DEVELOPING AN IMMIGRANT-FRIENDLY ECONOMY & DIVERSIFIED WORKFORCE

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NH Immigrant Integration Initiative
NH'S ECONOMY IS STRONG

- Virtually all industries are expanding their workforce
- Unemployment is reaching a historic low = 2.8% in April 2017
- Consumer confidence is high

Data: NH Center for Public Policy Studies
WITH SUCCESS COMES CHALLENGES

- Traditional working age population (20-64) in NH is declining
- NH’s median population age is 42
- Population growth is less than 1%

Data: NH Center for Public Policy Studies
HOW DO WE BUILD THE WORKFORCE OF THE FUTURE?

- Focusing investment in our youth
- Retaining experienced workers
- Engaging the talents and diversity of newcomers
- Creating multi-generational, multi-cultural workplaces
New Hampshire foreign-born: by region of origin

- Africa: 4,000
- Canada: 9,000
- Latin America: 14,000
- Europe: 18,000
- Asia: 26,000

Total immigrant population in NH: 73,412
New Hampshire’s Foreign Born are Concentrated in Prime Working Age.
New Hampshire’s foreign-born workers are highly educated

% Foreign Born, Age 25 and Over with BA or Better and State Rank in Nation

<table>
<thead>
<tr>
<th>State</th>
<th>% Foreign Born</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>VT</td>
<td>41.5%</td>
<td>4th</td>
</tr>
<tr>
<td>NH</td>
<td>38.6%</td>
<td>9th</td>
</tr>
<tr>
<td>MA</td>
<td>35.6%</td>
<td>13th</td>
</tr>
<tr>
<td>ME</td>
<td>35.0%</td>
<td>14th</td>
</tr>
<tr>
<td>CT</td>
<td>33.6%</td>
<td>16th</td>
</tr>
<tr>
<td>RI</td>
<td>22.2%</td>
<td>43rd</td>
</tr>
</tbody>
</table>
• Immigrants increase economic efficiency by reducing labor shortages in low- and high-skilled markets because their educational backgrounds fill holes in the native-born labor market.

• Immigrants’ educational backgrounds typically complement, rather than displace, the skills of the native-born labor market.

THE ECONOMIC BENEFITS OF IMMIGRATION, Diana Furchtgott-Roth, Senior Fellow, Manhattan Institute for Policy Research, February 2013
• Eva Castillo
• Program Director
• NH Alliance for Immigrants and Refugees, NHAIR
Creating Vibrant Communities Rooted in Welcoming

Creating Welcoming Communities
Long-time residents and immigrant leaders in four towns are working together to create vibrant communities that welcome all through activities to advance civic engagement and community leadership, increase economic opportunity, and address anti-immigrant bias.

Welcoming New Hampshire
This state level effort brings together all welcoming communities across the state, connecting them to state leaders and national resources.

Welcoming America
Just as the roots of a tree are key to its strength, our national partner Welcoming America supports the work of welcoming in New Hampshire with tools, training and resources.
Welcoming work is a two-way process between New Americans and long-time residents.
Because...

“welcoming communities are safer, stronger, and more vibrant

Welcoming America
ONE STATE...MANY CULTURES...

WE ARE NEW HAMPSHIRE

Watch the #NHWelcomes video: https://youtu.be/_ROR2sTBTIQ
• Tina Sharby, SHRM-CP, PHR
• Chief Human Resources Officer
• Easter Seals NH, VT, ME
RESIDENTIAL TRAINING PROGRAM
NEED/OPPORTUNITY

• For Easter Seals
  • Low State Unemployment rate, makes it difficult to hire qualified staff

• For New Americans
  • Difficult to obtain meaningful work
    • Lack of documentation (experience/education)
    • Lack of transportation
    • Limited English
Zachary Road Intensive Residential Treatment Facility
ZACHARY ROAD INTENSIVE RESIDENTIAL TREATMENT FACILITY

• Provide services to youth age 8-21 with neurological or emotional psychological disabilities.

• Staff members, working in collaborative teams, are involved in:
  • Working with the youth throughout the day on communication skills, social skills, sensory issues and additional individually designed activities such as self-help skills;
  • Work with youth to reach their goals set out in their treatment plans.
• Offers a path to meaningful employment: the start of a career with benefits and growth opportunities.

• This training program is unique in that in addition to job-specific skills training, it provides English language instruction, cultural competency training, and guaranteed employment with Easter Seals upon acceptance into the program.
PROMOTING HEALTH EQUITY

• This is a program that simultaneously benefits both employers seeking to fill positions and community members seeking employment and professional growth.
RESIDENTIAL TREATMENT FACILITY

- Residential Instructor second shift at $14.00
- Residential Instructor third shift at $14.50
- Unit Supervisor second shift $15.87
- Family Outreach worker $16.34
- Unit Manager starts at $16.83
- Resource Support Manager starts at $16.83
- Benefits include medical, dental, life, disability, 403B, paid time off, holiday pay, tuition reimbursement, etc..
THE PROGRAM AT A GLANCE

• Week One:
  • Introduction to Easter Seals
  • Work Readiness (time management, Hygiene, dress, etc.)
  • Conversational English

• Week Two:
  • English terminology used by children receiving services
  • English terminology used by staff of Easter Seals
  • Cultural Competencies

• Week Three:
  • Mission, Vision and Philosophy of Residential Care
  • Professional Boundaries
  • Body Language

• Weeks 4-7:
  • Program Specific training with ESL supports
GRADUATION!
• **HR Business Partner:** During the hiring process you began to see how determined the participants were to be successful, and how they worked together as a team to help each other overcome any obstacles they faced understating the process.
  - They were eager learners, taking notes, asking questions, continuing to help one another along.
• **One of the trainees:** While going through the training at times he wished the training would end so he could just do the job he was hired for. But once he started working on the unit in the role of Residential Instructor he realized there was no way that any of participants could have been successful without the whole 7 weeks of training.
NEXT STEPS….  

• The long-term goal for this project is to package and present it as a model that can be customized and adopted by other businesses and organizations interested in providing a similar training opportunity.
INGREDIENTS FOR SUCCESS

• Effective recruitment
• Effective retention
• Effective advancement
EFFECTIVE RECRUITMENT

Begin with one ethnic community at a time:

• Results in a built-in support network at work

• Maximizes word-of-mouth PR for organization
EFFECTIVE RETENTION

To help retain New American employees long-term, Easterseals offers:

• A competitive salary rate and benefits

• Frequent (30, 60, 90 and annual) performance reviews to give their employees timely and constructive feedback
EFFECTIVE ADVANCEMENT

• Because *upward mobility* is openly encouraged, advancement is a reality at Easterseals
EASTER SEALS STAFF EXPERIENCE – MUJAHID

• May 18, 2001 began at ESNH as Residential Instructor
  • October 14, 2001 promoted to Unit Supervisor
  • May 12, 2010 promoted to Unit Manager
  • June 10, 2012 promoted to Clinical Case Manager
  • September 29, 2013 promoted to Clinical Coordinator

• Bachelor of Arts, India
  • 2005 Bachelor of Arts, Springfield College NH
  • 2008 Graduate Certificate in Integrated Community Mental Health & Substance Abuse
  • Masters Degree, Southern NH University
KEY POINTS

- Workforce diversity is an economic strength for NH’s future
- Newcomer populations are a source of skill and vitality
- Engaging and retaining diverse workers requires organizational change
- With the right supports, challenges to employment can be overcome
- An immigrant-friendly economy is a WIN-WIN
QUESTIONS & ANSWERS......