

HOME IS HERE

AN EMPLOYER TOOLKIT FOR HIRING DREAMERS
AND ACTIVATING YOUR NETWORKS

August 2020

INSIDE THE TOOLKIT

Welcome to our employers toolkit, designed to equip you with the messages and tools you'll need to mobilize your company, and your peers, to hire and retain DACA-mented DREAMers with work authorization who are ready—and legally able—to work.

This toolkit provides the messaging, social media, storytelling, and informational resources you'll need to get started.

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OPENING STATEMENT

We need DREAMers to help us revitalize our economy and become a truly equitable country.

We applaud the Supreme Court's decision to uphold DACA. As business leaders, we can continue this incredible momentum by employing and retaining DREAMers with DACA.

This is a pivotal time for our country as we work against systemic racism and for social justice. Diversity, equity, and inclusion (DEI) are more than buzzwords—they're the standards we hold ourselves to everyday. We must advance these standards through equitable opportunities for employment.

As we join together to revitalize the economy in the wake of the COVID-19 pandemic, and make a collective commitment to DEI, we have an unprecedented opportunity to rebuild our workforce with a dedicated,

college-educated, and diverse talent pool—DREAMers with work authorization, who are legally able and ready to work. DREAMers have the qualities employers seek—they're entrepreneurial, determined to succeed, and often bilingual.

This crisis has proved, once again, that DREAMers are essential to our country—working as health care providers, teachers, transportation, delivery and hospitality service providers, and more. As we look to the future of a new normal, DREAMers with work authorization are poised to help carry our country forward. Let's stand up for DREAMers, and together build a country that is equitable and prosperous for all. The time is now.

KEY MESSAGES

Here are key messages to use in your written and verbal communications, to move your teams and colleagues to action.

Three steps employers can take to make this dream a reality

1. Hire and retain DACAmented DREAMers with work authorization who are ready—and legally able—to work and bring the skills we need to revitalize our economy and succeed.
2. Share the success you have had with DREAMers in your workforce with your peers and network, via LinkedIn and other social media platforms, e-newsletters, and direct outreach.
3. Encourage other businesses to hire and retain DREAMers, to make their companies equitable and prosperous, and our nation strong.

Who are the DREAMers?

DREAMers are undocumented immigrant youth who came to this country at a young age (their average age of arrival is 7 years old), and have grown up in America, gone to our K-12 schools, and are a part of our communities. For most, this is the only country they've ever known—but have no path to citizenship. There are more than 640,000 DREAMers living in the U.S. who have DACA and are able to legally work. Many have college degrees and want to find meaningful careers that will help their families, communities, and our nation prosper. [85% of Americans](#) believe that NOW is the time to give DREAMers the opportunity to stay in this country.

What is work authorization?

Any person with a valid employment or work authorization may legally work in the United States. DREAMers with DACA are able to get renewable work authorizations that allow them to work in the U.S. for two years at a time. An employer does not have to sponsor a DREAMer with DACA—they can hire them just as they would any U.S. citizen. It is unlawful for an employer to refuse to hire a DREAMer with a valid work authorization because of their DACA status.

Immigrants make our economy strong

Throughout history we have seen how immigrants' contributions have helped our nation grow and innovate. Nearly half of all Fortune 500 companies were founded by immigrants or their children. Google, AT&T, Pfizer—were created by immigrants. According to analysis by the [Center for American Entrepreneurship](#), “Immigrant-founded Fortune 500 firms are headquartered in 33 of the 50 states, employ 12.8 million people worldwide, and accounted for \$5.3 trillion in global revenue in 2016.”

Today's DREAMers are essential workers who are building a stronger, healthier nation. Currently, there are more than 27,000 DACA recipients working in critical health care professions on the frontlines of the COVID-19 crisis, as noted by the [American Association of Medical Colleges \(AAMC\)](#). More than 200,000 DACA recipients are working alongside their neighbors in essential roles to keep our communities safe amid the COVID-19 pandemic, according to the [Center for American Progress](#).

Bottom line: We need DREAMers to move our country forward.

