

2017

# A Place to Call Home

Ian Strahn

Kurt Nickolas Secrest

Mckennah Andrews

Jessie Seiler

Emily Eaton

*See next page for additional authors*

Let us know how access to this document benefits you.

Follow this and additional works at: <https://scholarworks.umt.edu/utpp>

---

## Recommended Citation

Strahn, Ian; Secrest, Kurt Nickolas; Andrews, Mckennah; Seiler, Jessie; Eaton, Emily; and Hidem, Erika, "A Place to Call Home" (2017). *Undergraduate Theses and Professional Papers*. 228.  
<https://scholarworks.umt.edu/utpp/228>

This Thesis is brought to you for free and open access by ScholarWorks at University of Montana. It has been accepted for inclusion in Undergraduate Theses and Professional Papers by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

---

**Author**

Ian Strahn, Kurt Nickolas Secrest, Mckennah Andrews, Jessie Seiler, Emily Eaton, and Erika Hidem



# A Place to Call Home

Franke Global Leadership Initiative (GLI) Senior Capstone Proposal

**Group members: Ian Strahn, Kurt Secrest, McKennah Andrews,**

**Jessie Seiler, Emily Eaton, and Erika Hidem**

**Advisor: Dr. Stephen Yoshimura**

**Fall 2016/Spring 2017**

**University of Montana**

## Table of Contents

Overview	2
The Problem	3
Literature Review	3
● Background on Communication Campaigns	4
○ Communication Campaign Brief	4
○ Historically Successful Communication Campaigns	5
○ Application of Communication Campaign Theory to Structure our GLI Proposal	8
● Research Information about Refugees	12
○ Global Definition of a Refugee	12
○ Refugees in the United States	14
○ Refugee Programs offered in Boise, Idaho	16
○ Refugees in Missoula, Montana	18
○ Historic and Current Challenges that Refugees Face	21
● Needs Assessment	23
○ What bases are already covered in Missoula?	24
○ What programs exist internationally?	25
○ Why are locals hesitant about refugee resettlement?	26
○ Application of Needs Assessment for our Project	27
● The Current Project	28
○ Methodology	28
○ Publicity	31
○ Evaluation	31
○ Materials Needed	31
○ Budget	32
○ Timeline	32
● Results	33
● Discussion	35
● Global Implications	37
● Conclusion	38
References	39
Appendix A: Needs Assessment Field Notes	43
● Interview 1 - Director of Soft Landing	44
● Interview 2 - Director for the International Students and Scholars at UM	45
● Interview 3 - 2nd Generation Hmong Refugee	47
● Interview 4 - Professor of Anthropology at UM	49
● Interview 5 - Volunteer in Malaysia who works with Burmese Refugees	50
● Interview 6 - Syrian Refugee in Germany	51
● Interview 7 - History Professor at UM	54
● Interview 8 - Communication Director for a Resettlement NGO in Idaho	59
Appendix B: Simulation Questionnaire	62

## **Franke GLI Senior Capstone Proposal : *A Place to Call Home***

### **OVERVIEW**

Individuals across the globe do not relate historic migration patterns with current conflicts, which is a problem that encompasses both historic and current migrations. Ironically, individuals who likely descend from immigrants themselves may highlight differences rather than similarities among newcomers while perceiving them as outsiders, and perhaps even exhibiting discrimination toward them. Our group sought to provide an international and historic perspective about migration by paralleling the issues that immigrants --specifically refugees-- face while encouraging individuals to look inward at their own family's migratory roots. This was accomplished through a three-pronged approach: (1) obtaining profiles of historic and modern 'refugees'; (2) hosting two interactive simulations in which participants experience an emotional understanding of the refugee struggle; and (3) disseminating accurate information to simulation participants. The figure below provides an overview of the problem, solution, and global implication of our project.



## **THE PROBLEM**

Many individuals hold misperceptions about refugees and other immigrant communities. These misperceptions have resulted in discriminatory actions, ranging from governmental policies that exclude refugees and religious preferentialism. Popular media highlights the distinctions of ‘refugees’ and local Americans. For some Americans, the perception of differences has created a stigmatization towards the term ‘refugee. We attempted to directly address these discriminatory misunderstandings by encouraging participants to develop a factual and emotional understanding of the situations faced by refugees.

## **LITERATURE REVIEW**

The purpose of this literature review is to explore relevant theories that are applicable for our Franke Global Leadership Initiative Senior Capstone and to gain an understanding of historic and current migration both globally and locally. Our group fused the findings from effective communication campaigns and historic migration patterns to address the current, global issue related to the perception of refugees as a way to determine a feasible and appropriate approach for our Senior Capstone Project.

The first section examines theoretical components concerning communication campaigns that offer foundational elements from which we hope to identify effective characteristics of public relations initiatives. The second section provides an historic, global and local overview of refugee status. The last section includes analysis from our needs assessment in which we interviewed individuals with refugee expertise to gain a better understanding of the current situations surrounding refugee resettlement locally and worldwide. Our field notes are included in the Appendix.

## Background on Communication Campaigns

### Communication Campaign Brief

Public communication campaigns are defined as “purposive attempts to inform, persuade, or motivate behavior”<sup>1</sup> in order to impart ideas for a strategic purpose and to shape behavior toward desirable outcomes.<sup>2</sup> By using interpersonal role-play simulations our Franke GLI proposal will attempt to maximize the chances of empathy towards newcomers, specifically refugees.

Two main types of campaigns exist: *individual behavior change* and *public will*.<sup>3</sup> While public will campaigns initiate public action for policy change, individual behavior change campaigns strive to alter “behaviors that lead to social problems or promote behaviors that lead to improved individual or social well-being.”<sup>4</sup> Given the unanimous interests of our GLI group members, our project tackled *individual behavior change* as a communication campaign format. Therefore, our objectives were to: “influence beliefs and knowledge about a behavior and its consequences; affect attitudes in support of behavior; affect perceived social norms about the acceptability of a behavior among one’s peers; affect intentions to perform the behavior; and produce behavior change.”<sup>5</sup> Essentially, a communication campaign exists to influence opinions and attitudes with behavioral change occurring as a consequence of the initial transformations.

Communication campaigns are vital tools that strategically strive for specific, desired outcomes. These campaigns maximize effectiveness when the mediums are coordinated and

---

<sup>1</sup> Perloff, Richard M. 2010. *The Dynamics of Persuasion*. 4th ed. New York: Routledge. p. 304.

<sup>2</sup> Salama, Rasha. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 3

<sup>3</sup> Salama. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 6.

<sup>4</sup> Salama. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 7.

<sup>5</sup> Salama. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 8.

combined throughout “interpersonal as well as community-based communication channels.”<sup>6</sup>

Within the two types of communication campaigns, our capstone team based our project off of the fundamentals for *individual behavior change*. Therefore, we adhere to the criteria for ultimately improving knowledge, affecting beliefs, and, ultimately, producing behavior change toward our project’s final message concerning refugees.

### **Historically Successful Communication Campaigns**

Some of the best known campaigns for their viral nature vary from The Meth Project<sup>7</sup> to advertising campaigns such as Nike’s “Just Do It,” the California Milk Processor Board’s “Got Milk?,” Dove’s “Real Beauty,” Old Spice’s “The Man Your Man Could Smell Like,” and more recently Secret’s “Like A Girl”. These are known for their success due to the ways in which they accomplished the following: opened viewers’ eyes, resonated with personal habits/opinions, made simple topics interesting in creative ways, didn’t wander outside of what the truth really told, didn’t necessarily invite opposition, but strengthened and encouraged current audiences; and *showed* significance instead of merely *telling*.<sup>8</sup> Arguably one of the best-executed communication campaigns was done by the National Crime Prevention Council who sponsored a drug and crime prevention project whose mascot was a long-trench-coat-wearing, floppy-eared dog named McGruff. This campaign drove home simple concepts through various mediums, efficiently employing “mere exposure principles” versus intensive/excessive advertising, as well as the employment of creative and relatable characteristics (McGruff as a mascot) and scenarios.<sup>9</sup>

---

<sup>6</sup> Salama. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 5.

<sup>7</sup> "Results." *The Meth Project*. Accessed Oct, 15, 2016. <http://foundation.methproject.org/Results/index.php>.

<sup>8</sup> Kolowich, Lindsay. 2015. "12 of the Best Marketing and Advertising Campaigns of all Time." Accessed Oct 15, 2016. <http://blog.hubspot.com/blog/tabid/6307/bid/32763/The-10-Greatest-Marketing-Campaigns-of-All-Time.aspx>.

<sup>9</sup> Perloff. 2010. *The Dynamics of Persuasion*. p. 317.

“Major objectives included (a) generating a greater sense of individual responsibility among citizens for reducing crime; (b) encouraging citizens to take collective preventative actions and to work more closely with law enforcement agencies; and (c) enhancing crime prevention programs at local, state, and national levels.”<sup>10</sup> The *Take a Bite Out of Crime* campaign began as media messages broadcasted via “television, radio, newspapers, billboards, and posters,” transitioning to the distribution of informational brochures, and even “supplemented by a full range of locally promoted ...activities throughout the country by law enforcement agencies, community groups, and businesses.”<sup>11</sup>

In a survey of the nationally spread public service announcements (PSA) from the campaign, respondents mentioned that they found the messages enjoyable and worth repeating to others. Moreover, “approximately one fourth of the respondents said that they had learned something new from the PSAs, and nearly half said that they had been reminded of things they had forgotten.”<sup>12</sup> A vital lesson from the campaign was that “recommendations for subsequent campaigns include paying greater attention to community-based prevention efforts and the role of interpersonal communication.”<sup>13</sup> Additionally, McGruff’s campaign showed that even a social ploy as evidently beneficial as itself can and will always have negative, unintended side effects; therefore, it is best to strive for the positive implications to exceed the consequential costs.<sup>14</sup>

A longer-running and evidently more popular communication campaign example would be Smokey the Bear. Created in the 1940’s as a tactic to prevent forest fires in a time where few firefighters were available on account of the duties of war, this campaign was meant to decrease

---

<sup>10</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 273.

<sup>11</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 273.

<sup>12</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 274.

<sup>13</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 275.

<sup>14</sup> Perloff. 2010. *The Dynamics of Persuasion*. p. 319.

the “approximate five million acres of land in the United States ravaged by forest fires.”<sup>15</sup> Over the years, though, Smokey the Bear, a cartoon designed by Walt Disney himself, became so well-received that junior forest ranger programs were designed under the campaign’s name, and the Smokey Bear Headquarters received so much mail that a new zip code was designated specifically for handling all of the deliveries. The success of Smokey’s campaign is based on several factors: Smokey is engaging and a “consistent...symbol”; coverage was widely shared across media outlets; the slogan of “Only You Can Prevent Forest Fires” involves “the audience member personally”; “the emotional appeal” (from “burned animals”) and “personal values” (like preserving the environment); and the excitement and reinforced “campaign identity” from Smokey’s appearance at school “prevention programs and fairs.”<sup>16</sup>

A modern example of communication campaigns would be the vastly diverse material produced through the YouTube channel SoulPancake. The name derives from the idea that the videos they upload, the concepts they create, and the inspiration they share originate from a random pool of “brain batter.”<sup>17</sup> The channel has several purposes, from encouragement given by Kid President to educational research and experiments through the Science of Happiness.<sup>18</sup> The channel has participated in social campaigns with Hershey’s chocolate such as #ShowYouCare,<sup>19</sup> and their events and videos in total act as innovative strategies to affect attitudes and actions. Their videos effortlessly combine the entertainment-education strategy of communication campaigns, defined as “the process of purposely designing and implementing a media message to both entertain and educate to increase audience members’ knowledge about an educational issue,

---

<sup>15</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 276.

<sup>16</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 277-278.

<sup>17</sup> "SoulPancake." n.d. Accessed Oct 27, 2016. <http://soulpancake.com/>.

<sup>18</sup> "SoulPancake." n.d. Accessed Oct 27, 2016. <http://soulpancake.com/>

<sup>19</sup> Snowden, Jordan. "SoulPanake and Hershey's Kisses Team Up for Heartwarming Campaign." Accessed Oct, 27, 2016. <http://www.definitiontoday.com/content/soul-pancake-herseys-kisses>.

create favorable attitudes, and change overt behavior.”<sup>20</sup> Their utilization of appealing media, subject interaction, and relatable and creative performances reduces confusion, enhances participation, and emphasizes the purpose of their messages. Perhaps one mere portrayal of such approaches in communication campaigns, SoulPancake shows how YouTube provides an immensely influential platform where material such as Kid President or Schoolhouse Rock’s “I’m Just a Bill” can effectively educate, share and spread meaning via an enjoyable and memorable medium.

### **Application of Communication Campaign Theory to Structure our GLI Proposal**

Our team has reflected on how best to address the following

“1) defining the target audience, selecting channels to reach the audience, attracting sufficient attention; 2) making our messaging clear; 3) providing information, directing attention, triggering norms, changing underlying values and preferences; and 4) understanding the pressures that govern the behavior of interest.”<sup>21</sup>

The success or impact of our campaign’s concept will be measured with the target audience via these five criteria: comprehension, attractiveness, acceptability, identification, and persuasion.<sup>22</sup> Important communication campaign theories that will act as guiding principles for our capstone are outlined by Dr. Rasha Salama as the following: Theory of Reasoned Action, Social Cognitive Theory, and Stages of Change Model. The Theory of Reasoned Action entertains the idea that a particular behavior is “primarily determined by the intention to perform that behavior.” Social Cognitive Theory essentially involves the way in which “people acquire new forms of behavior, emphasizing “the capacity of humans to learn through observation” as opposed to failure or strategic reinforcement.<sup>23</sup> Worth noting in Social Cognitive Theory is the

---

<sup>20</sup>Rice and Atkin. 2001. *Public Communication Campaigns*. p. 343.

<sup>21</sup> Salama. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 23.

<sup>22</sup> Devine and Kullmann. 2011. “Introductory Guide.” *Water and Sanitation Program*. p. 44.

<sup>23</sup> Stiff, James B. and Paul A. Mongeau. 1994. *Persuasive Communication*. New York: Guilford Press. p. 295-296.

term of “self-efficacy,” which is the personal belief that one is qualified and prepared enough to be motivated and able to perform a certain task or behavior, as this might be a useful aspect to include in our project. Moving forward, the Stages of Change Model will be exceptionally relevant in our project, as it outlines “behavior change as a sequence of actions or events.”<sup>24</sup>

We determined the success of our campaign by evaluating our campaign through formative, process, outcome, and impact outlooks provided by Dr. Rasha Salama. Truly determining the effectiveness of a campaign, though, proves to be a universal challenge, as there is no commonly “accepted standard, nor consensus within the scientific community regarding what constitutes an effective campaign.”<sup>25</sup> While success can be best interpreted as the ratio of achievements divided by expectations,<sup>26</sup> Carol Weiss best summarized that “the rhetoric used to claim ‘effectiveness’ appears to be at the mercy of those who conceptualize and operationalize its meaning.”<sup>27</sup> Nevertheless, there are six dimensions through which effectiveness can be observed and better understood: definitional, ideological, political, contextual, cost, and programmatic.<sup>28</sup>

The first of the effectiveness evaluation levels (*definitional*) refers to defining a subject matter as of higher importance or greater priority than another topic within the same social agenda. Success here is determined if organizations can define “a social phenomenon as a social problem.”<sup>29</sup> *Ideological* effectiveness refers to the persuasive stance or language utilized in a campaign to alter or emphasize certain understandings of the previously defined problem (i.e. drinking and driving once held a strong stance against the criminal and their bad life decisions

---

<sup>24</sup> Salama. *Public Communication Campaigns*. Suez Canal University-Egypt. p. 11.

