

Immigrant Youth Justice League Social Change Project



**Krystina Leyva
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Executive Summary

Undocumented youth have very few organizations to utilize to help seek and advance their rights. In addition, there is a need for an organization to serve as the “front door” for undocumented immigrants to go to when they need social service referrals, but they are afraid or unaware of where to go for help. My social change project will be to work with the Spanish Community Center as the host organization and focus for creating an Immigrant Youth Justice League of Joliet (IYJL-Joliet), one inspired by the Immigrant Youth Justice League of Chicago (IYJL-Chicago). IYJL-Chicago is an aid and provides resources to undocumented immigrants, and it is my hope IYJL-Joliet will continue to help and provide an outreach to the undocumented immigrants through educational workshops, legal aid, social services, and an array of other intra-community resources such as Deferred Action for Childhood Arrivals (DACA) and the American Dream Act. While disclosing their undocumented status may lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks, it helps strategize and create stories to influence the immigration debate.

1.0 Background, Purpose, and Focus

Background:

Juan Carlos was detained at McHenry county detention center after being turned over to immigration by a human resource employee who thought she was doing her ‘civic duty.’ At court he was given a bond that the family could afford, unopposed by ICE. This situation also makes me think about those families that are separated daily. 1,100 deportations on a daily basis are simply unacceptable. If making calls, signing & sharing petitions, press conferences, interviews, is what it takes, then so be it! Let’s stop family separation and let’s fight for everyone even those harder cases that don’t have the perfect poster child. (Source: www.iyjl.org)

Examples of undocumented immigrants’ cases, like Juan Carlos’ are the greatest reason undocumented immigrants should have a safe, educational place to learn about their rights and options informing them what to do with their illegal states. While disclosing their undocumented status can lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and

take risks, it helps strategize and create stories to influence the immigration debate. . While disclosing their undocumented status can lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks, it helps strategize and create stories to influence the immigration debate.

Purpose:

Creating an IYIL-Joliet branch will help undocumented immigrants by implementing educational workshops for students, provide legal practitioners and social workers for advice and aid on the rights of undocumented immigrants, as well as provide everyday needed resources such as mental health, and various types of welfare and relief aid.

While the current stance on undocumented immigrants is associated with a harsh, negative tone, there is much happening in the fight to gain undocumented immigrants assimilation and legalization. Education campaigns have included information on Deferred Action for Childhood Arrivals (DACA), deportation and prosecutorial discretion, the rights of undocumented students and the Illinois Dream Act, the rights of undocumented immigrants facing law enforcement, and the rights of undocumented students to access higher education.

Focus:

My social change project will work with the Spanish Community Center as the host organization and focus on creating an Immigrant Youth Justice League of Joliet (IYJL-Joliet), one inspired and mimicking the Immigrant Youth Justice League of Chicago (IYJL-Chicago). IYJL-Chicago is an aid and provides resources, and it is my hope that by forming IYJL-Joliet, it will continue to help and provide an outreach to the undocumented immigrants through educational workshops, legal aid, social services, and an array of other intra-community resources such as Deferred Action for Childhood Arrivals (DACA) and the American Dream Act. My primary audience for this project is those who will help establish and work at the chapter. The secondary audience is the undocumented immigrants. Once that is established, it will lead to a domino effect of creating access to the children and undocumented immigrants for the IYJL-Joliet as well as ultimately upholding and creating a change in undocumented immigrants rights.

2.0 Situation Analysis

The Immigrant Youth Justice League (IYJL) started as a Chicago-based organization led by undocumented organizers working towards full recognition of the rights and contributions of all immigrants through education, leadership development, policy advocacy, resource gathering, and mobilization” (www.iyjil.org). For undocumented immigrants, “coming out” creates a form of self-determination and almost civil disobedience. IYJL-Chicago members were a strong component and were part of the team that organized the first civil disobedience with undocumented students in Tucson, Arizona, as well as the second in Washington D.C. in 2010. Since then, IYJL members have also participated in civil disobediences in Georgia, Alabama, North Carolina, and Illinois.