Eight reasons why employers should hire and retain DREAMers today

Companies are at their best when they have talented and committed employees.

As we work to keep our nation strong during this pandemic, and to recover as quickly as possible, DREAMers are essential to our success.

1. DREAMers help businesses thrive.

DREAMers have the qualities employers seek—entrepreneurial, highly resilient, determined to succeed, and often bilingual. Many have—or are working toward—their college degrees. Currently, there are [more than 640,000 DREAMers with DACA](#). Their education and work experiences are as diverse as their backgrounds, they bring essential cultural perspectives to our businesses, and it's what sets this large talent pool apart.

2. DREAMers with work authorizations can work in the United States.

While the immigration system is complicated, hiring practices are clear: DREAMers with valid work authorizations can legally work in the United States. It is unlawful for an employer to ask about, or refuse to

hire, a DREAMer because of their immigration status and it is unlawful to ask about their immigration status. This is true even if a DREAMer's work authorization is nearing expiration and requires renewal. While there is uncertainty around the fate of DACA, at this time DACA work authorizations are still valid, and can be renewed.

3. Hiring a DREAMer is like hiring any other applicant.

DREAMers must meet the education and experience requirements of any job opening in order to be hired. There is no additional administrative or overhead cost to employing a person with a DACA work authorization—they go through the same process as any U.S. citizen.

4. Our nation believes in our DREAMers

[85% of Americans](#) believe that NOW is the time to give DREAMers the opportunity to stay in this country. [Polls](#) are consistent in finding that approximately four out of five Americans, including a strong majority of Democrats and Republicans, support DREAMers and DACA.

5. DREAMers with work authorization help businesses become a force for social good.

As businesses, we have an opportunity to lead by example. By hiring DREAMers, we uphold our commitments to diversity, equity, and inclusion. DEI are more than buzzwords—they're the standards we hold ourselves to everyday.

6. DREAMers are working through this pandemic to keep our nation healthy, and we need to keep them on the job.

DREAMers with DACA are essential workers who are building a stronger, healthier nation—during this pandemic and beyond. 43,500 DACA recipients are essential workers in the health care and social assistance industries, according to the [Center for Migration Studies](#).

7. DREAMers can help us recover from this pandemic.

No matter how long DREAMers are authorized to work, they offer employers talent, dedication, and drive—attributes that can only serve our economy today. In fact, their duration on the job may not be different from any other employee.

8. DREAMers can help make our nation stronger.

As leaders of large and small businesses, we have an unprecedented opportunity to emerge from this crisis with a talented, committed, and diverse workforce that acknowledges and includes immigrants. This is our story to tell together. By businesses working together with DREAMers, we can become the nation we need to be in these critical times, and build a country that is equitable and prosperous for all.

DACA recipients in today's workforce

DREAMers with DACA are a vital part of our national workforce in essential positions. Hundreds of employers have already recognized the value of DREAMers and are stronger for it.

According to the [Center for Migration Studies](#):

- 43,500 DACA recipients work in the health care and social assistance industries, including 10,300 in hospitals and 2,000 in nursing care facilities.
- 21,100 operate in transportation and warehousing industries, including 6,400 in warehousing and storage, and 5,100 in truck transportation.
- 32,800 are employed in retail trade, including 12,400 in supermarkets, 3,200 in pharmacies, and 5,200 in merchandise stores such as warehouse clubs.
- 14,500 work in the manufacturing sector, which includes food and beverage, pharmaceutical, cleaning products, and medical equipment manufacturing.
- 13,300 work in support and waste management services, including 10,100 who work in services to buildings and dwellings, and 1,000 in waste management.
- 76,600 work in restaurants and other food services.

AMPLIFY THE MOVEMENT ON SOCIAL MEDIA

Recommendations

We encourage you to make it consistently visible that you are hiring DREAMers with DACA, both to potential new hires and to peers in your industry.