<sup>25</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 169.

<sup>26</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 169.

<sup>27</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 170.

<sup>28</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 170.

<sup>29</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 170-171.

versus placing blame on bars and alcohol companies).<sup>30</sup> The *political* effectiveness basically is assumed when a certain individual's political agenda is followed or when a politician's popularity/re-election probability increases on account of a communication campaign. *Contextual* effectiveness involves the evaluator to determine which of three distinct mechanisms for social change were utilized (engineering, enforcement, or education), asking why the mechanism was pursued and whether or not it was the most appropriate for the campaign's goals.<sup>31</sup> Second to last is *cost* effectiveness which simply questions whether a communication campaign, such as drug prevention commonly used in the public health sector, was the most beneficial, financial solution to a social problem.<sup>32</sup> Lastly, *programmatic* effectiveness is based on the outcomes resulting from whether or not a campaign was indeed guided by its underlying goals and objectives.<sup>33</sup>

In summary, when developing a campaign for our GLI capstone, it is imperative to follow the psychological approach of communication campaigns, which emphasizes that a campaign will not necessarily "change behavior instantly."<sup>34</sup> Rather, this project assumed the psychological approach mindset that such a campaign would create awareness, and eventually *could* alter behavior. It was important to not only develop creative messaging based off of our qualitative and potentially quantitative research, but to also test its effects and refine our message as necessary.<sup>35</sup> Considering the three examples of successful communication campaigns, McGruff's anti-crime campaign, Smokey's fire prevention longevity, and SoulPancake's positive and educational media blurbs, effective and memorable campaigns have portable nature,

---

<sup>30</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 171.

<sup>31</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 173.

<sup>32</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 174.

<sup>33</sup> Rice and Atkin. 2001. *Public Communication Campaigns*. p. 175.

<sup>34</sup> Perloff. 2010. *The Dynamics of Persuasion*. p. 306.

<sup>35</sup> Gay & Lesbian Alliance Against Defamation (GLAAD) and (MAP) Movement Advancement Project. 2008. "Communications Campaign Best Practices." p. 12.

relatable images, and creative, personal, and hands-on engagement; additionally, their success clearly flows from the combinations of sundry communication mediums. Our capstone also adhered to the steps of persuasive communication in order to be impactful in its organized nature<sup>36</sup> and establishing a coherent social marketing plan will be most beneficial to our project's organization and implementation.<sup>37</sup> Closely analyzing, asking, and answering the prompts provided by the chart for effective elements in the best practices of a communication campaign<sup>38</sup> will overall provide the guiding principles which our GLI capstone will follow.<sup>39</sup> Finally, the success of our capstone project was evaluated off of the previously mentioned six levels of effectiveness.

---

<sup>36</sup> Perloff. 2010. *The Dynamics of Persuasion*. p. 307.

<sup>37</sup> Perloff. 2010. *The Dynamics of Persuasion*. p. 311.

<sup>38</sup> Gay & Lesbian Alliance Against Defamation (GLAAD) and (MAP) Movement Advancement Project. 2008. "Communications Campaign Best Practices." p. 12.

<sup>39</sup> Gay & Lesbian Alliance Against Defamation (GLAAD) and (MAP) Movement Advancement Project. 2008. "Communications Campaign Best Practices." p. 4.

## Research Information about Refugees

### Global Definition of a Refugee

According to the United Nation's *Convention Relating to the Status of Refugees*, which was adopted in December 1950 by the General Assembly, a refugee is

“any person with a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of his nationality and is unable, or owing to such fear, is unwilling to avail himself of the protection of that country; or who, not having a nationality and being outside the country of his former habitual residence as a result of such events, is unable or, owing to such fear, is unwilling to return to it.”<sup>40</sup>

Countries that have ratified the 1951 Refugee Convention cannot discriminate on accepting refugees based on sex, race, or religion, which provides an international standard and obligations for nations to accept and settle individuals that fit the parameter of a refugee. The United Nations High Commissioner for Refugees (UNHCR) defines refugee as someone fleeing armed conflict or persecution<sup>41</sup>. This is an important distinction due to the sensitive nature of the refugee crisis and the politics surrounding it.

The United Nations High Commissioner for Refugees (UNHCR) has published voluminous reports on “The State of the World’s Refugees.” Findings from 1995, 2000, 2006, and 2012 highlight the changing faces of refugees due to emerging conflicts across the globe. Between 2005 and 2012 UNHCR has increased the number of individuals of their concern from 19.2 million to 33.9 million people; however, not all these individuals fit the formal parameters of a refugee defined in the 1951 United Nations Convention on Refugees. This shifting demographic is partially attributed to the rising number of internally displaced people in addition

---

<sup>40</sup> United Nations High Commissioner for Refugees. "The 1951 Refugee Convention." UNHCR. Accessed Oct 4, 2016. <http://www.unhcr.org/uk/1951-refugee-convention.html>.

<sup>41</sup> "UNHCR Viewpoint: 'Refugee' Or 'Migrant' – which is Right?" UNHCR. Accessed Oct 4, 2016. <http://www.unhcr.org/uk/news/latest/2016/7/55df0e556/unhcr-viewpoint-refugee-migrant-right.html>.

to the new term and global ramifications of ‘environmental refugees’ as a result of climate change. This is caused by the massive increase in people who are internally displaced, but are not considered refugees because they have not crossed an international border.

The international community portrayed its inability to adjust the parameters of a refugee in order to fit modern conflicts when refugee policies that were intended to be standardized across the globe became largely left up to state discretion. These policies are often unclear and perhaps even contentious regarding refugee status recognition and resettlement, leading to a great deal of confusion both internationally and locally. This has caused great concern, as states employ loopholes to deny individuals the protection they are entitled to by international law.

Examples of modern refugee crises in which refugees have faced discrimination in countries in which they have fled include: Palestinians, Hungarian, Algerians, Bengalis, Vietnamese, Jewish, Bosnia, Kosovo, Afghanistan, Somalia, Colombia, Cambodia, Iran, and many more. Discrimination against them has occurred on religious, economic, political, and cultural levels because of the differences that are perceived between refugees and the people they settle among. Recent events around the globe (such as Germany, the United Kingdom, and the United States) that have shown discrimination towards refugees and immigrants clearly show a need for a look back at our own past to see the present through the eyes of those fleeing across borders. The integration of refugees into local communities is a key step in raising their quality of life to acceptable levels as per the parameters of quality of life set by the United Nations.<sup>42</sup>

---

<sup>42</sup> Quality of Life by the UN is defined as the “notion of human welfare (well-being) measured by social indicators rather than by "quantitative" measures of income and production.”

## Refugees in the United States

The United States' definition of a refugee is a person outside of his or her country of nationality who is unable or unwilling to return because of persecution or a well-founded fear of persecution on account of race, religion, nationality, membership in a particular social group, or political opinions.<sup>43</sup>

As illustrated in Figure 2, historic immigration to the United States began in the 1600s. For the subsequent 200 years, annual migration hovered around one million. In the 1800s, the volume of immigration increased considerably and peaked in the 1900s with an estimated eight million immigrants annually. Immigration trends correlate with refugee policies. For example, during the Cold War, the U.S. only considered individuals fleeing communist influence as a refugee. However, in the 1980s the United States passed the Refugee Act, which ensured there was no discrimination on the basis of nationality, geographic location, or ideology regarding adjudication and admissions.<sup>44</sup> One consequence of the Act resulted in a more lengthy and difficult process of obtaining refugee status.

---

<sup>43</sup> U.S. Citizenship and Immigration Services. <https://www.uscis.gov/humanitarian/refugees-asylum/refugees>.

<sup>44</sup> Anker, Deborah. "The Development of the U.S. Refugee Legislation" *In Defense of the Alien*, Vol 6 (1983) pp. 160.

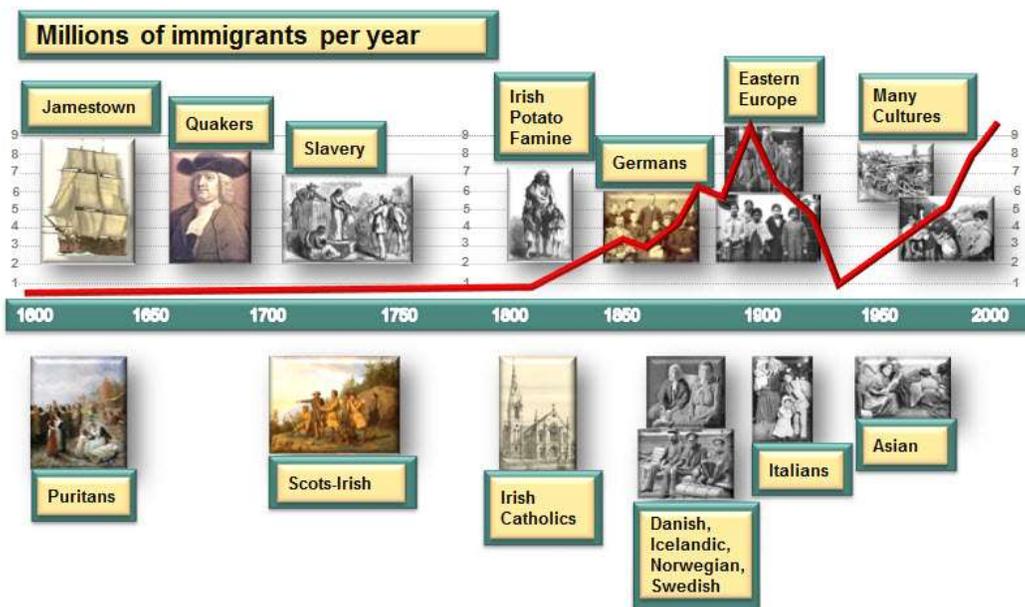


Figure 2 <sup>45</sup>

The United States differentiates between a refugee, asylum seeker, and migrant primarily for legal classification. *Refugees* are outside their country of nationality after *legal* recognition that they have a well-founded fear of persecution in their home country for reasons of race, religion, nationality, political opinion or membership in a particular social group and are unable or unwilling to return to their country of origin; *asylum seekers* cross a border due to the same parameters for a refugee *prior* to formal refugee recognition; *internally displaced persons* are informally defined as individuals who are uprooted from their homes for a variety of reasons but have not crossed an international border; and, *migrant workers* are those who cross a border primarily related to economic incentives.

The first thing one must do to be considered a refugee is to receive a referral to the U.S. from the Refugee Admissions Program (USRAP). The most prioritized referrals come from the

<sup>45</sup> Image from Genealogy Immigration/Migration: 48 detailed profiles of immigrating peoples to North America <http://genealogybybarry.com/genealogy-immigrationmigration-48-detailed-profiles-immigrating-peoples-north-america/> Published June 24, 2015. Accessed November 28, 2016.

United Nations High Commissioner for Refugees (UNHCR) or from a designated non-governmental organization (NGO).<sup>46</sup> Once a referral is approved, one must go through an application process, including interview(s) with a U.S. Citizenship and Immigration Service officer, to determine eligibility for resettlement. The process after the referral can take up to two years.

According to the U.S. Department of State, the U.S. has welcomed 84,995 refugees in Fiscal Year 2016 alone while President Obama announced the United States would resettle up to 110,000 refugees to the U.S. in Fiscal Year 2017.<sup>47</sup> From October 1, 2015 to September 9, 2016, the number of Syrian refugees admitted into the United States was estimated at 11,469 individuals. Currently, the United States is receiving refugees from 79 countries, with more than 70% originating from five countries including the Democratic Republic of the Congo, Syria, Myanmar, Iraq, and Somalia.<sup>48</sup> The top five states that are accepting the bulk of refugees are California, Texas, New York, Michigan, and Ohio.<sup>49</sup> Refugees entering the United States initially work with the U.S. State Department for resettlement, who then hand over the care of refugees to numerous “umbrella organizations” depending on the region.

### **Refugee Programs Offered in Boise, Idaho**

Because of its demographic parallels with Missoula and impressive rate of refugee acceptance, Boise, Idaho is of specific importance. Surprisingly, Boise is quickly making itself into an internationally-recognizable cultural hub accepting more Syrian refugees than New York

---

<sup>46</sup> U.S. Citizenship and Immigration Services. <https://www.uscis.gov/humanitarian/refugees-asylum/refugees>.

<sup>47</sup> Department of State: The Office of Website Management. 2016. *Bureau of Public Affairs*. <http://www.state.gov/r/pa/prs/ps/2016/10/262776.htm>

<sup>48</sup> Department of State: The Office of Website Management. 2016. Bureau of Public.

<sup>49</sup> Hotakainen, Rob. 2016. "This U.S. City has More Syrian Refugees than New York and LA Combined." *McClatchyDC*. Accessed Sep 26, 2016. <http://www.mcclatchydc.com/news/nation-world/national/article102000997.html>

and LA combined.<sup>50</sup> Boise is successful because of the foundational characteristics that contribute to its success: cultural diversity, prioritization of education and literacy, local entrepreneurial efforts and businesses, updated technology and science, maintained outdoor spaces and well-groomed recreation, and artistic appreciation and expression.<sup>51</sup>

Boise was chosen among three other cities to participate in the Welcoming Communities Transatlantic Exchange. Additionally, German representatives visited the city in 2016 to understand and apply Idaho's successful resettlement process in their respective cities.<sup>52</sup> The town of 205,671 inhabitants<sup>53</sup> has in the last year also accepted refugees from the following locations: the Democratic Republic of Congo, Syria, Iraq, Bhutan, Afghanistan, Somalia, Burma, Burundi, Eritrea, Ethiopia, Iran, Kenya, Nepal, Pakistan, Russia, Sudan, and Ukraine, respective in order to how many from each country have resettled.<sup>54</sup>

An example of a forward approach to refugee resettlement is Boise's refugee police liaison program, in which one hired policeman acts as the refugee specialist in the community. This individual is responsible for educating the rest of the police squad on the matters of refugees, leading the community in the safety of refugees and engaging personally with the refugees to ensure that they understand their rights. This is special because many newcomers may not be familiar with American laws.<sup>55</sup>

---

<sup>50</sup> Hotakainen. 2016. "This U.S. City." *McClatchyDC*.

