

IMPRINT

Sneak Peek: IMPRINT's Survey of College-Educated Immigrants

Aug 3, 2015
12-1 pm Eastern Time

Dial-In: +1-650-479-3208
Access Code: 667 860 078

What is IMPRINT?

IMPRINT is a national coalition of nonprofits helping underemployed skilled immigrants start their American careers. IMPRINT:

- Creates and disseminates resources
- Advocates for policies that facilitate immigrant integration
- Broadcasts best practices



www.imprintproject.org

Today's Moderator and Presenters



Moderator
Stacey K. Simon
Director
IMPRINT



Presenter
Jim Witte
Director
Institute for Immigration
Research
George Mason University



Presenter
Amanda Bergson-Shilcock
Senior Policy Analyst
National Skills Coalition

What We Hope You'll Learn Today

- Survey overview & methodology
- Writing our survey questions
- Comparing our findings to public Census data
- What we learned about nonprofit/academic collaborations
- Sneak peek at survey results
- What's to come...

What Won't Be Included Today

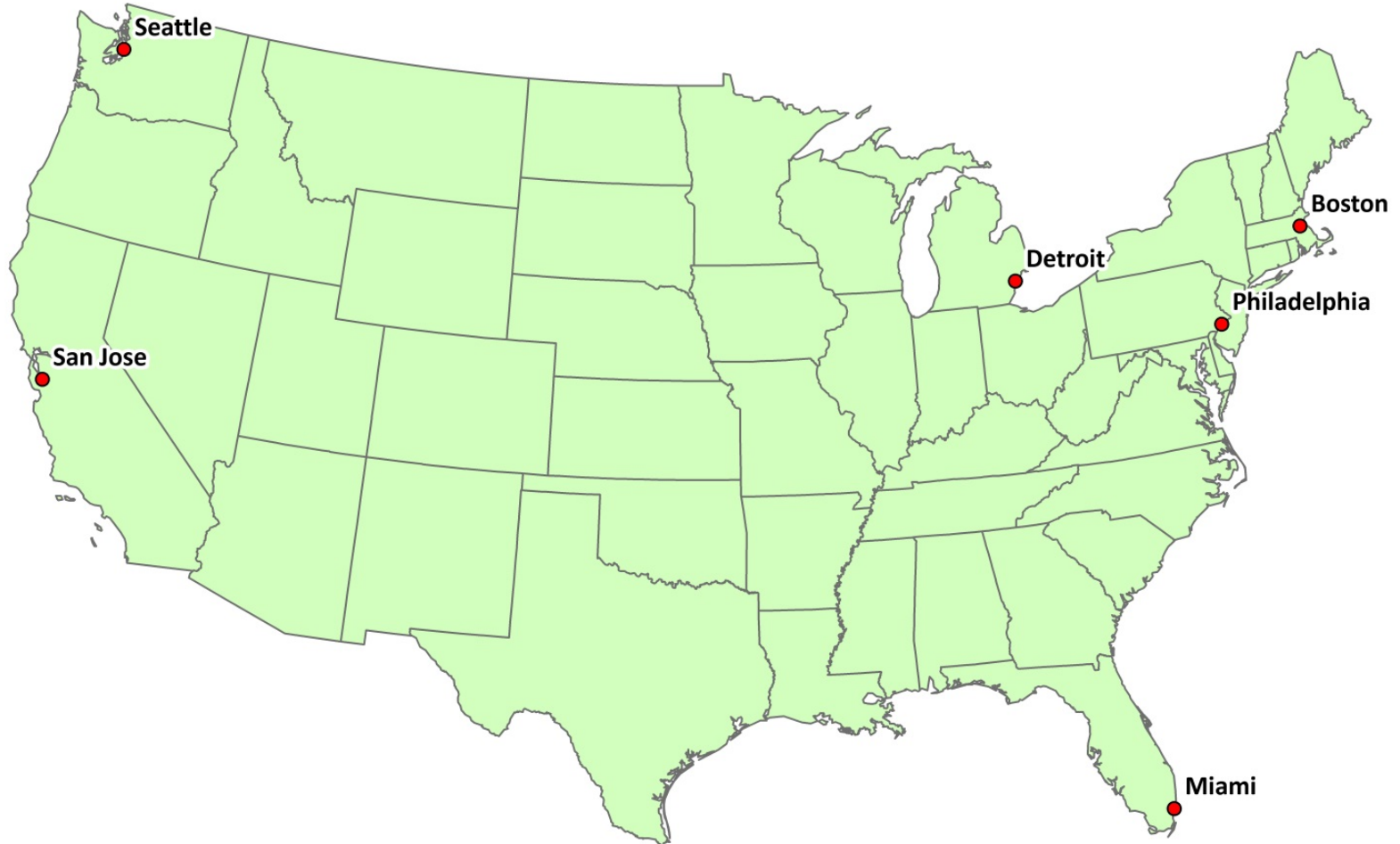
- **Detailed findings** from our study
 - Save the date for our **Sept 17** report release in Philadelphia!
- Detailed information about our **audio survey**
 - Watch for the release of our AudioNow case study in September & an accompanying webinar

