



CREATE A MORE VIBRANT COMMUNITY

WHAT IS CERTIFIED WELCOMING?

Certified Welcoming is a formal designation for cities and counties that have created policies and programs reflecting their values and commitment to immigrant inclusion. The designation is reserved for those places that meet the rigorous requirements set out in the Welcoming Standard.

The Welcoming Standard includes both traditional immigrant integration strategies and practices for fostering greater unity between immigrants and U.S.-born residents. The Welcoming Standard is organized into seven categories critical to building a welcoming community:

- Government Leadership
- Civic Engagement
- Equitable Access
- Education
- Connected Communities
- Economic development
- Safe Communities

How communities design and implement the requirements in the Welcoming Standard is as critical as the content. Comprehensive strategies include: engaging the receiving community, partnering across sectors, monitoring progress, and designing for equity and inclusion.

HOW DOES IT WORK?

Candidates submit an application; complete a self-assessment; and receive an evaluative site visit and a detailed final report that identifies local strengths and provides a roadmap for areas of growth.

WHO CAN APPLY

The Certified Welcoming program is accepting city and county government applicants. Partners, such as nonprofits, can contribute to the process at any stage, including completing the application, contributing to the self-assessment, and being consultants during the site visit.

TIMELINE

From start to finish, the certification process typically takes about six months; more advanced communities may take less time and it should not take more than one year. Certificates are valid for three years. To maintain certification, local governments will need to show continued leadership on immigrant inclusion and complete a renewal audit before the certificate expires.



COST

- Application Fee: \$100 (nonrefundable and applied toward the certification fee).
- Certification Fee: \$12,000 \$6,000 – Discounted through 2019!

WHY GET CERTIFIED?

Certified Welcoming Communities benefit programmatically, economically, and culturally. A few ways we've seen the process of becoming certified provide value include:

- Having a neutral third party identify gaps in current immigrant inclusion efforts and assist with prioritizing next steps.
- Bringing new partners to the work; using the framework to engage harder to activate partnerships; and committing partners to action.
- Raising the profile of the city or county nationally by using Certified Welcoming as a marketing tool for attracting and retaining a global workforce and businesses.
- Ensuring continued commitment and accountability to welcoming and immigrant inclusion, particularly during and after changes in locally elected leadership.



"By participating in Certified Welcoming, Salt Lake County has gained new insight into how the local county government plays a pivotal role in creating safe, equitable, and welcoming communities for everyone. It is not every day that we have the opportunity to comprehensively reflect on the strategy and direction of our work with a national partner — and as a result create stronger policies and programs for our local community."
-Ze Xiao, Director, Mayor's Office for New Americans, Salt Lake County

SPOTLIGHT ON DAYTON, OHIO, FIRST CERTIFIED WELCOMING COMMUNITY IN THE UNITED STATES



"Knowing Dayton is a Certified Welcoming City makes me excited to raise my family here. The certification demonstrates that the culture and diversity I bring to the community is not only valued but also considered when making decisions."
- Yonathan Kebede, City of Dayton Resident

Dayton's welcoming efforts have played a role in countering population decline, and the city's foreign-born population contribute more than \$15 million in state and local taxes.

"The Dayton Area Chamber of Commerce is dedicated to the continued growth and vibrancy of the Dayton region, and this recognition supports those efforts in a big way."
- Phillip L. Parker,
President & CEO, Dayton Area Chamber of Commerce.



"Communities like Dayton offer an alternative to the divisive rhetoric around immigration and show how inclusion is good for our economy, neighborhoods, and future. Certified Welcoming is the first of its kind initiative to identify the standard for other communities that want to follow this growing trend and show that they are welcoming not only in word, but in deed."
-David Lubell, Founder, Welcoming America



For more information, visit certifiedwelcoming.org