<sup>51</sup> Berg, Sven. 2016. "Mayor Bieter Calls for City's Best Inner Boisean." *Idaho Statesman*. Accessed Oct 2, 2016. <http://www.idahostatesman.com/news/local/community/boise/article99389107.html>.

<sup>52</sup> Kruesi, Kimberlee. 2016. "Boise's Refugee Resettlement Program Considered an International Success." *The Salt Lake Tribune*. Accessed Oct 15, 2016. <http://www.sltrib.com/home/3812626-155/boises-refugee-resettlement-program-seen-as>.

<sup>53</sup> "Population Demographics for Boise, Idaho in 2016 and 2015." Accessed Oct 12, 2016. <https://suburbanstats.org/population/idaho/how-many-people-live-in-boise>.

<sup>54</sup> Hotakainen. 2016. "This U.S. City." *McClatchyDC*.

<sup>55</sup> "Refugee Liaison". City of Boise Idaho. Accessed 10/15/, 2016. <http://police.cityofboise.org/home/specialty-units/refugee-liaison/>.

Another program Boise adopted is successful due to its connection to the shared values of its inhabitants. As a strong, ecologically-friendly community, Boise, Idaho advocates for sustainable lifestyles, including such characteristics as locally grown food options. Their Office of Refugees' Global Gardens program allows for individuals to cultivate and sell local produce whilst simultaneously improving skills that may lead to innovative, entrepreneurial opportunities outside of the program's services.<sup>56</sup> This Idaho project demonstrates how programs serve multiple purposes and may have positive outcomes that build upon self-development.

### **Refugees in Missoula, Montana**

Missoula has a long history of welcoming refugees. Most prominently, the community accepted approximately 170 Hmong refugees in the 1970's. The Hmong people fled Laos and Vietnam after the Vietnamese War. The International Rescue Committee (IRC) office was established thirty-seven years ago in Missoula by Bob Johnson. His goal was to help the Hmong integrate and become self-sufficient as well as add to the culture and economic fabric of Montana.<sup>57</sup> The IRC is responsible for providing housing, health care, English language tutoring, and social involvement to incoming families of refugees.<sup>58</sup> In 1979, 170 Hmong refugees arrived in Missoula. One of the first Hmong refugees was Vang Pao, who was a general in the Royal Lao Army and worked with the CIA. Vang Pao set up the Lao Family Community (LFC) to help those right when they arrived to Missoula. Chau Moua also came in 1976 claiming that, "we do not want to be a burden on other Americans. It is our highest ideal to work together for our

---

<sup>56</sup> "Amina Mohamud of Boise, Idaho." Office of Refugee Resettlement. Accessed Oct 15, 2016. <http://www.acf.hhs.gov/orr/success-story/amina-mohamud-of-boise-idaho-epitomizes-the-types-of-successes-refugee>.

<sup>57</sup> Briggeman, Kim. 2016. "Hmong, Missoula came to grips with each other in 1st refugee resettlement." *The Missoulian*. Accessed Oct 14, 2016. [http://missoulian.com/news/local/hmong-missoula-came-to-grips-with-each-other-in-st/article\\_35fd33a4-8089-517a-b5d5-693d9aa12303.html](http://missoulian.com/news/local/hmong-missoula-came-to-grips-with-each-other-in-st/article_35fd33a4-8089-517a-b5d5-693d9aa12303.html).

<sup>58</sup> "IRC in Missoula, MT." Accessed Oct 15, 2016. <https://www.rescue.org/united-states/missoula-mt>.

mutual benefit. We need lots of help — but most of all, we need your friendship and understanding. In return we can offer you ours, and a common will to work for the good of the United States and her citizens.”<sup>59</sup>

The Hmong did run into some major issues in the mid-80s. In 1983, the IRC had left and soon the resettlement of Hmong became disorganized. Jobs were becoming harder to find, and job-training programs were deteriorating. The LFC lost most of their budget, and most of their employees were then laid off. The Hmong as a community tried to create a business, Hmong Medical Equipment Co., which ended in a disaster and the Hmong community lost about \$16,000. By the end of 1983, nearly 600 Hmong had moved away to Billings or California and about 300 stayed in western Montana. During the 1980s, the IRC helped establish more than 550 refugee families in the Missoula valley.

In 2016, the International Rescue Committee (IRC) reestablished an office in Missoula, which currently has a population of 66,788 people.<sup>60</sup> Missoula, Montana was actually the first city to ever reach out to IRC and ask to be a location for resettlement. While the IRC focuses on the logistical and bureaucratic hurdles facing resettlement, SL is devoted to addressing community outreach concerns. Some of the citizens in Missoula are wary of refugees, but the IRC Missoula has tried to help with those fears with saying that all refugees will go through an intensive screening process and background checks.<sup>61</sup>

The most current refugees to come to Missoula are from Congo in Sub-Saharan Africa. A news article in *The Missoulian* published in April of 2016 claimed “Missoula County

---

<sup>59</sup> Briggeman. 2016. “Hmong, Missoula.” *The Missoulian*.

<sup>60</sup> “Current Missoula, Montana Population, Demographics and Stats in 2016, 2015.” Accessed Oct 15, 2016. <https://suburbanstats.org/population/montana/how-many-people-live-in-Missoula>.

<sup>61</sup> Needs Assessment Interview 1 with Soft Landing Missoula, conducted by interview by Ian Strahn and McKennah Andrews, September 27, 2016.

commissioners touched off a firestorm when they sent a letter to the U.S. State Department last winter saying that they're welcome the resettlement of 100 refugees a year to deal with the worldwide crisis, which has reach proportions not seen since the aftermath of World War II.”<sup>62</sup> Some of the citizens in Missoula are wary of refugees, but the IRC Missoula has tried to help with those fears with saying that all refugees will go through an intensive screening process and background checks.<sup>63</sup>

The United States as a whole has a long history of resettling refugees. Initially, policies only permitted fleeing persons from communist territories; but now, those who fall under the United Nations' definition of a refugee are welcomed into America. In order to accommodate the new citizens and enhance their integration, services and programs, from the nationally-active IRC to more grassroots activities like Idaho's police liaison program, are taking form. The Hmong people in Missoula are an example of refugees that were able to integrate into a society and thrive with the help of a local program and people. They are also an example of what can happen when that support system is taken away and they are left to fend for themselves too soon. The United States is prepared to bring in as many refugees as they can help, but there are still some biases against refugees that can create issues for the refugees as they resettle in the United States. California, Idaho, and our local community of Missoula, Montana portray how culturally diverse, art-appreciating, educationally-driven communities are not only ideal locations for the assimilation of global refugees, but especially how these places act as models for other communities who wish to become involved in similar global partnerships.

---

<sup>62</sup> Briggeman, Kim. 2016. "Refugees from war-torn Congo appear headed for Missoula." *The Missoulian*. Accessed Oct 15, 2016. [http://missoulian.com/news/local/refugees-from-war-torn-congo-appear-headed-for-missoula/article\\_987c3836-c6a8-5b42-8b3a-8ddcc0f824af.html](http://missoulian.com/news/local/refugees-from-war-torn-congo-appear-headed-for-missoula/article_987c3836-c6a8-5b42-8b3a-8ddcc0f824af.html).

<sup>63</sup> Briggeman. 2016. "Refugees from war-torn Congo." *The Missoulian*.

## **Historic and Current Challenges that Refugees Face**

Throughout history, refugees worldwide have faced challenges entering into unwelcoming host communities, including the relentlessly stubborn presence of racial bias and cultural misunderstanding combined with subpar economic and social integration. International organizations exist to address these challenges and to build welcoming communities that provide services to aid in the assimilation process as foreign exiles transition to new, unfamiliar territories.

Among current publically-funded attempts to successfully integrate refugees, two major problems remain on an international scale. The first is the fear that displaced persons will negatively affect the host county's historical, religious or cultural identity. The second is the absence of easily accessible information about refugees. The lack of information can fuel individual's apprehension that displaced persons will negatively affect the host area's current or historical cultural ingredients, whether religiously, through physical appearance, or by standards of nationality.

Our Franke GLI Capstone Project also aimed to address these problems by educating the public through a communication-driven, interactive simulation. Our goals were to influence beliefs and attitudes regarding refugee resettlement, redefine perceived social norms, and eventually produce individual behavioral changes toward refugees around the globe by humanizing the image of what it means and looks like to be a newcomer. Although we examined our local community of Missoula, Montana, we designed our program with an eye toward transferability to the global arena.

The mass movement of people across the globe is a major problem for the world because it challenges the status quo. These problems have sprung up in every major and minor refugee

crisis across time as new ideas might seem offensive or even dangerous to some.<sup>6465</sup> Although each country and region responds to migration issues differently, we hope that our interactive simulation will be transferable to other regions in America and across the globe.

Through global examples, the integration of refugees into societies across the globe is hindered by a mixture of political, cultural, and social stereotypes. Through global examples of refugee integration programs we take inspiration and ideas to settle the refugee problem. Such political influences are emphasized further in Montana's own history of refugee resettlement, where refugees fleeing from Communist communities were given higher precedence to resettlement. Transitioning to modern day, California and Idaho exemplify prominent resettlement destinations whose cultural diversity is key, as well as their abundance of social services and resources which provide general blueprints for other communities to pursue themselves. Finally, by examining qualities of famous communication and public campaigns, our capstone group can infer that a successful GLI campaign should include persuasive communication under the psychological approach using location relevance and creativity as our realistic goal. Most significant, though, might be the campaign's ability to engage viewers on personal levels.<sup>66</sup>

Between Soft Landing Missoula and the International Rescue Committee, it is clear that the refugees' basic human needs for survival are being met -- from housing and nutrition, to education and employment. We thus conducted a needs assessment to discover what was missing

---

<sup>64</sup> O'Flaherty, Katherine. 2010. *Seeking the 'Mother of Exiles': A Cultural and Political History of American Refugee Policy in the Twentieth Century*. Electronic Theses and Dissertations. Paper 884. <http://digitalcommons.library.umaine.edu/etd/884>.

<sup>65</sup> Bashford, Alison and Jane McAdam. 2014. "The Right to Asylum: Britain's 1905 Aliens Act and the Evolution of Refugee Law." *Law and History Review* 32 (2): 309-350.

<sup>66</sup> Campos, Ivan. 2013. "Great Public Relations & Communication Campaigns that Will Inspire You." Accessed Oct 15, 2016. <https://www.launchmetrics.com/resources/blog/great-pr-communication-campaigns>.

in the local community that could benefit from our capstone. Our needs assessment helped us gauge the services already in existence, and examine local views, both positive as well as opposition, of the world's refugee situation. By completing several interviews, our needs assessment helped our team develop our project by examining: who the target audience would need to be; the communication objectives our project would need to follow; preeminence of our problem's local and relatedly global context; and our project's necessary tone, approach (education, hands-on, or education, etc.), and collaboration with community stakeholders.<sup>67</sup>

### **Needs Assessment**

Over a series of several weeks, we conducted eight interviews with individuals stemming from a diverse array of backgrounds. We interviewed international and local experts on refugee issues to gain a better understanding of the current situation surrounding refugee resettlement locally and worldwide. These experts in the fields of international and refugee affairs directed our decision-making process by suggesting strategies and methodology for addressing this issue in Montana. Through a standardized set of questions, we uniformly gained an understanding of each expert's particular area of focus and analyze their varying responses. We will elaborate on the responses from our interviews in the hopes that we can outline the landscape by which to direct our capstone project.

To get a full picture of the global implications of the refugee crisis, we spoke with a Syrian refugee who is now residing in Germany, a French volunteer who has helped Burmese refugees establish a livelihood in Malaysia, and the communications director for an Idaho-based resettlement NGO. In Missoula, we spoke with the director of the International Students and Scholars (ISS) program at the University of Montana, the director of Soft Landing Missoula, a

---

<sup>67</sup> Devine and Kullmann. 2011. "Introductory Guide." *Water and Sanitation Program*. p. 42.

child of Hmong refugees who settled in Montana in the 1980's, and Professors of Anthropology and History at the University, both specializing in refugee-related issues.

### **What bases are already covered in Missoula?**

The International Students and Scholars program director at the University of Montana recognized the specific needs of international students, so she established a program to connect newly-arrived students with other students and the Missoula community at large. This program highlights the parallel emotions of loneliness or isolation between refugee resettlement and the temporary resettlement of international students every semester on the UM campus.

In our interview with Soft Landing, a nonprofit organization based in Missoula that helps facilitate local resettlement of refugees, they informed us of their focus on community integration and linking refugees with already-existing programs in Missoula. On the other hand, the International Rescue Committee (IRC) in Missoula is tasked with managing the logistics of refugee resettlement, such as housing and professional placement. Some of our group members glimpsed the politically-charged climate surrounding refugee resettlement in Missoula by attending a lecture on September 20th by Congo-expert Paul Robinson. This was the first lecture put on by Soft Landing and was attended by over 250 people. The question and answer session after the talk demonstrated community hesitation about refugees settling in Missoula.

### **What programs exist internationally?**

One outreach and partnership coordinator in Idaho focuses on establishing “welcoming communities,” claiming that “by isolating people and not welcoming them, you make people feel more lonely, you create this space for people feeling more isolated and in turn act out instead of creating a diverse, rich community.” More specifically, her campaign seeks to counter misinformation about refugees. “We really try hard to push out the positive stories and not repeat

the negative, because when folks hear the negative piece then they already have it in their head, and you have planted the seed and the more they believe it, and that's the piece that sticks," she said.

One Syrian refugee now in Germany elaborated on a Facebook campaign entitled "Faces of Neuköln," which has the goal of humanizing refugees by using images and a short caption to trigger an emotional response. According to this Syrian refugee, the most effective aspect of the campaign has been to connect refugees and locals by emphasizing their similarities. He claimed that the social media campaign is "something that shows who this person is and it was a really nice idea, I think" while highlighting its multidimensions, claiming "it's not the same questions, it's always different with everyone." This interview showed the importance of personal stories as an effective tool for communication and information dissemination about refugees in Germany.

One French volunteer, based in Malaysia, who helps organize a skill building program for refugees, conducted a public awareness event called "The Ladies" that featured art portraits of Burmese women in traditional clothing along with traditional music, dance, and food.

### **Why are locals hesitant about refugee resettlement?**

Our sources outlined several obstacles to implementing refugee resettlement in Montana, stemming from contemporary and historical causes. While resettlement skepticism has been limited in Missoula itself, more conservative communities in the surrounding area, such as the Bitterroot Valley, have been a hotbed for resettlement skepticism. Furthermore, some skeptics worry that refugees settling in Montana may be entitled to government benefits that Montanans themselves may be refused. One University of Montana Anthropology professor explained that the term "refugee" has potentially problematic connotations. Skeptics fear that, "[Refugees] are going to get something free that taxpayers don't get," she said. Additionally, resettlement

skeptics, who come from primarily working-class backgrounds may distrust information from college students who they perceive as entitled. It is conceivable that attempts to reach out to resettlement skeptics have been only marginally successful because of this perceived class divide between those working to resettle refugees and skeptics.