While disclosing their undocumented status can lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks it helps strategize and create stories to influence the immigration debate. Awareness of educational campaigns which included information on Deferred Action for Childhood Arrivals (DACA), deportation and prosecutorial discretion, the rights of undocumented students and the Illinois Dream Act, the rights of undocumented immigrants facing law enforcement, and the rights of undocumented students to access higher education.

3.0 Target Market Profile

Target Market: The primary target audience is adolescents and adults ages 10-31, living in the surrounding Joliet area. There are about 525,000 undocumented immigrants in Illinois (4.1%) of the population, with about 6,000 living in Joliet. This goes off of 2012 census data, but of course, are conservative numbers as not all undocumented immigrants are documented in these numbers. The incidence of undocumented immigrants is increasing with not just a risk of deportation, but of poor health, education, and overall quality of life without access to resources and tools currently unavailable to undocumented immigrants.

With the primary target audience being the undocumented immigrants of Joliet, there lies a goal of providing resources to them, the secondary target audience is social workers,

lawyers, and volunteers who will work at the IYJL-Joliet, marketing strategies will primarily focus on the primary group, thus creating a buy-in incentive for the secondary group.

Benefits:

- While disclosing their undocumented status can lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks it helps strategize and create stories to influence the immigration debate.
- Awareness of educational campaigns which included information on Deferred Action for Childhood Arrivals (DACA), deportation and prosecutorial discretion, the rights of undocumented students and the Illinois Dream Act, the rights of undocumented immigrants facing law enforcement, and the rights of undocumented students to access higher education.

Barriers:

<i>Audience Perceptions</i>	<i>Desired Behavior</i>	<i>Competing Behavior</i>
	“Come out” as an undocumented immigrant	Staying “hidden in the shadows” as an undocumented immigrant
<i>Perceived benefits/motivators</i>	Continued support for other undocumented immigrants Access to education tools, financial and social security resources, legal aid and other needs that undocumented immigrants often lack Deferred Action for Childhood Arrivals (DACA) Illinois Dream Act	It’s safer—less fear of deportation Though illegal, have some chances to gain financial need and education
<i>Perceived barriers/costs</i>	Risk of deportation*	Risk of deportation* Not gaining or advancing in life

*Risk of Deportation is the biggest barrier for undocumented immigrants not wanting to “come out”—this is where IYJL-Joliet will need to express that fears are often exaggerated and the risk of deportation is a very small percentage. Also, IYJL-Joliet will continue with the main IYJL chapter’s phrase “we are here, we are undocumented, we are unafraid, and we are unstoppable” to continue to dissolve undocumented immigrants’ fears of deportation.

Fear can be dissolved by creating awareness of undocumented immigrants (which will be created with marketing and promotion through the IYJL-Joliet chapter.) An example is “Out of the Shadows and Into the Streets” occurs for the 4th year on March 10, 2013 and is a rally for undocumented immigrants to just join in the rally by walking in the streets and giving the attitude that “we are here, we are undocumented, we are unafraid, and we are unstoppable.” Every year, the national coming out of the shadows day helps highlight the unheard stories in our immigrant communities, and put a spotlight on the stories of the people who this immigration system deems “illegal” and deportable.

4.0 Marketing Objectives and Goals

Objective:

Behavior objective is the first priority, as it is important to gain a good percentage of the target market that “come out” as undocumented immigrants. Without this target market, the main objectives of knowledge and belief cannot be met. In the Appendix, Document A presents a logic model expressing the remaining objectives.

Benefits to Promise:

- Creation of separate immigration court system,
- Policies are based on child welfare model instead of adversarial legal model
- Immigrants’ and children’s rights are upheld
- U.S. has a less biased, discriminatory and unjust immigration system

5.0 Positioning Statement

Key Message: “We are here, we are undocumented, we are unafraid, and we are unstoppable.”