About the Project

- *First-of-its-kind study* about the economic success of college-educated immigrants in the United States
- Data from 4,000+ online respondents and 5,500+ audio respondents
- Focus on six US metropolitan areas...



The IMPRINT Survey Six Cities



Project Partners & Roles

- **IMPRINT**

Project management lead: Oversight, analysis, writing and production.

- **Institute for Immigration Research (IIR) at George Mason University**

Research lead: Survey design; implementation; data analysis.

- **AudioNow**

Audio survey lead: Survey design; broadcaster liaison; technical implementation.

- **WES Global Talent Bridge**

IMPRINT's home organization: Extensive support for outreach/recruitment of participants and report design

*With funding from the **John S. and James L. Knight Foundation***

(Survey results are the sole responsibility of the partner organizations; they do not necessarily reflect the position of Knight Foundation)

Project Goals

- Improve understanding of college-educated immigrants and their employment trajectories in the United States
- A secondary goal:
 - Improve understanding of civic engagement and integration of immigrants in general

Learn more about the project goals and background on our website: www.imprintproject.org/wessurvey

Challenges & Constraints

- How to collect data from a broader pool of respondents?
 - Who might not see an online survey invitation
 - Who might not speak one of the online survey languages
- No budget for extensive telephone surveying or live interviewers



A Potential Solution

A combination of AudioNow's **call-to-listen** survey technology and the IIR's **OnQ** dynamic web survey platform

AudioNow

- Multilingual survey tool to reach disparate areas of the US
- Previously used for surveys on remittances and current events

OnQ

- Developed with support from the National Science Foundation (NSF)
- Used in over 100 survey projects since 2001

About AudioNow

World's largest mobile platform connecting radio broadcasters to immigrant and diaspora listeners.

- more than 2,600 broadcast partners
- 2 million unique listeners
- 130 different nationality and ethnic groups
- audio programming in 97 languages



Surveying with Call-to-Listen

- Multiple-choice questions only
- Keep it brief! (maximum 12 questions)
- Recorded in-language by radio hosts
- Five languages (Amharic, English, Haitian Creole, Punjabi, Swahili)
- Multi-step process for checking translation
- Once in the field: Rapid results!

Before We Turn to the Online Survey, a Quick Poll:

Have you conducted a survey of immigrant professionals in your community?

Yes, an informal one

Yes, a formal one

No, but I would like to in the future

No, that is not my role, but I hope another organization does

None of the above



Institute for Immigration Research

- The Institute for Immigration Research (IIR) is a joint venture between George Mason University (GMU) and The Immigrant Learning Center, Inc. (ILC) of Malden, Massachusetts.