Historically, the United States has often been skeptical of refugee resettlement, said one University of Montana History professor. “We have a long history in the U.S. of anti-immigrant activities,” she explained, citing the nativist Know-Nothing Party of the mid-1800s and long-term, anti-catholic sentiment. “There’s a lot of misinformation that floats around. [...] Some people are conflating Syrian refugees with Congolese refugees in the context of Missoula. [...] They don’t quite understand where people are coming from,” says one UM history professor. Most concern in Idaho has centered around accepting Syrian refugees, said one resettlement NGO worker based in Idaho Falls and Boise. Additionally, financial obstacles exist to resettlement in Missoula, primarily with organizations like Soft Landing.

### **Application of Needs Assessment for Our Project**

A historical perspective is necessary for any effective campaign, explains one UM History Professor. “I’ve taught classes on WWII and students are always shocked when they find out that the U.S. didn’t do more to take in Jewish refugees,” she said. The historical perspective concerning refugee policy is often limited. “There’s a group of refugees, not enough were taken in, people are remorseful about that afterward, the memory fades, the refugee crisis comes up again ...” and the cycle repeats, says one UM History professor.

From an anthropological perspective, our campaign should focus on approaching resettlement skeptics on their level. One UM anthropology professor warned against the overuse of digital media in our campaign, encouraging us to pursue AM radio shows as our medium of

communication. She also warned against generic public relations campaigns that rely on labels, (such as refugee, islamophobe, xenophobe or racist) because they lead to greater polarization instead of unification. One Missoula NGO-director agrees with this assessment, adding that in her experience, the best means for reaching out to those skeptical of resettlement are religious groups and clubs like Rotary and Kiwanis that include members with a diverse mix of political beliefs.

Both the Syrian refugee and son of Hmong refugees interviewed highlighted the importance of public spaces for individuals to meet with one another. Food-sharing programs are especially successful, they explained. Throughout history, refugees worldwide have faced challenges entering into unwelcoming host communities; but these challenges also include problems inherent within members of the host community, such as the presence of racial bias, cultural misunderstanding, and purely intolerant segregation.

## **The Current Project**

### **Methodology**

Our group addressed two issues associated with refugee resettlement that we discovered through the discovery stage of our literature review: (1) the fear that displaced persons negatively affect the host county's historical, religious or cultural identity; and (2) the absence of easily accessible information about refugees. To address these issues, we used a social cognitive framework to associate one's personal history of migration with that of current individuals migrating to America.

We intended to affect attitudes concerning the modern-day generalization of a 'refugee.' We accomplished these objectives by providing reliable information about and enforcing hands-on understanding of the constant human struggle for safe living environments. Based off of

research from effective communication campaign strategies, our capstone sought to establish greater personal understanding by shrinking complex topics into personal stories. This *shows* significance as opposed to merely *telling* it. We implemented the social cognitive theory because we believe that individuals learn about and acquire new behavioral traits through interactive role-play. With this in mind, our capstone embodied an interactive event with global significance, local purpose, and long-lasting impact.

To address the first issue, the fear that displaced persons negatively affect the host county's historical, religious or cultural identity, we implemented a simulation showing the comparisons between modern refugees and historical examples of fellow travelers searching for safe, welcoming living spaces in the United States. We hoped to confront the common misconception that 'refugee' is associated with privilege, by instead recognizing the inherent parallels between modern refugee settlement and historical immigration--to which most Americans trace their family lineages.

We designed and constructed an in-person, interactive experience in which attendees experienced the life of a displaced individual. Each attendee walked through the stages of survival on their way to a new and safe home. They were given one of four distinct profiles which include the stories of actual individuals who have immigrated to Missoula. Some profiles especially emphasized the feelings of unbelonging and uncertainty. We obtained the historical stories/profiles by referring to our own familial histories of flight in generations past. To gather contemporary profiles, we referenced the stories our own refugee acquaintances.

The experiences we simulated involved fleeing from home, living in a camp, and the application and vetting process. The simulation took place in three stages: Stage 1 focused on transportation and the movement of refugees from either a refugee camp or their starting location

to a third party country that is accepting them. This highlighted the dangers that refugees face when moving such as the risk of crossing bodies of water without proper equipment, to the dangers of people smuggling, to the inevitable discomfort and uncertainty associated with such travel.

Stage 2 portrayed life in a refugee camp, specifically targeting malnutrition and scarce living spaces that was accomplished by showing the basic diets of refugees in camps as well as less than ideal living spaces. The camp also incorporated a medical tent and education sections to show the sheer amount of time that many refugees would spend in camps.

Stage 3 was a simulated vetting experience. This constituted a series of harsh questions and interviews that refugees would have to go through in order to be accepted as a refugee in certain countries. Finally, we provided some general information in a debrief meeting.

We held two simulation events to allow a greater demographic of people to attend from the local area. The first event was held in conjunction with Montana HOBY in Florence, Montana on the 25th of February, 2017. This event was dedicated to high schoolers and served our mission to target a younger population that is still forming their views. The second was held at the University of Montana campus in conjunction with the Southwest Asian Studies conference in April of 2017. This event was intended to cater to the university crowd and individuals interested in Southwest Asian affairs seeking more information on the subject of refugees.

To address the second issue, the absence of easily accessible information about refugees, we implemented a plan to dispense information about refugees both past and present at the simulations. Because our needs assessment identified a lack of clear and easily accessible information about resettlement, we decided that concentrating our efforts on a first-hand

simulation experience in Missoula is the most effective use of our time and resources. At the end of this experience, our mission emphasized the similarities of our attendees' experiences and post-event feelings with that of which refugees still endure today.

We analyzed attendee's attitudes before and after our project through the use of a self-response survey. This survey allowed us to determine the success of our efforts through the style and tone of language used by attendees to describe their beliefs about and accurate understanding of refugees. (For more information see evaluation section).

### **Publicity**

Our first event in conjunction with HOBY was privately held, thus not accessible to the general public. After the event, our group sought to partner with a public venue in order to generate greater public accessibility. In hindsight, our group recognized one of the project's shortcomings was a lack of adequate publicity about our second event. Information about the simulation was included in the paperwork associated with the Southwest Asian conference, and we hung posters around campus facilities. However, these two publicity measures proved inadequate in drawing a sufficient crowd to the event. Future groups should incorporate local media sources, specifically newspapers and radio, in their publicity considerations.

### **Materials**

Materials included location(s), identity cards, materials for constructing the exhibit (tents, food, room dividers, etc.), dividers, posters or projectors, film for a polaroid camera used to take "identification card" photos, advertising space, printing material including resource cards, and volunteers.

### **Budget**

Our initial budget for the project was as follows:

<b>Capstone Budget</b>	
<u>Materials</u>	<u>Cost</u>
Room Dividers	\$50.00
Polaroid Film	\$100.00
Printing	\$100.00
Advertisements	\$100.00
Rental costs	\$100.00
Transportation	\$50.00

After project completion we found the expenses to be much lower than expected. We also obtained equipment from UM Outdoor Programs (e.g., a raft, life vests, and backpacks), for which generously waived their rental fees.

### **Timeline**

Jan 23 - 27: Contact places for the location of the first, second, and third event, as well as create plans for all materials.

Jan 30 - Feb 3: Organize the materials for the first event. Establish networking systems of volunteers and event coordinators.

Feb 6 - 10: Advertise for first and second event.

Feb 13 - 17: Coordinate with event locations and volunteers.

Feb 20 - 24: Host the first event in conjunction with HOBY Montana in Florence (Feb, 25)

Feb 27 - Mar 3: Analyze evaluations and determine event one outcomes. Make adjustments where necessary.

March 4-27th: Reflect on event 1, brainstorm ways in which to make event 2 more successful/ meaningful to participants. Gather materials for event 2.

April 3 - 14: Gather materials and volunteers for simulation 2.

April 15: Dress rehearsal of event 2 with volunteers

April 19th : Host event 2

April 24 - 28: Analyze results from event 2 and prepare presentation for UMCUR.

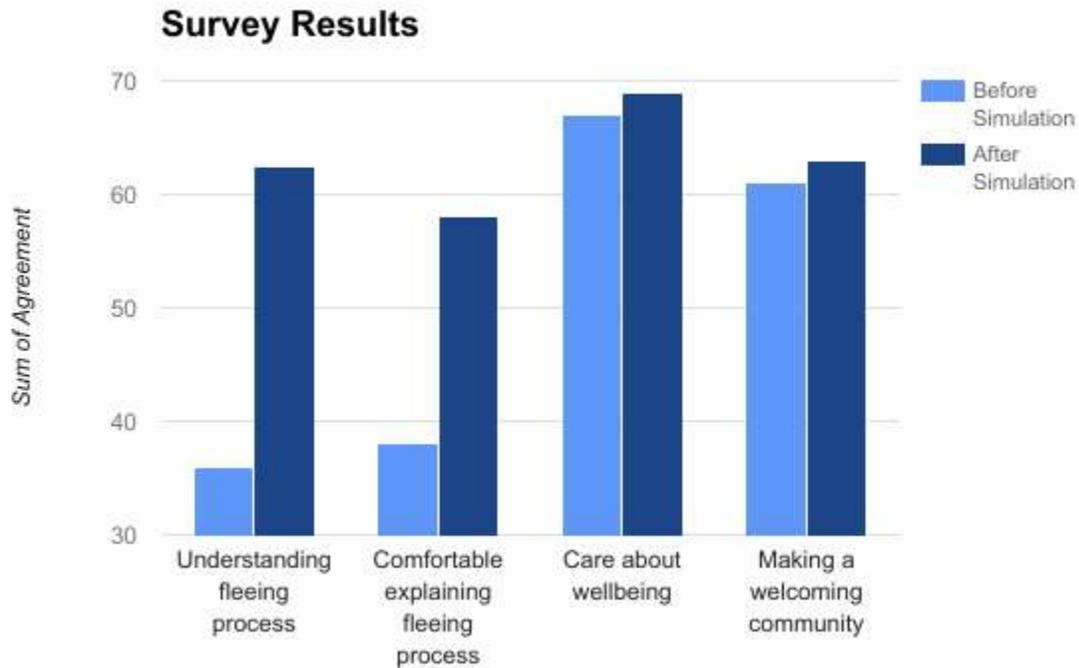
## **Evaluation**

To evaluate the effectiveness of this project we circulated surveys among project participants both before and after the simulation (see Appendix B for the survey). We asked participants to rate themselves on their understanding of the the process of flight, their level of comfort in explaining the process of flight, their level of concern for the well-being of refugees, and their desire to facilitate a welcoming community in Missoula. Individuals had different options to rank their level of agreement with statements presented in the survey; i.e. strongly disagree, disagree, neutral, agree, and strongly agree. Each level of agreement was given a number from one to five with one indicating strongly disagree and five equating strongly agree. Additionally, we asked participants to write down words which they associated with refugees before and after completing the simulation.

## **Results**

Both events were conducted successfully, although more individuals attended the HOBY event than the UC simulations. As hypothesized, individuals' knowledge about and concern for refugees showed an average increase in each category. Based on the pre-simulation survey responses, many individuals did not understand the process a refugee goes through when they are fleeing nor did individuals feel comfortable explaining the process that refugees go through. The surveys were compiled together to create a chart and bar graph that numerically represent the

effect of the simulation as measured by responses before and after.



The graph above shows a significant increase in understanding of the fleeing process and being able to explain the process. This graph also shows that the participants in the simulation care about the well-being of refugees and want to create a more welcoming community for refugees that could possibly be resettled in their area. There was a slight increase in these two categories that might imply that participants felt even more empathy towards refugees after completing the simulation.

Additionally, we saw changes in the words used by participants to describe their understandings of refugees in the open-ended response section of the survey. Using a “word-cloud” analysis, we noticed that, while some words were associated with refugees both before and after their exposure to the simulation, such as “displaced,” we did see a marked differences in the free-association words participants used before and after the simulation. Before the simulation there was a common usage negative vocabulary, such as: “war,” “persecution,”

“outcast,” “oppressed,” “discrimination.” While these terms adequately represent some aspects of the refugee experience, an interesting note is that they are largely concerned with the outside world’s relationship to the refugee rather than the internal thoughts/ feelings of a displaced person situated within their understanding of the world.

After the survey, participants used words more clearly associated with the internal thoughts/ feelings and perceptions of refugees such as: “worried,” “hopeful,” “confused” or “scary.” This change in descriptive vocabulary is likely reflective of a shift in perspective from considering a refugee as a symbolic ‘other,’ to perceiving displaced peoples as fellow humans, who share universal desires such as need for belonging and desire for safety and security. Ultimately, despite the attendance shortcomings of our project, we found a significant and meaningful change in the way in which participants perceive and understand refugees.

## **Discussion**

Our interpretation of the changes in the four survey questions is that the participants showed a marked increase in their understanding of refugees and their ability to talk about the process by which refugees flee and resettle to others. This increase was shown in the before and after comparison of questions one and two, in which participants first acknowledged that they did not feel comfortable about explaining the life of a refugee, but after the simulation they were more confident in their abilities to explain it. The simulation also helped participants learn more than just the general stereotypes of refugees, such that they were more knowledgeable, and better able to explain to others the plight of refugees both past and present.

As for questions three and four, we noticed little change comparing the before and after results as an outcome of the participants who took the surveys and their attitudes towards refugees. Questions three and four were based more on how they perceived refugees, and less on

knowledge. The participants showed a slight increase on these two items, but the increase was not as high compared to the first two questions. Therefore, it appears that we educated the participants on refugees and their stereotypes, while slightly improving their attitudes towards refugees.

Our interpretations of the word cloud demonstrate the increase in knowledge that the participants gained from the simulation. For example, the words they tended to use in the open-ended survey responses generally changed from action words to emotion words. The words in the first cloud are focused on the aspects of a refugee's life that are negative in context such as war and violence. This is contrasted with the words in the second cloud, which contain help and hopeful as primary words showing a marked shift in the way the participants looked at refugees from start to finish. This switch from actions that refugees are associated with in the general media to the nouns and adjectives such as fear, help, and helpful potentially show a shift in their understanding of refugee's lives compared to their actions portrayed in the news. Our interpretation of this change was the participants learned that a refugee's life was more than just war and violence, and they focused more on the attempts to resettle them in another place and their lives inside refugee camps. This is partly based on the idea that refugees are not a new concept and that many people who have come to America in the past as well as other countries were also refugees.