6.0 Marketing Mix

Core:

The physical IYJL-Joliet building will provide an outreach to the undocumented immigrants through educational workshops, legal aid, social services, and an array of other intra-community resources such as Deferred Action for Childhood Arrivals (DACA) and the American Dream Act. While disclosing their undocumented status may lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks, it helps strategize and create stories to influence the immigration debate.

Augmented Products*:

1.) The "50 ways to come out undocumented*" is a list with explanations and hyperlinks that is posted on both the IYJL-Chicago website as well as friends and my own blog. This serves as a virtual way to reach undocumented immigrants and encourage them with many creative ways to “come out”.

2.) Flier* for the march “Out of the Shadows, Into the Streets” on March 10th (some of these are already posted around Chicago.) This gives a physical way for undocumented immigrants to see there are many others who will be participating, as well as serves to let the general public know about the march with the goal to pique both undocumented immigrants’ and the general public’s curiosity of this march, with the hope some will attend and become involved with the issues undocumented immigrants face.

3.) The march and rally, taking place in Chicago on March 10th. The “Out of the Shadows, Into the Streets” march has a Facebook event for this, and social media is an excellent outlet for reaching our target audience. The Facebook event can be found here:

<https://www.facebook.com/events/122007104641570/>

* Samples of the actual products can be found in the appendix as Document B and Document C.

Price:

Monetary price can be seen in section 8.0 “Budget.”

Non-monetary price includes time and effort from services provided by lawyers, social workers, the administration, and other volunteers. All of these persons are providing their services, time and effort pro-bono.

The other important non-monetary cost is the psychological impact of undocumented immigrants when they go through the different resources and aides to hopefully better their lives in the United States.

Place:

Securing a small office in Joliet would provide access for IYJL-Joliet to have a physical space to promote, provide and give resources to undocumented immigrants.

Promotion:

Channels of Communication:

- Listening to the radio
- Watching television
- Surfing the Internet
- Seeing posters in the street
- Talking with friends

Beliefs/Communication Objectives/Messages:

- **To know:** Undocumented Immigrants deserve rights and there is a way to help gain rights in the U.S.
- **To believe:** There are thousands of undocumented immigrants who deserve rights
- **To do:** Advocate for the rights of undocumented immigrants

7.0 Evaluation Plan

See appendix for Logic Model-Documents D

8.0 Budget

IYJL is an organization driven by the work of volunteer organizers and allies. Some financial support comes from The Crossroads Fund*, community donations, and fundraisers. Establishing the IYJL-Joliet chapter will be a bit easier, since the IYJL-Chicago chapter will help redistribute current funding and add more funding through their main funding sources.

“At Crossroads Fund we believe that big change can come from small beginnings. That’s where Crossroads Fund comes in. We give small grants to new and emerging groups,

providing critical support from the beginning. We are often the first foundation grant that our grantees have applied for or received.”

Utilizing IYJL-Chicago and the Crossroads fund here is the projected budget:

Projected Yearly Budget

Income

Personal donations.....	\$1,000
Fundraising	\$2,500
Grants.....	\$10,000
Total Income.....	\$13,500

Expenses

Fees	\$500
Rent.....	\$5,000
Insurance	\$2,000
Marketing	\$1,000
Website host	\$200
Volunteer supplies	\$3,000
Phone/Internet	\$1,000
Postage - UPS	\$200
Volunteer gifts	\$600
Total Expenses.....	\$13,500

9.0 Implementation Plan

Referring back to the appendix Document A and Document E relay who will do what and when as well as give an idea of the sustainability of the project and what would hopefully occur in the future.

10.0 Project Assessment

When we first discussed social change projects, my ideas were either too broad or too narrow to make a change. I knew I wanted to do something that impacted education, since that's where my main focus and job lie, but educational reform seemed too big. I reached out to my college friend Erin, who works for NYU in the sociology department. She gave me a few possible social change projects, and the one that stood out to me was this one: Model off of IYJL-Chicago and create a new chapter in Joliet, my hometown.