Here is how you can support DREAMers with DACA and spotlight your promise to hire and retain them in your company:

- Make it clear you are looking to hire DREAMers with DACA across your company's digital employment portals (social media, company hiring websites, internal recruitment and referral portals, etc.) with ongoing, consistent content. Your LinkedIn is a prime opportunity for these communications and for influencing other employers.
 - » Post the [Opening Statement](#) at the beginning of this toolkit to your company's blog and share across your channels, especially LinkedIn.

- Invite executive teams, HR departments, and employees to share your company's intention to hire DREAMers with DACA on their social media channels, in internal communications and email outreach, and other communications efforts.
- Add your intention to hire DREAMers with DACA to your careers page or portal on your company website.
- Review and update your public hiring policies and procedures to include language for DREAMers with DACA. Find specific language in our [employers guide](#).
- Amplify the stories of your current employees with DACA to other employees, on your social media, on your website, on your company intranet, and on your hiring platforms.

Demonstrating your support for DREAMers on social media

Integrating the stories, experiences and impact of DREAMers with DACA into your brand guidelines, voice, and values as a company will ensure the momentum we're seeing now continues into the future.

Below are some sample posts and language that will work for Facebook, Twitter, LinkedIn, Instagram, and other social channels:

- **Why Hiring DREAMers is a Core Company Value and Priority**

- » DREAMers with DACA are essential workers who are helping our nation recover. As we transform from the COVID-19 crisis we thank them for holding the front line.
- » Diversity, equity, and inclusion are more than buzzwords—they're the standards we hold ourselves to everyday. We stand with DREAMers whose contributions make our workforce thrive.
- » DREAMers help drive our economy, support our brands, and provide valuable innovation, creativity, and ideation to our workforce. It's time we invite their talents into our workforce at every level.

- **Recruitment and Hiring DREAMers with DACA**

- » DREAMers with DACA have the qualities we seek—entrepreneurial, resilient, and determined to succeed. This is why we want YOU to join our team! Check out our careers page for opportunities at [company name].
- » At [company name] we value diverse experiences and people. We are a [company certification, like B Corp] and invest in ongoing diversity, equity, and inclusion for our team. Learn more about our commitment [link to blog post or webpage].
- » Our team includes Immigrants of all backgrounds and status. We are grateful to have their talents and contributions in our workforce.
- » Navigating the immigration system can be complicated, but getting hired is clear. [Company name] works with immigrant candidates through every step of the hiring process to make it as easy as possible. See what opportunities are available on our careers page [web link].

- **Other ideas:**

- » At [company name] we believe the best people come from the most diverse backgrounds and experiences. We are committed to hiring the best talent—period—regardless of your immigration status. See what opportunities are available on our careers page [web link].
- » When we invest in diversity, we invest in our future. Hiring and retaining DREAMers with DACA is not only the right thing to do for our companies and communities, it's smart business.

To show your solidarity and knowledge of the movement for DREAMers with DACA consider using these common hashtags:

- #HomeIsHere
- #HereToStay
- #DREAMers
- #DACA

SHARE YOUR SUCCESS STORIES USING VIDEO

Capturing your success stories on video is a powerful way to share the impact your company is making by hiring and retaining DREAMers with DACA. Consider tapping your employees with DACA for a story—and sharing your own story as employers—and feature them on your website and social media channels.

The following are a few questions that could be used during your filmed interviews:

For Employees with DACA

1. Tell us your name, where you work, and what you do.
2. Tell us why your work matters to you . . . (how does it help your family, your company, the country, the world, etc.)
3. Describe the unique perspectives you bring to your work as a result of your immigrant experience.
4. What advice would you like to share with employers in your industry, to encourage them to hire DREAMERS with DACA?

For Employers of DREAMers with DACA

1. Tell us your name, where you work, and what you do.
2. Tell us why hiring DREAMers with DACA matters to you . . . (how does it help your company, the country, the world, etc.)
3. What advice would you like to share with other employers, to encourage them to hire DREAMERS with DACA?

OUR VOICES

Elevating the voices of DREAMers and their supporters helps illustrate the impact of DREAMers in our workforce. Consider these quotes from DREAMers and employer influencers to use as inspiration, in your conversations with peers, on your social media channels, and in your recruitment materials.