## **Global Implications**

Our interactive refugee simulations were informed by international input and sought to address a global problem -- namely, the perception of refugees and displaced persons worldwide. Through its use of storytelling via personal identity cards, hands-on problem-solving via participant engagement, and comprehensive education via detailed information, the project was

successful in providing an emotional and factual understanding of the plight of refugees for participants in local Missoula County, Montana. By design, this project is easily transferable and transportable, as all required resources were of lighter weight and easily convertible per venue space. With this advantage in mind, we hope to see the adoption of our interactive simulation model in other communities worldwide.

Our GLI group recognizes that negative perceptions of refugees is not only a problem in the United States because our needs assessment interviews and preliminary research taught us that refugees face prejudice around the world. Due to the international necessity for this kind of empathetic understanding, we recognize the problem defined in our project as being “globally significant.” Needing only decent background knowledge on refugees and a minimal amount of simulation materials, our simulation model could easily be adopted by any cultural context in which negative perceptions of refugees exist. For international settings in which the history of migration is not as prominent as in the United States, however, those who might adopt our simulation method should de-emphasize the historical migration aspect or seek out similar historical instances of migration within their home countries. Our simulation model is intentionally fluid in its design to incorporate a parallel of historical aspects: refugees today and immigrants from the past. This design was completed with the intention of providing an international context that instills global awareness, or even appreciation, as a hopeful outcome. Ultimately, our GLI team was successful in designing a transferrable, transportable, and globally-informed project which could be adopted elsewhere with similarly positive results.

## **Conclusion**

Our group’s original interest in this topic was spurred by the unprecedented suffering of refugees in the world today. Based on the information we obtained in the research and needs

assessment component of our literature review, we identified two possible problems that we can address through the platform of an interactive simulation: 1) there are misconceptions about refugees and immigrants that result in discriminatory attitudes towards those individuals; and 2) locals are unable to draw parallels between their own familiar lineage and displaced people, resulting in a lack of understanding about new arrivals and polarization. Our approach was to link historical migration with current migration using an interactive simulation that was rooted in public communication campaign guidelines and the Social Cognitive theory. In the end, our outcome, while limited, was twofold: (a) the imploration of locals to build mental bridges that exemplify similarities amongst their new and longtime neighbors as opposed to emphasizing their differences; and (b) the construction of a community intervention campaign that is transportable, transferable, and measurable in order for individuals across the globe to build tolerance and acceptance toward newcomers. Ultimately, we hope that this project will bring us, as a connected world, one step closer to the dream that all people have “A Place to Call Home.”

## References

- "Amina Mohamud of Boise, Idaho." Office of Refugee Resettlement. Accessed Oct 15, 2016.  
<http://www.acf.hhs.gov/orr/success-story/amina-mohamud-of-boise-idaho-epitomizes-the-types-of-successes-refugee>.
- Anker, Deborah. 1983. "The Development of the U.S. Refugee Legislation." *In Defense of the Alien*, 6: 159-166.

- Bashford, Alison and Jane McAdam. 2014. "The Right to Asylum: Britain's 1905 Aliens Act and the Evolution of Refugee Law." *Law and History Review* 32 (2): 309-350.
- Berg, Sven. 2016. "Mayor Bieter Calls for City's Best Inner Boisean." *Idaho Statesman*. Accessed Oct 2, 2016. <http://www.idahostatesman.com/news/local/community/boise/article99389107.html>.
- Briggeman, Kim. 2016. "Refugees from war-torn Congo appear headed for Missoula." *The Missoulian*. Accessed Oct 15, 2016. [http://missoulian.com/news/local/refugees-from-war-torn-congo-appear-headed-for-missoula/article\\_987c3836-c6a8-5b42-8b3a-8ddcc0f824af.html](http://missoulian.com/news/local/refugees-from-war-torn-congo-appear-headed-for-missoula/article_987c3836-c6a8-5b42-8b3a-8ddcc0f824af.html).
- Briggeman, Kim. 2016. "Hmong, Missoula came to grips with each other in 1st refugee resettlement." *The Missoulian*. Accessed Oct 14, 2016. [http://missoulian.com/news/local/hmong-missoula-came-to-grips-with-each-other-in-st/article\\_35fd33a4-8089-517a-b5d5-693d9aa12303.html](http://missoulian.com/news/local/hmong-missoula-came-to-grips-with-each-other-in-st/article_35fd33a4-8089-517a-b5d5-693d9aa12303.html).
- Campos, Ivan. 2013. "Great Public Relations & Communication Campaigns that Will Inspire You." Accessed Oct 15, 2016. <https://www.launchmetrics.com/resources/blog/great-pr-communication-campaigns>.
- "Communication Campaign." n.d. *Water and Sanitation Program*. <http://www.wsp.org/toolkit/communications-campaign>.
- "Current Missoula, Montana Population, Demographics and Stats in 2016, 2015." Accessed Oct 15, 2016. <https://suburbanstats.org/population/montana/how-many-people-live-in-Missoula>.

Department of State: The Office of Website Management. 2016. "Fact Sheet: Fiscal Year 2016 Refugee Admissions." *Bureau of Public Affairs*.  
<http://www.state.gov/r/pa/prs/ps/2016/10/262776.htm>

Devine, Jacqueline and Craig Kullmann. 2011. "Introductory Guide to Sanitation Marketing." *Water and Sanitation Program*.

Gay & Lesbian Alliance Against Defamation (GLAAD) and (MAP) Movement Advancement Project. 2008. "Communications Campaign Best Practices." p. 12.

Hotakainen, Rob. 2016. "This U.S. City has More Syrian Refugees than New York and LA Combined." *McClatchyDC*. Accessed Sep 26, 2016.  
<http://www.mcclatchydc.com/news/nation-world/national/article102000997.html>

"IRC in Missoula, MT." Accessed Oct 15, 2016. <https://www.rescue.org/united-states/missoula-mt>.

Kolowich, Lindsay. 2015. "12 of the Best Marketing and Advertising Campaigns of all Time." Accessed Oct 15, 2016. <http://blog.hubspot.com/blog/tabid/6307/bid/32763/The-10-Greatest-Marketing-Campaigns-of-All-Time.aspx>.

Kruesi, Kimberlee. 2016. "Boise's Refugee Resettlement Program Considered an International Success." *The Salt Lake Tribune*. Accessed Oct 15, 2016.  
<http://www.sltrib.com/home/3812626-155/boises-refugee-resettlement-program-seen-as>.

Needs Assessment Interview 1 with Soft Landing Missoula, conducted by interview by Ian Strahn and McKennah Andrews, September 27, 2016.

O'Flaherty, Katherine. 2010. *Seeking the 'Mother of Exiles': A Cultural and Political History of American Refugee Policy in the Twentieth Century*. Electronic Theses and Dissertations. Paper 884. <http://digitalcommons.library.umaine.edu/etd/884>.

- Perloff, Richard M. 2010. *The Dynamics of Persuasion*. 4th ed. New York: Routledge.
- "Population Demographics for Boise, Idaho in 2016 and 2015." Accessed Oct 12, 2016.  
<https://suburbanstats.org/population/idaho/how-many-people-live-in-boise>.
- "Refugee Liaison". City of Boise Idaho. Accessed 10/15/, 2016.  
<http://police.cityofboise.org/home/specialty-units/refugee-liaison/>.
- "Results." *The Meth Project*. Accessed Oct, 15, 2016.  
<http://foundation.methproject.org/Results/index.php>.
- Rice, Ronald E. and Charles K. Atkin. 2001. *Public Communication Campaigns*. 3rd ed.  
Thousand Oaks, CA: Sage.
- Salama, Rasha. n.d. *Public Communication Campaigns*. Suez Canal University-Egypt.
- "SoulPancake." n.d. Accessed Oct 27, 2016. <http://soulpancake.com/>.
- Snowden, Jordan. "SoulPanake and Hershey's Kisses Team Up for Heartwarming Campaign."  
Accessed Oct, 27, 2016. <http://www.definitiontoday.com/content/soul-pancake-herseys-kisses>.
- Stiff, James B. and Paul A. Mongeau. 1994. *Persuasive Communication*. New York: Guilford Press. p. 282-304.
- United Nations High Commissioner for Refugees. "The 1951 Refugee Convention." UNHCR.  
Accessed Oct 4, 2016. <http://www.unhcr.org/uk/1951-refugee-convention.html>.
- "UNHCR Viewpoint: 'Refugee' Or 'Migrant' – which is Right?" UNHCR. Accessed Oct 4, 2016.  
<http://www.unhcr.org/uk/news/latest/2016/7/55df0e556/unhcr-viewpoint-refugee-migrant-right.html>.
- U.S. Citizenship and Immigration Services. <https://www.uscis.gov/humanitarian/refugees-asylum/refugees>.

"What We Do." *Soft Landing*. Accessed Oct 15, 2016. <http://softlandingmissoula.org/what-we-do/>.

## **APPENDIX A: NEEDS ASSESSMENT FIELD NOTES**

### **Abstract**

Although the life of a refugee is circumstantial, all individuals are positioned in a broad global context. We hope to replicate various stages that a refugee may likely experience using an interactive simulation. For our needs assessment, we met with and interviewed eight international and local experts from a diverse array of backgrounds over the course of several weeks on refugee issues. Through a standardized set of questions, we could uniformly gain an understanding of each expert's particular area of focus.

To get a full picture of the global implications of the refugee crisis, we spoke specifically with a Syrian refugee who is now residing in Germany, a French volunteer who helped Burmese refugees establish a livelihood in Malaysia, and the communications director for an Idaho-based resettlement NGO. In Missoula, we spoke with the director of the International Students and Scholars (ISS) program at the University of Montana, the director of Soft Landing Missoula, a child of Hmong refugees who settled in Montana in the 1980's, and Professors of Anthropology and History at the University who both specialize in refugee-related issues. This Appendix includes the field notes we gathered through our needs assessment which supplemented our Literature Review and, ultimately, helped us determine a feasible and appropriate approach for our Senior Capstone Project.

## **Interview 1 - Director of Soft Landing (9/27)**

### **In order for refugees to be settled in a town they require 1 of 9 resettlement agencies:**

In Missoula, the IRC (International Rescue Committee) serves as that agency

IRC has been in Missoula since July, 2016

Soft-landing and IRC have resettled 5 families during this time

Soft-landing hopes to bring between 2 and 3 families per month to Missoula for the foreseeable future

### **How are refugees allocated to Missoula?**

IRC (or affiliate agency in each town) processes a contract from the family

Family Ties are considered

Categories are made to find good fits for refugees

\$1,125 grant offered to refugees by the state department to cover the first 3 months

### **Basics of refugee resettlement:**

65 Million people are displaced by war and conflict worldwide

20 Million are registered as displaced with the UN (one must register in order to be resettled)

Three possible outcomes for displaced persons:

1. Repatriation (refugees are returned to their places of origin)
2. Local Integration (in the places where refugees have fled)
3. 3rd country resettlement (This is the least-ideal situation, making up only about 1% of all refugees)

Most 3rd country resettlement takes place in the United States (about 70%, other countries include Canada and Australia)

### **What is Soft-Landing's role?**

Because the IRC focuses primarily on logistics (housing, professional placement etc), Soft Landing's role has been mostly focused on community integration

They try to reach out to community organizations that already exist in order to help refugees (ESL offices)

5 person volunteer teams from Soft Landing are assigned to each family. They make sure that integration is running smoothly and help facilitate social connections between refugees and the community.

### **What are the primary obstacles that Soft-Landing faces?**

Financial (they only recently gathered the resources to rent a space for an office)

Political (most PR work is focused on getting information out to those who may be skeptical of resettlement.

Interviewee explains that they never intentionally involve politics, use terms like "racist".

Interviewee highlights that the best means for reaching out to those skeptical of ref. resettlement are religious groups and clubs like Rotary and Kiwanis who include a diverse mix of political beliefs.

### **What can we do to become involved?**

Interviewee is skeptical of our "welcoming communities plan. She notes that the white house has a similar initiative (with the same name and goals) that was ratified by the Missoula City Council earlier this month.

(See here: [https://www.whitehouse.gov/sites/default/files/building\\_welcoming\\_communities\\_091615.pdf](https://www.whitehouse.gov/sites/default/files/building_welcoming_communities_091615.pdf)

<http://myinforms.com/en-us/a/41097338-city-council-approves-stormwater-utility-and-x22welcoming-cityx22-ordinances/>)

SL needs help with a transportation program, volunteers needed to be on a call list that can give refugee families rides around town. Could we help with implementation of this idea?

Academic tutoring program for younger refugees? English language instruction (refugees speak no English at the moment). Needs assessment and analysis could be useful. They suggested that we become a mentoring team for a refugee family...

## **Analysis**

Overall the meeting went well, interviewee and company are approachable and passionate. They seem to be excited that we are interested in their project, but somewhat skeptical of our own ideas (especially the Welcoming Communities proposals). They seemed unwilling or unable to identify major holes in their resettlement programs where we could provide help, encouraging us instead to volunteer with programs, which they had already created. The exciting news is that they plan to make Missoula a major hub for refugee resettlement now that the IRC has opened and there will (apparently) be many refugees arriving. In fact, a family is flying into town this afternoon.

## **Interview 2 - Director for the International Students and Scholars at UM**

**Background** - Interviewee works as the director for the International Students and Scholars (ISS) program at the University of Montana, which helps international students connect with other students and the Missoula community. She provides a valuable perspective as she is an immigrant herself growing up in Ethiopia with Greek parents and migrating to the United States during her college years.

### **PART 1 - Non-Question-Prompted Information**

There are similarities between international students and refugees settling in Missoula— outsiders need assistance from the community to effectively integrate.

Her specialty is creating programs which bring domestic and international students together.

She highlights integration as “Philosophical underpinning of Global engagement office  
Emphasizes success of group-oriented events.

### **How can we encourage domestic students to be welcoming?**

Focus on recruiting individuals with intentional experiences, “seasoned in knowing what it’s like to come to new, different situation.”

### **Missoula International Friendship Program:**

A volunteer organization overseen by a community board, which connects students with community members.

Encourages us to bring an expert from Boise to Missoula.

### **What problems do international students have that haven’t been addressed by the university infrastructure?**

The most common situation is that there is a (natural) disaster, in a student’s home country. Usually students here feel a sense of guilt/ displacement for being separated from their homelands and families. Fundraisers and awareness campaigns are common strategies for students to make a meaningful difference in their home countries.

In other cases, students are referred to professionals on campus. (Advising/ therapy etc.)

Meeting with leaders of nationality clubs, is a means of addressing wider conflicts, issues (Japanese club, Chinese club, Saudi, Persian, African and Latin American clubs—depends on makeup of student body.)

Refugees always have something in common regardless of nationality. In order to better understand the the individuals and families themselves, one must know something about the background from which refugees come.

Missoula has had a long history of settling refugees: Historically these groups have been homogeneous during each era: Laotians (1970’s), Belorussians (1980s), Tibetans....

150 new refugees by April.

There are no East-african students at the University of Montana.

Missoula court system has a log of people who speak different languages in the community.