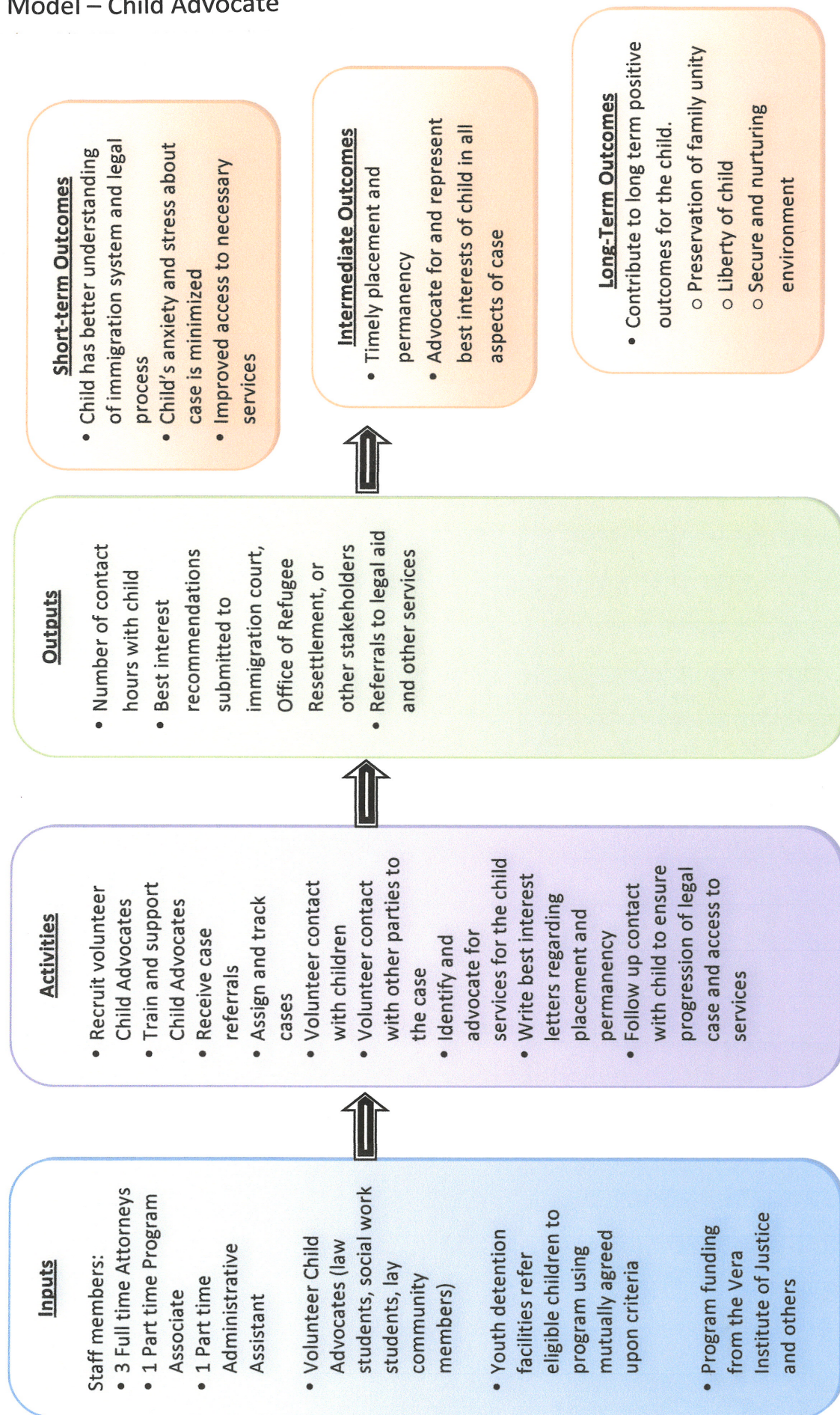
In Joliet, the number of undocumented immigrants is a fairly large amount, and as I discuss in my executive plan was a perfect place to create this chapter with the focus of encouraging undocumented immigrants to come “out of the shadows and into the streets.” This resonated within me, as I am a U.S. citizen, but my grandparents and many family members have struggled to make a better life for themselves through the immigration route. Also, teaching Spanish and English at a high school nearby Joliet, I know of a few students who are undocumented immigrants and could greatly benefit from the establishment of the IYJL-Joliet chapter.