DREAMers

“DREAMers are hard working Americans who will seize every opportunity to show our worth. We have stellar records of achievement and incredible potential – all we need is an opportunity.”



CESIA BULNES

MS Program Manager

“As DREAMers, we always have to prove something to someone. Our work ethic, integrity, and self-worth have to be at the forefront of everything we do and can never be negotiated or compromised.”



“ROSA”

Program Analyst for Oregon Department of Education

“As a result of being an immigrant and someone with DACA, I have been able to bring a motivated, hard working, and persistent mindset and attitude to the table.”



ANDREA RODRIGUEZ RAMIREZ

Assistant Manager at Panera Bread and Entrepreneur

“Being an immigrant has taught me what it means to be excluded, and to fight my hardest to overcome barriers. I am driven by seeing other disadvantaged groups win and, as a result, whenever I enter the office my thoughts are more about making a difference in the lives of students than a paycheck.”



KAI MARTIN

Grad Student and Technology Specialist
Disability Support Services Department at GWU

“I want others to know that is okay to be different; to know that coming from different backgrounds and experiences is what makes us stronger; and to know that being an immigrant adds value to those who have never been exposed to other cultures.”



EMERSON
LOAIZA-GONZALEZ

HR Associate, Dicerna Pharmaceuticals

Employers

“The 478 DREAMers at Apple are members of our collective family. With creativity and passion, they’ve made us a stronger, more innovative American company. We’re glad for today’s decision and will keep fighting until DACA’s protections are permanent.”

TIM COOK

Apple CEO via [Twitter](#)

“DREAMers will bring the kind of drive to your workforce that they’ve brought to everything in their lives, to which their colleges can attest. We’re lucky to have them in this country, and you’ll be more than lucky to have some of them working for you.”

DON GRAHAM

Chairman of the Board, Graham Holdings Company
Co-founder, TheDream.US
via Forbes

“DREAMers have become essential contributors to American companies and the American economy”

FROM PRO-DACA AMICUS BRIEF

Filed by 143 business associations and companies

“Microsoft aims to make technology that empowers every person on the planet, and to do that, we need to better reflect the world we seek to serve. Our innovations thrive on diverse voices, experiences and perspectives. Attracting and retaining talented people from all over the country and the world helps our company and our economy grow.”

BRAD SMITH

Microsoft President via [Time Magazine Op-Ed](#)

“No society can truly flourish when a significant portion of its people feel threatened or unable to fulfill their potential. Nor can it prosper by excluding those who want to make positive contributions. This isn't just a noble principle; it's a basic fact, borne out through our national history.”

TIM COOK AND CHARLES KOCH

CEO of Apple and CEO of Koch Industries via [Washington Post Editorial](#)

“The current system led to profound inequality. To fix it, we need businesses and executives to value purpose alongside profit.”

MARK BENIOFF

Salesforce Chairman via [NY Times Editorial](#)

ADDITIONAL RESOURCES

Employers Hiring guide

Find out what you need to know to recruit and hire DREAMers and help your business succeed, including HR best practices.

FAQ

Learn about hiring DREAMers.

Fact Sheets & Guides

[Career Connections Employer Fact Sheet 2020](#)

Articles

[The Reality of Hiring DREAMers](#)

[SHRM: Some Employers are Still Unsure About Hiring DREAMers](#)

[Insight Into Diversity: DREAMers Share How DACA's Uncertain Future Affects Them](#)

[The Value Dreamers Bring as Employees, Donald Graham](#)

[What the Supreme Court Ruling on DACA Means for Employers](#)



THANK YOU!

Thank you for standing up for DREAMers! Companies are at their best when they have talented and committed employees. Your commitment to bringing some of the most talented and diverse candidates into your workforce will set your company, our country, and thousands of DREAMers up for success.



CAREER
CONNECTIONS

A PROGRAM OF THE DREAM.US

The Dream.US thanks Pyramid Communications for the creation of this toolkit and their ongoing contributions to our work.