**\*\*\*How best to incorporate the new refugee communities into older ones?\*\*\***

### **PART 2 - GLI Interview Questions**

#### **What characteristics are required in order to make a community welcoming to outsiders?**

Open-mindedness, people comfortable with ambiguities—(people must be non-judgmental of cultural differences), necessity of town leadership support

#### **How should a community best integrate individuals with little or no English competency?**

Importance of School system in bilingual education.

Adult education is also essential for integration into an English speaking community.

#### **In what ways does having international influences make a community stronger?**

Community members become more knowledgeable about other cultures, but through comparison you “start evaluating your own values.”

#### **What are the primary fears of immigration skeptics? Stigmas?**

It is important not to judge those with an ethnocentric worldview. Exposure is key to understanding - being put into uncomfortable situations.

#### **In your experience, what are the most effective means of spreading information to the Missoula public?**

Encourage people to become involved in community partners network through a newsletter, media (newspaper).

But, the most effective is face to face communication.

#### **How has your experience as an expert on international integration or as an immigrant yourself (depending on who we interview) changed your perspective on immigration issues? On this issue?**

Interviewee moved from Ethiopia as a Fulbright student scholar to Wells College in New York. There, the only other international student was Turkish. Interviewee was concerned (“paranoid”) that the university was researching her interactions with this girl, because Turkey and Greece were conflict regions. As it turned out she and the Turkish girl became close friends. Interviewee emphasizes the importance of a new place being “neutral ground.” Through this experience, she became more open to cultural differences and overcame her personal stereotypes.

#### **What do you think is the role of the University of Montana in addressing the refugee crisis either on a global scale or locally as families settle in Missoula?**

The University should have an indirect role in refugee resettlement. Interviewee encourages having a panel discussion regarding refugees’ background in order to increase awareness of these issues. “Involve refugees as educators to us.”

#### **Which approach do you think would be the most effective for new families in Missoula: policy/administrative campaign or direct/one-on-one assistance?**

“If it’s just coming from the top, I don’t think people will respond positively.” Guidelines should be set “from above,” but community involvement and decision making is critical.

### **PART 3 - Analysis**

Interview was helpful in highlighting the parallels between refugee resettlement and the temporary resettlement of international students every semester on the UM campus—namely, through the Global Engagement offices work.

This parallel makes the resettlement process seem less daunting.

Interviewee emphasized the Community Friendship program as one of the greatest successes of her office. While SL already has a similar program, Interviewee suggests that word of mouth and face-to-face communication is the most effective in catalyzing public support for involvement in these voluntary programs. Interviewee raises some important questions about how best to incorporate new refugee groups with other groups who were settled in Missoula in the last 40 years. She encouraged us to get in touch with refugee officials in Boise to set up interviews about how best to address this issue. Her emphasis on community (grassroots) involvement in resettlement campaigns is in line with SL and our capstone projects community-centered approach.

### **Themes**

- Hands on involvement with international students
- Personal immigrant perspective
- Incorporation of newcomers in Missoula

### **What are the Needs Identified?**

Grassroots involvement in resettlement campaigns through a community-centered approach.

## **Interview 3 - 2nd Generation Hmong Refugee**

**Background** - Interviewee is a school social worker in the Missoula school system who is of Hmong descent.

### **PART 1 - Non-Question-Prompted Information**

“Missoula was a huge headquarters for the Hmong people in the U.S.”

Interviewee’s parents chose to settle first in France, where he was born.

-As a 14 year old (1994) interviewee moved to Missoula, first experience in U.S.

“The thing that struck me the most about Missoula [...] was the lack of multi-culturality”—“but people here are actually pretty open-minded.”

Interviewee has never returned to Vietnam, “there is a lot of animosity against the Hmong people in Vietnam.” Interviewee’s family patrolled the Ho Chi Min Trail for U.S. forces, seen as “traitors” by Vietnamese nationals.

Emphasizes the importance of the role of food in bringing different cultures together.

### **Did you face discrimination when you first arrived?**

“Maybe I had, but I brushed it off my shoulders.” Being from France was an advantage in meeting people.

“Even if I did [experience discrimination] I didn’t take it personally, I just thought people were not educated and it was my job to educate them. Happiness is a choice.”

### **PART 2 - GLI Interview Questions**

#### **What characteristics are required in order to make a community welcoming to outsiders?**

“You have to be multi-culturally aware of what is outside of your world.”

—If you haven’t traveled and had experiences outside of your own culture, “you’re just words from a book.”

Missoula is “wide-open to a lot of things [...] but could do better.” The role of the university is key to expanding multicultural awareness of Missoulians.

—Individuals from other cultures, also have apprehensions about sharing their own cultures. (Invitation from predominant culture is significant)

#### **What ways should insiders encourage others from their culture to share their background with dominant culture?**

Value of elders in decision making in Hmong community.

#### **How should a community best integrate individuals with little or no English competency?**

“It takes a couple of years to learn the language around you.” “We need to open our minds to the fact that people need to learn English. You can’t move to the country and not know the language.” Retain language and culture, but take that time to go to ESL classes out of respect for the country in which you reside. “My parents tell me, ‘I wish I would have learned English when I first got here.’”

#### **In what ways does having international influences make a community stronger?**

“If you surround yourself with multi-cultural influences you have no choice but to recognize the beauty—how beautiful we as a human race [are].”  
We have to celebrate each other.

**What are the best means by which to convince skeptics of the value of immigration?**

“What the world is forgetting to do is recognize that there is only one race—the human race.” Refugees are coming here because they have to flee something. No one leaves their home country if the situation is good.

One must take into account why refugees are coming here, U.S. is also culpable in this crisis.  
“If we can put a person on the moon, we can certainly solve these problems world-wide.”  
Most important step is to take steps to fix problems causing the displacement in the first place.

**How has your experience as an expert on international integration or as an immigrant yourself (depending on who we interview) changed your perspective on immigration issues? On this issue?**

“Being Asian hasn’t hampered the choices I’ve made, but it has my people. They look around and see that they’re different, and either they thought they were not as good or better than euro-caucasians.”  
“The truth is that we all are in the same boat, we all want the same things.”  
—success and happiness is a choice

**What do you think is the role of the University of Montana in addressing the refugee crisis either on a global scale or locally as families settle in Missoula?**

The role as educator is significant in Missoula. Education of students regarding the respective cultures of refugee families.  
“We must accept that we are part of the problem.”

**PART 3 - Analysis**

Interviewee’s humanist and universal perspective will be important to incorporate into our final project. I found his comments about the need for leadership to come from within communities of displaced persons as well as from the receiving community meaningful. Interviewee also loves the way that food brings people of different cultures together. Could we perhaps incorporate his ideas about having refugees cook for the international food festival on campus. What does food look like in refugee camps? What are the dietary differences between our cultures? (GG mentioned her friend who was a refugee and couldn’t digest her government allotment of cheese.)

**Themes**

- Personal immigrant perspective
- Experience integrating into Missoula

**What are the needs identified?**

- Community centered culture especially around food
- Need for leadership initiative to stem from the refugee community itself

## **Interview 4 - Professor of Anthropology at UM**

**Background** - Interviewee is a professor of anthropology at UM with an emphasis in socio-cultural issues

**PART 1 - Non-Question-Prompted Information**

An aspect of our campaign should involve a radio segment on “TalkBack” 12.50 AM with co-hosts Peter and John. Talkback airs daily from 8.30-10am. Interviewee claims their wide listening audience throughout the Bitterroot may provide a good forum to discuss refugee issues with “experts” from Soft Landing and our GLI group.

**PART 2 - GLI Interview Questions**

**What characteristics are required in order to make a community welcoming to outsiders?**

Education (schools); government (buildings for public forums and temporary job placement services); housing; churches that are open to everyone

**How should a community best integrate individuals with little or no English competency? In what ways does having international influences make a community stronger?**

“Pay them to teach their mother tongue” at our university or high school levels.

Rather than teaching refugees English, languages skills should be exchanged with one another.

Having native speakers of a language (such as Swahili) is a resource that other medium-sized communities may not have. Missoula should use these skills to their benefit and to distinguish themselves from other medium-sized cities. Local communities should monetize the skills that newly arrived refugees already have. One of those easily identifiable skills is language.

**What are the primary fears of immigration skeptics? Stigmas?**

The obstacles are social. The term refugee is a legal, artificial term. People are against refugees because they are riled up about the “label”. This label alludes to a “class privilege” that locals who grew up in the community do not have. “They’re gonna get something that free that taxpayers don’t get.” The goal of a campaign should be to get past the label. Interviewee suggests that we reject the term refugee altogether and instead show that Missoula is becoming more diverse by looking at who has become a citizen in the last 5 years. She warns against generic public relations campaigns that rely on labels because they lead to greater polarization instead of unification. She says that we should “connect what locals need with what refugees need”. These needs include: housing, childcare, healthcare, tuition, and maybe even a welfare check. In her opinion, a campaign should address the needs of locals and new families together as one.

**PART 3 - Analysis**

Our conversation was rather candid about our vision for our GLI project. Interviewee made several suggestions that can be applied to our campaign while also presenting some criticisms. She encouraged our group to have an edgy project instead of just playing it safe. Though slightly uncomfortable at times when it felt like she was interviewing us instead of vice versa, her suggestions are distinct from other interviewees.

**Themes**

- Incentivizing a refugee’s native language as a way for them to make money and diversify a medium-sized city
- Tips for a successful communication campaign to focus on radio/tv instead of social media

**What are the needs identified?**

- Allow refugees to determine what they want
- Disseminate information about refugees without using the label “refugee”

## **Interview 5 - Volunteer in Malaysia who works with Burmese Refugees**

**Background** - the interviewee is a former volunteer of Tanma, which is a Federation meaning “strong” in Burmese that formed in 2010 in Malaysia. Tanma provides income generation activities for refugees from Burma/Myanmar. By working to bring together efforts from three ethnic Burmese women refugee groups in Malaysia, namely Mang Tha, Kaoprise, and Chin Women Organization, the organization is able to provide sewing courses, handicraft classes, basic English classes, and entrepreneurial skills programs. Interviewee was a full-time volunteer with this group from 2014- 2016.

**PART 1 - Non-Question-Prompted Information**

**How was TANMA started?** An expat from France built a strong connection with Burmese refugees living in Malaysia by going to church with them. They then organized group discussions with female refugees to discuss ways to earn a living within Malaysia’s unwelcoming political environment. In fact, Malaysia does not recognize refugee status since the government has not signed the UN Refugee Convention.

Tanma is structured so that refugees are leaders within the program. They decide what skills to teach and what handicrafts to produce. So far, they have opted to make traditional products from Myanmar. Interviewee notes, “It was much more interesting for them to do something from their country” and “I think it’s good for them to make products specifically from their country.”

Tanma hosted a public awareness event called “The Ladies” that featured art portraits of Burmese women in traditional clothing along with traditional music, dance, and food. Interviewee notes the main challenge for the event was with organizing and communicating with the women themselves. This is because some Burmese women pictured amongst the art gallery were from rival ethnic groups. (This was particularly geared toward Rohingyas who are largely discriminated against in Myanmar.)

## **PART 2 - GLI Interview Questions**

### **What characteristics are required in order to make a community welcoming to outsiders?**

It is most important to have committed volunteers. When UNHCR recently became involved with Tanma, they started “destroying the program” as outside administration told refugee leaders what to do altering the focus away from refugee women empowerment.

### **Did you ever experience skepticism from locals about the refugee program?**

Not really. In Malaysia, locals don’t know what refugees are so they don’t really publicly stigmatize them. “Maybe in Malaysia people don’t criticize directly but [they show skepticism by] the fact that they don’t show much support or interest [in public events for refugees].” Interviewee remarked that most of Tanma’s volunteers are expats. Malaysia’s landscape is different than that of the U.S. or France (where Interviewee is from). Interviewee said, “If I were to start something like this in France, I would be scared of what people would say because the problem is big.”

### **What are the best means by which to convince skeptics of the value of immigration?**

“A project like Tanma where women are organizing themselves to make a living and not being a burden for the state might show skeptics that refugees are hardworking and not receiving a free paycheck [handouts].” She also suggests that organizing community events where skeptics can learn about the conditions that refugees flee from in their home countries might convince skeptics of the value of refugee resettlement.

### **How should a community best integrate individuals with little or no English competency?**

Refugees are not very integrated in Malaysia because of the legal aspect. “So when refugees cannot go to hospital, cannot work, their children cannot go to school, it is very difficult to integrate.” Interviewee believes that it may be easier for refugees to integrate in the U.S. The Burmese women in Malaysia wanted to learn English with the hopes that they could move to an English-speaking country where they would have more legal protection. Interviewee advocates for the importance of language classes. She notes that English classes is a way for refugees to organize and is a conducive environment for refugees to strengthen their community networks.

## **PART 3 - Analysis**

Interviewee’s experience working directly with refugees greatly adds to the needs assessment. Despite being the coordinator for Tanma, throughout her interview she expressed that Tanma was not her organization but rather it belongs to the refugee women. Her hands off approach promotes refugees to emerge as leaders. It can be implied that this leadership style encourages sustainability of the program as decisions are left in the women’s hands. As Missoula begins to resettle newly arrived refugee families, Interviewee’s perspective adds to the importance that leaders emerge within the refugee population to determine their own needs and methods of obtaining objectives.

### **Themes**

- Legal protection for refugees is vital for social integration
- Utilization of an empowerment model for refugee programs

### **What are the needs identified?**

- Need for language classes
- Need for committed volunteers

- Need for refugee programs that provide a way for refugees to make a living, preserve an aspect of their traditional culture, and build community within themselves
- Need for leaders within the refugee community opposed to sole leadership from outsiders

## **Interview 6 – Syrian Refugee in Germany**

**Background** – Interviewee is a group member’s friend who fled from Syria and became a refugee in Germany where he is currently trying to make things work.

### **PART 1 – Non-Question-Prompted Information**

**What do you think the biggest shortcomings of Berlin's ability to take refugees are? What are their biggest problems?**

The biggest problem is that they didn’t start the right way, so they are now trying to fix problems that they already have instead of looking to the future to fix the problems that people will have. So they are kind of forking in the past.

**What did they do wrong the first time?**

It was not organized at all and it was pure luck. So, now there are some people who have already been here for more than a year like me and they have nothing, and there are some people who have been here for 3 months and they have everything.

**Tell us a little bit about how you came to Europe from Syria**

In Syria, where I used to live, there was a lot of bombing and problems but it was okay because you somehow live your life. Then Isis came to the village where I live so I had to run away from the place and I went to Turkey and stayed there for 15 months or 16 months. I was working there and saving some money to travel to Europe and I didn’t stay in Turkey because it was not safe. I was not legally living and working there so I had to search for something better for me long term. A few friends of mine who were living in Turkey said the same thing and a group of 30 of us worked together to come from Turkey by boat to Greece. On the way there we decided to go to Germany but we were kind of confused if we should go to Germany or Sweden. Finally, we decided to come to Germany because we thought it would be better.