By creating a united front, undocumented immigrants could have access to many different resources through the IYJL-Joliet chapter with the overarching idea that fear of being an undocumented immigrant can be dissolved by creating awareness. Knowing this, I realized I could not simply watch from the sidelines as this major social issue was around, so I “jumped out of the shadows and began a social change project that undocumented immigrants could utilize to better their chances and socioeconomic status in America.

Resources:

- IYJL-Chicago <http://www.iyjl.org/recursosresources/>
- Spanish Community Center of Joliet http://www.spanishcenter.org/about_us
- Migration Information Source
<http://www.migrationinformation.org/USFocus/display.cfm?ID=750>
- CrossRoads Fund <http://www.crossroadsfund.org>

The Young Center for Immigrant Children's Rights Child Advocate Program Logic Model



50 Ways to Come Out Undocumented & Unafraid



As National Coming out of the Shadows week approaches, here is a list of 50 ways to declare that we are undocumented and unafraid (or getting there), that we are still here and are not leaving, and that we are a well organized and creative movement. This list was gathered through suggestions on various social media, and are presented to you in the order in which they were received.

1. Take your friend out to lunch, and tell them you are undocumented
2. Organize an "undocumented, unafraid, unapologetic" rally in your town, city, state, or school;
3. ~~Make a YouTube video~~ declaring you're undocumented and unafraid
4. On a trashy talk show – a la 90's
5. Write a blog coming out and telling your undocumented story. Maybe get it published in the New York Times
6. While trying to explain why you can't pick up your date instead of meeting up
7. As an ice-breaker
8. Make an awkward video skit a la Dreamers Adrift
9. Write a song or rap about the undocumented experience, a la Quinto Imperio
10. Wear an undocumented unafraid t-shirt [New IYJL t-shirts coming soon!!]
11. Ask for time to speak at the beginning of class
12. Write a song and sing it
13. Shout it from a rooftop
14. Add a P.S. I'm undocumented and unafraid in your e-mail signature
15. Occupy an ICE office ~~{or other actions and civil disobediences}~~
16. Tell a border patrol agent and see what they do, then blog about it [coming soon?]
17. Research how to say it in three other languages
18. Find out what undocumented people call themselves in other countries, like the "sans-papiers" (without papers) in France
19. Reach out to an undocumented-led organization in another country, and share stories;
20. Have a bake sale for the civil disobedience bail fund
21. Sell undocumented cupcakes (no cupcake wrappers = without papers?)
22. Write a poem and perform it
23. Tell a teacher you trust after school
24. If you feel comfortable, tweet about it
25. First day of class introductions: When your professor tells you, "please tell us something interesting about you or something we don't know about you..." If you feel comfortable say:

"I'm undocumented and unafraid"

26. Or do it in 2 truths & a lie
27. Take a picture holding a sign and send it to DreamActivist Org
28. To yourself in front of the mirror
29. At the march 10th chicago rally
30. At any of the events during National Coming Out of the Shadows week!
31. At a Shout It Out with other undocumented youth and allies
32. Say it at your place of worship
33. Go back to your old school and tell a favorite teacher
34. Maybe ask the teacher if you could do a presentation in class about undocumented student rights, and tell your story as part of the presentation
35. Write it out and send it to your nearest organization
36. As a facebook status
37. During an interview with media – maybe about immigration, maybe about something else
38. Make your undocumented unafraid picture your profile pic (first take a picture with a sign or something saying "undocumented, unafraid")
39. If someone in your family doesn't know you are undocumented? Tell them!
40. Send a text message
41. be fun with it, remix a song and turn it into a coming out song
42. make a cute meme with your picture and share it on tumblr
43. Organize a group of students to create an undocumented group / immigration club at your school
44. Through the streets of Chicago shouting "undocumented, unafraid"
45. On your birthday cake
46. In a scholarship or other funding application
47. While hanging out with friends and talking about life
48. With art
49. To a politician or candidate, particularly when they are anti-immigrant or are ignoring undocumented people
50. Undocumented flashmob

