLE IN 2008
TO MORE THAN 200 WELCOMING U.S. COMMUNITIES IN 2019

1 IN 8

Americans now lives in a community in the Welcoming America network.



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Welcoming International Growth, 2017-2019



Welcoming International Partners: Scaling Narrative Change at the Local Level



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AMERICA



United States**



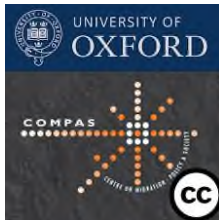
New Zealand



Australia




Germany



U.K.

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Institutionalizing the Gains Globally: Encourage and Recognize Strong Communications and Integration Infrastructure through National Standards and Certification.....




4

CONNECTED COMMUNITIES


Welcoming communities build connections between newcomers and longer-term residents by strengthening relationships and communicating shared values.

CONNECTED COMMUNITIES REQUIREMENTS


CC1	REQUIREMENT	
	A partnership program(s) is in place to nurture connections between the immigrant community and receiving community.	
CC1.1	INDICATOR	The partnership program(s) brings the immigrant community and receiving community together to work on issues of common interest. 
CC1.2	INDICATOR	The partnership program(s) promotes regular interaction and communication between leaders in the immigrant community and leaders in the receiving community. 
CC1.3	INDICATOR	The partnership program(s) builds relationships between the receiving community and the immigrant community, and supports immigrants in building diverse personal networks. 
CC1.4	INDICATOR	The partnership program(s) includes activities specifically targeted at connecting immigrant and receiving community youth. 



United States



New Zealand



Australia

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IV. Discussion:

Introductory Question: What can each of us do to help make narrative change work a given at the local level?