**Do you regret your decision now?**

Yes I do.

**You would have gone to Sweden?**

Or to any other part of Germany.

**Have you had any contact with any universities in Berlin? Has there been any involvement from the university in refugee resettlement in Berlin?**

For me no, but I know a friend who is now going a German university. He passed his entry exam and is now learning English at the university here. I think it’s a good thing that they do this. Mostly the universities are helpful for us.

**Do you think universities should be involved in these kinds of issues?**

Yes, I think. I know many friends who are waiting to learn some more German to go to the universities, but they can’t go now. I mean for this friend he could speak really good English that’s why he went to a university where he could learn in English. But I know a few here, like more than 10 persons here, who really wants to go to college.

**Are you taking German classes right now or no?**

The last time I went with my picture and they said no was 2 weeks ago. They say that we can take classes with our papers. But they do not believe my photo card that I am Syrian so I can’t go to school.

**What ways in Germany have you noticed that people are able to spread information about refugee issues? Where do you learn about where you go to get your papers processed? Or where do you learn about this café thing?**

It's mostly from the Internet because we use it so much all around the world. We use the Internet for sheep prices and we can talk with everyone.

We mostly learn about programs through the Internet and it's mostly Facebook. I don't know why but it's mostly Facebook that connects people. I can check Facebook for most things and I can find many pages for it.

**Can you tell me how the social media project you participated in where they took your picture and did a little write up?**

It was an idea from a girl who worked here. She left a few days ago and she had this project where she takes a few funny pictures for every person and puts it on a special page on Facebook and then she speaks a little bit about the person like how he came or what are his dreams. It's not the same questions, it's always different with everyone. It's something that shows who this person is and it was a really nice idea, I think.

**Has it had a positive reaction? Have you met people who recognize you from the page?**

Yes, for me and for others, not just for me because my face is something to remember, but for the others too. Yea, it was nice.

A lot of people came and said I heard about your story or people came to help. This page works best for people who are looking for some work. I saw some people who came and said, "who is this man, who said this, or I want to meet him". So yea, it was really nice.

## **PART 2 – GLI Interview Questions**

**What do communities need in order to take care of refugees (services they need/types of people do they need in the community):**

I don't think they ask for so much (the refugees), so what they ask for is very important. One of the first things is a place to live, which is not a camp. I mean it's good for a few months, but it's not good for a long time. It's so important to have a house.

Here in Germany there is disorder all the time and it is only about luck, so it's very important to have a proper system. So if someone came before, he should do his papers before the others. If it was organized, I feel like everything would be okay.

I think any type of community can take refugees; I don't think you need anything in the community that's special.

**In what ways would you say that having international influences in a community makes it stronger (or just having international people in a community)?**

I think it's better because we are afraid of people we don't know, so if you see others and you know they are humans like you, they are not different. They are different in some parts but they are not less or more. They are the same. And with languages and cultures it's more accepted when you see it compared to others. When I was in Syria there was a lot of personalities in Syria and it was a really nice thing because you can't judge if people are good or bad, you just know there are cultural differences but that people are still like you in some ways.

**What would you say to people who are skeptical of refugees coming? Because in Montana, even more so than Germany probably, there are a lot of people who are ignorant about the refugee crisis and don't want any refugees to come to Montana, what would you say to those people?**

I would say that we are just humans and the problem is that most refugees are people who run away from bad people like from Isis or religious groups in Syria or Iraq or Afghanistan. So, each person is individual. You can't talk about them all like they are terrorists or something. There are some, of course, who are like super religious, but you can find that in any community. This shouldn't be connected to refugees.

**Do you think that it makes more sense to have a top-down approach or a bottom-up approach? Do you think it should be a government policy that determines the refugee situation or do you think it should be based on individual people's experiences?**

I think it's better to give individual because each person's situation is not the same as another person's. To figure out what each person requires and what are their needs or why they run away is much different so I think you have to deal with it individual, not in a common way.

**How do you think a community can best integrate an individual who doesn't speak any of the languages there?**

I think local volunteers provide the best kind of help. I go events to practice English and it is really good for me.

**How exactly does that program work? Are there German volunteers who come and talk to refugees in a café?**

•It's mostly organized on Facebook because it's where people can meet. So they advertise the place on Facebook. They have an invitation for us to know to come and it's really nice because not all the people who come are Germans. You can find people who learn German and they are already from Denmark or Sweden or even from Syria. So it's really nice and they can really be helpful for you.

**PART 3 – Analysis**

Interviewee provides useful knowledge and insight regarding the refugee crisis due to his first-hand experiences of being a Syrian refugee living in Germany. Although his situation is different and unique to his own circumstances, the information he shares gives us a better understanding of what it is like being a refugee in a foreign community. The insight offered by the interviewee not only gives us a better picture of what refugees need and the challenges they face, but also the feelings that can be experienced by moving into a new community.

**Themes**

- We are all human and our differences in language or culture do not mean that one is more or less than the other
- To treat every refugee case as its own because all have their differences and these differences must be accounted for in separate ways depending on the circumstances
- Places for people to meet and talk with each other are very helpful
- The internet is a useful tool

**What are the needs identified?**

- Place to live
- Access to jobs or classes regardless of ethnic background

**Interview 7 - History Professor at UM**

**Background** - Interviewee is a history professor at UM with an expertise in European migration in the 20th century, particularly in post-colonial migration in the French context in 1860

**PART 1 - Non-Question-Prompted Information**

**Do you think that the U.S. taking in more refugees from the Arab world makes it more likely to be the victim of terrorist attacks?**

"I don't know if there's a clear link there. I think those are almost two separate but related issues...I don't think an ISIS or Al Qaeda is thinking about refugee policy...I think it's more about the country's stances from the perspective of Al Qaeda and ISIS in terms of symbolism and representing the West...But where the anti-refugee sentiment might exist is around the fear that terrorists will be coming in disguised as refugees."

**Do you think anti-refugee sentiments have anything to do with people not wanted to address the issues that the United States might be partially guilty for creating the refugee situation in the Middle East?**

Absolutely. "The situation in Syria is hard to grasp...Syria has historically been an incredible country. I see photographs of Aleppo and it looks like something out of WWII... Not only does the United States need to do some soul-searching on this issue...the global community does...In a lot of ways, the U.S. and other countries definitely need to think about how their actions or inactions have created this kind of crisis."

"You're a generation that grew up with war in a way that I didn't grow up with war...I think the American population is war-weary." Some Americans are asking why engage ourselves in Syria in a conflict that seems so remote.

Interviewee supports our idea for a communication campaign. She says, "I think this idea you have about creating a better space for communication is a really good one...Depending on how public you go with it, be prepared for a bit

of a backlash.” She elaborated on Dominick Thomas’s experience as a keynote speaker in March. The Missoulian ran an article on it and the comments are “stunning and full of hate” and people also started sending Thomas direct emails. She claims, “He’s really tough. He’s British. He grew up in France. He’s a U.S. citizen. He was born in Germany. He’s very global and I think it rattled him...That’s the thing with this issue, it really can spark a lot of passion and a lot of different perspectives that are not always well channeled. So just be tough.”

## **PART 2 - GLI Interview Questions**

### **What characteristics are required in order to make a community welcoming to outsiders?**

“A lot of times, how a society welcomes immigrants, migrants, and refugees can be based on the type of citizenship model that you use and [whether or not] can you become that citizen.”

Countries have different approaches when it comes to refugee resettlement including:

1) Assimilation Model- “you want immigrants, migrants, and refugees to become like your culture”

This has been France’s approach. The French want newcomers to “become French” so to speak by dressing the same way and becoming Catholic.

This is why today there is so much skepticism about Islam because it may be perceived as competing with French secular and religious values.

Historically, some groups have been more assimilable and less assimilable in France.

Priority for resettlement: “they look like us”

Question for assimilation model: What do you do when immigrants have a distinctly different culture / language / religion / skin color?

Essentially, assimilation is a racially-based model.

2) Multiculturalism Model - concept of the “melting pot” ; everyone is welcome

At first glance, this model appears more welcoming.

This has historically been Great Britain’s approach → “You can become British even if you don’t look like a traditional British person”

This approach has also been implemented in the U.S. → “If you work hard enough and if you try hard enough you can become American. This is why we have the citizenship model that we do.” Citizenship is based on your knowledge of what it means to be American, i.e. your knowledge of the constitution. It’s not based on your race, ethnic background, or religion.

3) Blood-based citizenship model

This has historically been Germany’s approach → You had to prove “German-ness” based on your heritage to become German.

“On paper, a multicultural approach should be more welcoming. And yet, we’ve seen a longstanding history...of anti-immigrant beliefs in places like Britain and in places like the United States. And we have a long history in the U.S. of anti-immigrant activities [e.g. The Know-Nothing Party and Anti-Catholic stances]. In a lot of ways I think it has to do with the particular historical moment... some populations are seen as more desirable from an immigration perspective and from a migrant perspective.”

Interviewee notes that when Cambodians and people of Hmong ethnicity immigrated to the U.S. after the Vietnam War, there didn’t seem to be as much animosity even though these individuals came from a Communist area. In contrast, at this particular moment in time, Syrians are facing Islamophobia, an anti-Islamic stance, and concerns about infiltration.

Even though Missoula is seen as a liberal place in Montana, we see that there are still some strong anti-refugee sentiments (i.e. KallisPELL, The Bitterroot Valley). How welcoming a community is has to do with the political orientation of the place, which can be localized. She believes that is at the intersection of U.S. preference for assimilation and rising Islamophobia that has created vocalized skepticism about refugees.

Though the U.S. is multicultural, we have this idea that “to be American you must speak English.” So amongst more conservative communities, there’s this idea that you must learn English and you have to be Christian to be American. In addition, “there’s a lot of misinformation that floats around and that misinformation can have racial elements. Some people are conflating Syrian refugees with Congolese refugees in the context of Missoula. I think a lot of times since Americans can be a bit geographically challenged in terms of their international understanding of how things function they don’t quite understand where people are coming from.”

**What are the best means by which to convince skeptics of the value of immigration? (Historically has there been any successful methods to combat anti-refugee sentiments?)**

“Given that I’ve taught classes on the Holocaust and I’ve taught classes on WWII and students are always shocked when they find out that the U.S. didn’t do more to take in Jewish refugees. I think students always want WWII to be about stopping the Holocaust but it wasn’t about that.”

Here’s the trajectory of the historical reality of refugee policy: “there’s a group of refugees, not enough were taken in, people are remorseful about that afterward, the memory fades, the refugee crisis comes up again ...” and the cycle repeats.

“20 years from now people will be remorseful they didn’t do more to help the situation from the U.S. perspective given that we have the most refugees in the world since WWII.”

**What do you think is the role of the University of Montana in addressing the refugee crisis either on a global scale or locally as families settle in Missoula?**

This is an important moment for academics and experts in the field to get involved in the community whether it’s by getting involved with Soft Landing, giving lectures at the university, doing interviews, being available to the press “to persuade people from accepting misguided assumptions”. “It has to come from a grassroots perspective”.

**Is there any specific attributes in Missoula that might come into play for refugee resettlement?**

“Missoula has one of the highest per capita of nonprofit organizations in the country...so in a lot of ways I think this community is well positioned to assist from a material perspective [to build houses, donate clothing, volunteer for tutoring].”

“I think Missoula is a community that has that type of environment and the resources available to facilitate those sorts of efforts [refugee resettlement].”

“Missoula has a long-standing history of taking in refugees [i.e. Hmong in 1970s, Ukrainian refugees].”

Missoula’s geographic isolation can be a challenge compared to larger urban areas.

**In what ways can the community best reach out to people who are skeptical of immigration?**

Dialogue. “Immigration is one of those issues where you’re often in one camp and not there’s not a lot of conversation across the two. Right now, given where we’re at in the election, it feels really polarized...somehow there has to be an olive branch extended from both sides.”

“If we are a country built on immigration...then I think this is a moment historically that we have to step up. Especially because there have been other moments historically like with Jewish refugees in the 1930s where we didn’t...[and] the ramifications of that are devastating...I think if we don’t do the right thing here, we’ll regret it.”

She suggests we should look at reconciliation models (truth and reconciliation commission) to bring together the two camps to create a space for dialogue where we think there is none.

**How should a community best integrate individuals with little or no English competency?**

Offering courses and community volunteers and open language institutions / language centers (economic incentive to employ locals to teach English) - Immigrants want to learn English and are motivated to learn.

**In what ways does having international influences make a community stronger?**

“For me, growing up in Missoula that was all I thought about: international opportunities.” “Having [international] exposure in a place like Missoula opens up your mind to the possibilities and...it drives kids to want to see the rest of the world to want to understand how the world works. It builds understanding. It builds empathy. I think it builds community. In so many different ways Missoula has been a community that embraces an international perspective.” “It makes you realize you’re part of a broader world... and you’re a part of a broader human fabric because it can be kind of insular [in Missoula]”.

### **PART 3 - Analysis**

Interviewee’s use of history provides an excellent reference point in order to contextualize the modern refugee crisis experienced throughout the globe. Her elaboration on assimilation and multicultural models provides a strong basis to ground our communication campaign. In addition, her suggestion to look at reconciliation models to “extend the olive branch” between the pro-refugee position and anti-refugee sentiments is something we might want to consider for our campaign.

### **Themes**

- The impacts of country’s models/philosophy when resettling refugees, attributing current anti-refugee sentiments at the intersection of U.S. preference for assimilation and rising Islamophobia claims
- Sense of historic regret about mass refugee displacement
- Academics both have the ability and obligation “to persuade people from accepting misguided assumptions”

### **What are the needs identified?**

- Look at reconciliation models to see have they have bridged the gap between two polarized groups
- Examine current issues from a historic lens

### **PART 4 - Research Spurred by Conversation with Gillian**

Gillian thinks the journalist who reported on Pastor Shahram Hadian’s speech on October 11, 2016 in Missoula reported in an uncritical way. “He [Pastor Shahram Hadian] was here to stir up anti-Islamic sentiment and the group that sponsored him is a group that has been identified as a hate group by the Southern Poverty Law Center but she [the reporter] never brought that up... I was really surprised that they even ran the story.

<http://mtrp.org/post/fallacies-peaceful-islam-lecture-draws-150-protesters-missoula>

(Skeptic’s rationality from the article) “I think it was disrespectful not to present this [refugee resettlement in Montana] to the people to vote on it, and we have no voice, but yet we pay taxes. So I think it’s totally unfair,” said Roark.

---

Dominic Thomas a professor from the University of California visited Missoula in March, 2016. Gillian suggests we read the comments from the Missoulian. It shows how polarized these viewpoints about refugees truly are in Missoula and the surrounding area.