This post was a collaboration of ideas. Special thanks to the following contributors: Danny Olvera Orozco, Emmanuel Garcia, Julio Salgado, Kin T Rios, B Lowe, Jorge Mena, Reyna Wences, Janeth Vazquez, Fanny Lopez-Martinez, Marco Saavedra, Angy Rivera, Cynthia Brito, and Cindy Agustin.

OUT OF THE SHADOWS INTO THE STREETS

ICE
DACA
DETENTION CENTERS
DEPORTATIONS
FEAR



WILL NOT STOP US!

SUNDAY, MARCH 10, 2013

12:00 PM NATIONAL COMING OUT OF THE SHADOWS RALLY



11:00 AM MARCH FROM UNION PLAZA TO FEDERAL PLAZA
VISIT WWW.IYJL.ORG FOR MORE INFO

La Misión de Nuestra Señora de Guadalupe • Unión Latina
Centro Sin Fronteras • Fuerza Juvenil • Occupy



Immigrant Youth Justice League-Joliet

PROGRAM LOGIC MODEL

SITUATION:

Undocumented youth have very few organizations to utilize to help seek and advance their rights. In addition, there is a need for an organization to serve as the “front door” for undocumented immigrants to go when they need social service referrals, but they are afraid or unaware to go for help. My social change project will work with the Spanish Community Center as the host organization and focus on creating an Immigrant Youth Council, one that was inspired and mimics the Immigrant Youth Justice League of Chicago (IYJL-Chicago). IYJL-Chicago is an aid and provides resources, and it is my hope that by forming IYJL-Joliet, it will continue to help and provide an outreach to the undocumented immigrants through workshops, legal aid, social services, and an array of other intra-community resources. While disclosing their undocumented status can lead to deportation, it also helps to become part of the bigger picture and solution, because when undocumented immigrants “come out” and take risks, it helps strategize and create stories to influence the immigration debate.

Target:

The primary target audience is adolescents and adults ages 12-30, living in the surrounding Joliet area, skewed towards men.

• INPUTS	OUTCOMES			INDICATORS
	Activities	Outputs	Short-term	Long-term
<ul style="list-style-type: none"> Volunteers Volunteer training Educational workshops for students Legal practitioners Social workers Resources such as mental health, and various types of welfare and relief aid 	<ul style="list-style-type: none"> Workshops Legal aid Social services Mental health An array of other intra-community resources 	<ul style="list-style-type: none"> Number of contact hours with undocumented immigrants Best interest recommendations submitted to immigration court, Office of Refugee Resettlement, or other stakeholders Referrals to legal aid and other services 	<p>Undocumented immigrants will utilize the workshops, aid and resources and begin understanding their rights</p>	<p>Undocumented immigrants will demonstrate independent nature, and as young adults and adults, “come out”, they will have a home & job while they participate in the fight for gaining their rights</p>
			<p>Undocumented immigrants will develop less fear of those trying to create civic outreach programs</p> <p>Benefit from programs and aid by utilizing them</p>	<p># of undocumented immigrants participating increases</p> <p>Length of time communicating with undocumented immigrants (extended through beyond target market served)</p> <p>Survey?</p>

ASSUMPTIONS

- # of volunteers and # undocumented immigrants will meet the needs of the organization
- Relationships with undocumented immigrants will be short or long term
- Stance on undocumented immigrants will continue to develop

EXTERNAL FACTORS

- Communication drop off with undocumented immigrants
- Participation drop off with undocumented immigrants
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Appendix E: Theory of Change