[http://missoulian.com/news/local/rejecting-refugees-harms-american-values-speaker-at-um-conference-warns/article\\_4baa0f56-0322-55ac-a295-b024575c5364.html](http://missoulian.com/news/local/rejecting-refugees-harms-american-values-speaker-at-um-conference-warns/article_4baa0f56-0322-55ac-a295-b024575c5364.html)

Here’s what Dominic Thomas said: (Good quotes! Might be a good resource to reach out to!)

“They see these ISIS recruitment videos that say you’re facing racial profiling, they’re banning your street prayers and head scarves and demanding more pork in the schools, and we can give you back your identity,” Thomas said.

“Terrorists see they have no future. That’s the tragedy on both sides.”

“Are we going to change the box on the immigration form from ‘Are you carrying vegetables’ to ‘Are you Muslim?’” Thomas asked. “And then what? Put stars on them? Tattoos? There are more than 1 billion Muslim practitioners worldwide.”

“Do people who blow up abortion clinics or priests who sexually abuse children represent the entire Roman Catholic Church?” Thomas asked again. “Absolutely not. But the American presidential race has picked up the same far-right political rhetoric of Europe, where the refugee migration path is a way for terrorists to enter. We’re creating this

'Fortress Europe' where everything's on lockdown. It's an argument that's emotional, fear-mongering and incredibly effective."

"America is historically the country that welcomes not immigrants, but new Americans," Thomas said. "As educators, we're in the business of trying to open minds. People are different, and what happens over there matters over here. Exposing yourself to those differences helps you define yourself. It makes you ask how you can improve things. And it makes you understand that difference doesn't equal inferiority."

42 Comments from this article! (I'm just going to throw in a few "goodies")

- From **Snowball** on April 14, 2016

"IRC and Soft landings don't care about refugees or us - all they care about is lining their own pockets. They receive \$1825-\$2250 per person that they dump in our communities for us to take care. There are already 684 homeless in missoula and a housing shortage. Not to mention that 99% will be muslim who's religion is based on beating their wives, killing their daughters in the name of honor, raping non-muslims, marrying 9 year olds ---openingly practicing pedifilia, taking sex slaves, killing non-muslims (Christians, Jews, Hindus, Atheists, homosexuals). Maybe the author shares these values, but Montanans don't. They will get a foothold here and then they will ALWAYS play the victim to demand exceptions and more. The more muslims, the more they will demand. IRC and Soft Landing should be held accountable for the crimes the people they dump on our communities commit. Not to mention it costs 4 billion dollars a year when we owe 20 trillion and no end in sight. It's called the Cloward Pivens stragety to break our system and enslave all of us. If we export our jobs why can't we export our refugees? \$1.00 spent here is worth \$500 overseas to help refugees."

- From **DB Cooper71** on March 27, 2016

"...I value my security much more than allowing a throng of muslims into our country to practice values that are contrary to mine or ours, as a country. With political correctness running amuck in this country, I have found that I regard my values even more now, than I did 40 years ago. And that is, because I realize just how blessed I am to live in this great country. I value my freedom to practice my Religion the way I want. muslims do not hold the same values as I do, in that we, as infidels to them, are not held in very high regard. I, personally, do not want people in this country who do not hold to the values that I have of the freedom to choose almost any thing I wish. My family has the right to marry who they wish, they have the freedom to attend any Church they wish. muslims have shown that they hold only contempt for our way of life, and whether they be terrorists or just plain muslim, they don't hold our American values of the the freedoms we enjoy. Our government does not screen these refugees in any manor that protects us from these people entering this country and trying to destroy us. I do not want my tax dollers to go toward providing these people with all the amenities that we have, for nothing! Sorry, times have changed, slavery was outlawed, and now, muslims are a new enemy, striving to destroy what we have, and I do not want that. At one time, I would have felt differently, but these are new and different times, and these people are just not trustworthy. Let me put to you like this.....Do you really believe, that we would have welcomed German and japanese 'refugees' into our country during WW2?? Food for thought! We are at war with these people, like it or not!"

- From **accobra** March 26, 2016

"I think that if these people are going to bring these "refugees" to Montana then they should have to support them and let them live with them, in their homes. Then they will get the full affect of what they are really like. I would bet that you who are so insistent on having them here have never lived around Muslims. On the other hand ask a veteran who has had to deal with them face to face and listen to what they think."

- From **Bill Cunnane** March 26, 2016

"Its sad that UM brings in speakers like this guy who does nothing but fill peoples heads with liberal fluff about opening the US to muslims. islam is a cult founded by a fake prophet who was in fact a pedophile and who dreamed up their false god who is nothing but dust blowing in the wind. We have seen over and over again how muslims are the cause of terrorism, murder torture, rape and violence world wide. We cannot allow unvetted muslims to enter the USA. Those muslims here must also be put under tighter monitoring, their social media access restricted, their movements also restricted, their mosques need to be infiltrated and if any member of the mosque is found to be connected to a radical group then that mosque needs to be closed down. Its time muslims stop supporting the radicals, stop sheltering and hiding them, start condemning the terror acts and to start turning in those who are radicalized. Until then muslims are ALL to be considered potential terrorists."

- From **WAC 1** on March 26, 2016

“...We are seeing refugees raping and murdering all over Europe because members of the EU ARE LEGALLY REQUIRED to allow refugees into their borders

In the United STATES WE ARE NOT required to allow everyone into our nation.

If you want to see your whole peace fractured support this Second Invasion of Mujahadeen jihadists and they will be raping or killing someone you know, or maybe you in the near future...”

- From **Greta** on March 26, 2016

“What? We are "legally bound to help refugees"??? What law are you talking about? We are under NO obligation to take in ANY refugees at all. There is no federal state or local law that makes citizens responsible for refugees. There is no constitutional right to make Americans support these people. Another lie brought to you by so-called "educators", who have never seen a lie or a fabrication that they couldn't put to good use.”

“This guy [Dominic Thomas] is insane. More soft porn promoting and defending the indefensible religion of Islam. We don't want unvetted Islamic Muslims here and we don't want Missoula turned into a third world slum. Those who advocated for this so-called charity should be ashamed of themselves for ramming this down our throats. All the kumbayas, happy talk, and lies do not fool us. We know what Islam consists of and we know that it is not and never will be compatible with democracy and a free western civilization. Stop the lying.

- From **nomolobo** on March 26, 2016

“Dominic's assertions and flawed liberal logic is what continues to create Islamic terrorist opportunities, that is the real tragedy.”

- From **yamyam** on March 25, 2015

“Most people are not concerned about race on this issue (which progressives are trying to spin it into). It is strictly the theocratic-ideological nature of Islam that is the issue. Islam is not comparable with anything other than an Islamic State. This is in direct violation of the principles upon which this country was founded. This country was created so that no religion would be promoted (enforced) by the state, which is in contrast to Islam.

The best thing we can do is help the displaced people integrate into other Islamic countries (for our safety) and their well-being.”

---

Here's a TalkBack radio show that was recorded in March, 2016 : <https://www.youtube.com/watch?v=I5kr6rFFRg>

---

Here's an NPR story about refugees in Missoula from October 17, 2016

<http://www.npr.org/2016/10/17/498292069/refugee-resettlement-evokes-fear-debate-in-montana>

John King, a resident from Ravalli County, was accused of building temporary housing for Syrian refugees when in fact he is conservative and very much against refugee resettlement. He is having trouble sleeping at night for fears that people might burn down his investment property after having received threats in his mailbox. He says, “These refugees - if they're Moslems or if they're Congo or whatever they are - are getting better treatment than us as United States citizens. And I really feel that's why they're lashing out. And they're lashing out at people like me, thinking that I'm getting all this free money through this administration to do fun stuff for these Moslems and that's not the case at all.”

## **Interview 8 – Communication Director for a Resettlement NGO in Idaho**

**Background** – Interviewee works for the *Idaho Center for Refugees* which is a non-profit organization based out of Boise. The purpose of the center is to create mutual understanding and provide opportunities for refugees to integrate into the community. The interviewee is the outreach and partnership coordinator, so she does external communications, partnership building, relationship building, and events. She also provides opportunities for the public to interact with refugees and volunteer in educational opportunities.

### **PART 1 – Non-question-prompted Information**

She recommends that we check out neighborsunited.org and that we talk to people from Welcoming America. She claims that Welcoming America is the number one resource for refugee-related information because they have great toolkits.

**What is the situation like in Boise?**

Last year Boise got 800 refugees. Boise is great for a soft landing site because it is a very welcoming community. This is in part because the political environment, including the mayor of Boise, is very pro-refugee. However, Twin Falls, Idaho, which is about 2 hours outside of Boise, has a vocal minority that opposes refugees. A lot of their opinions are based on false information.

**What has your organization done about the alleged rape of a little girl by a Syrian refugee in Twin Falls? Has your organization been involved in communicating with people who believe these propaganda stories?**

In this specific case, we are not involved. The first thing that we tell people is that we don't know anything more than anyone else knows and it is up to the legal system to investigate. Unfortunately, some folks have taken what has happened and are manipulating it to fit their own agenda. When it first happened, we got a lot of angry calls. We reassured callers that the alleged rapists were not Syrian refugees. My organization believes it is important that we get the facts out, so that hopefully people will be able to form more educated and informed opinions.

**PART 2 – GLI Interview Questions**

**What are the primary fears of these immigration skeptics (both in Twin Falls and Boise)?**

At the moment a lot of fear is being placed on Syrian refugees. Syrian refugees that are moving here are experiencing serious trauma. The main thing people contact us about is they are worried that there isn't enough vetting. Their central fear is that we are importing terrorists and things like that. Skeptics also may not understand the actual numbers that are coming in, so we try to provide facts about the people coming in. For example, Boise has resettled 120 some Syrian refugees.

By isolating people and not welcoming them, you make people feel more lonely and isolated. In turn, they may act out instead of creating a diverse, rich community.

**Have you found people being receptive to you guys giving out this kind of information when they call? Or do you find people are skeptical of your organization because you are helping to bring refugees?**

We find both. Some think we are doing what we are doing to preserve our own jobs. It's the folks who leave voicemails that don't really want to talk to us, they just want to vent. If someone calls us during the day or shows up to talk, they usually give us an opportunity to talk to them and tell them what's actually happening. I am unsure whether or not we actually changed their minds, but they seem a little more receptive.

**Have you guys been involved with any public relations campaigns?**

We've always been working on communications. We try really hard to push out the positive stories and not repeat the negative, because, when folks hear the negative piece, then they already have it in their head and you have planted the seed. The more they believe it, the more the piece sticks.

We have hired an external communications group to make sure that we are on the right track. We are currently trying to get our partners updated on the facts and have the same responses. We are also making sure the legislature has the facts and can contact us if they have any questions. We have put ourselves out there so people know where to go for the actual statistics and data.

**Do you find any form of media to be especially useful?**

We are not measuring that at the moment. Personally, I don't know if any (types of media) have been more useful than others. We have several social media pages and we focusing on getting our partners to share the information. I think television is also helpful because you reach those folks that didn't make it out to your event. We haven't done anything in radio. We do a lot of events and so do our partners, such as World Refugee Day during our Saturday farmers market with musical performances and refugee vendors selling things along side the other vendors. We are trying to find ways to meet people where they in order to build relationships and break stereotypes.

**Has the university been involved in the resettlement efforts?**

We are definitely utilizing the schools and universities. In Boise, Boise State University and the College of Western Idaho, do not help directly with actual resettlement but have been really involved in lots of different ways. They help sponsor our state conference and several groups work on service learning projects and work directly with refugees. Boise State has a new refugee minor while the College of Western Idaho offers a lot of language classes for refugees. In Twin Falls, the College of Southern Idaho is involved in the actual resettlement process.

**How should communities best integrate people with little English competency?**

It's really across the board with English competency. Some folks are pre-literate (meaning) not literate in their native language. New arrivals are required to take some English language classes and ours are done through what is called the English language center, which is for adults only. Children receive English language support through schooling. English is incredibly important to get around, especially places like Idaho and Montana where it really is all that is spoken. Helping people learn English is one of the first things we start working on.

I'm not sure the best way to integrate people but I guess it starts with the community and relationship building. Building relationships with employers by providing them with resources or interpreters. Mainly it's about relationship building and knowing where to get resources.

**Are there any tutoring resources for refugees who are of school age?**

I would imagine that there are but I'm not sure. I know the Boise school district has a lot of different programs for refugees because they have been resettling refugees for years, since the 70's.

In Boise, there is something called the bridge program where they send new refugee students to sheltered classes where there is a lot of English instruction right off the bat and then they transition into mainstream classes. These programs are housed in one junior high and one high school, so they can transition into mainstream classes in a safe environment.

**Anything else you feel is significant?**

I don't think there is really one way to do anything. It sounds like you guys are up against similar things that we have been against regarding the fears and things. Since you guys only have a handful of people there, getting people to meet the refugees might not be easy (because) the refugees may feel unsafe and not ready to talk to people.

I don't know if there is a way to connect more with your university or to bring in a speaker or a panel or something where people can ask questions and share success stories. The best way for people to break down these stereotypes is to meet someone, which can be hard but it really is the number one way to get more empathy built.

**PART 3 – Analysis**

Interviewee recommended providing people with accurate facts and information so that they can form educated opinions about refugee resettlement. Also getting people directly involved in community activities and events helps break stereotypes. Having resources available to refugees is also essential for success.

**Themes**

-Speak of the positive success stories and avoid speaking of the negative

**What are the needs identified?**

-Relationships are very important

-Getting people to learn English is key to forming welcoming communities

## APPENDIX B: SIMULATION QUESTIONNAIRE

Welcome to the “A Place to Call Home” Franke Global Leadership Initiative capstone event!

**Before we get started, we would like to get to know a little about you!**

1. What is your gender?  
(Please check one)

2. What is your age?

\_\_\_\_\_

Male

Female

Other

3. Cultural diversity is defined as the existence of a variety of ethnic groups within a society. Do you think there is cultural diversity where you live?

Yes, much!      Some, but not much.      Little to no.      I do not know.

Please indicate your level of agreement with each of the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3. I understand the process of a person who is fleeing.					

4. I feel comfortable explaining the process of a fleeing individual to others.					
5. I care about the wellbeing of immigrants and refugees.					
6. I would like to become more involved in making my community more welcoming to newcomers.					

7. What does the term 'refugee' mean to you? Please provide four words that come to mind:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank you for attending “A Place to Call Home” Franke Global Leadership Initiative capstone event!**

**Since you've completed the simulation, we value your feedback!**

1. What did you like about the simulation?

\_\_\_\_\_

2. Is there anything you think we could improve on for future events?

\_\_\_\_\_

Please indicate your level of agreement with each of the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3. I understand the process of a person who is fleeing.					

4. I feel comfortable explaining the process of a fleeing individual to others.					
5. I care about the wellbeing of immigrants and refugees.					
6. I would like to become more involved in making my community more welcoming to newcomers.					

7. What does the term 'refugee' mean to you? Please provide four words that come to mind:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_