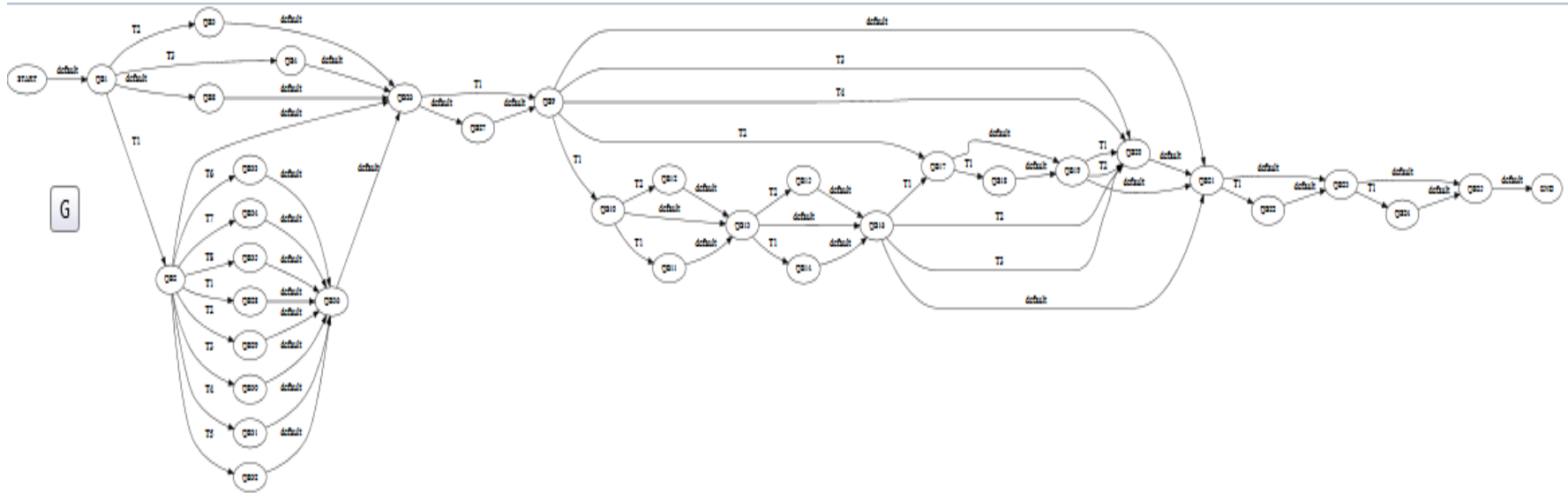
The IIR mission is to refocus the immigration conversation among academics, policy-makers and the public, including the business community and media, by producing and disseminating unbiased and objective, interdisciplinary academic research related to immigrants and immigration to the United States.

- The IIR is the project's lead research partner
- Dr. Jim Witte, IIR Director, is an experienced sociologist and online survey specialist

How Online Survey Tool OnQ Works

- A content management system designed around “the logic of questions and answers.”
- Authoring tool inserts questions and possible answers into the data base.
- Java servlet manages dialogue between the data base and respondents’ browsers.
- Flow of survey is determined interactively and will vary with the answers each respondent provides.

How OnQ Works: A Diagram



Surveying with *OnQ*

- Survey links sent to potential respondents
 - Supports multiple languages, in this case English, Spanish, French and Vietnamese
 - Either sent directly to individual respondents based on lists provided by IMPRINT
 - Or distributed by community and media partners in the six cities
 - Data collected can be reviewed on the fly and immediately exported as an SPSS file for analysis

Key Decisions

- How many languages?
- What did we REALLY need to ask?
- How would data fit with other elements of our study?

Defining Survey Parameters

- Survey questions developed jointly iteratively between IMPRINT and IIR
- Reviewed questions with AudioNow
- Made key decisions about survey design
 - Trade-offs between length and detail
 - Avoiding sensitive questions
 - What themes are most likely to help explain outcomes
 - Demographic characteristics
 - English language skills
 - Education and credentials
 - **Social capital**

What is Social Capital?

- Different types of capital lead to better or worse labor market outcomes
 - Human capital
 - Cultural capital
 - Social capital
- Variety of definitions of social capital
- Central theme: social networks have value
- How we translated into survey questions
 - *How many friends and family did you have that you could rely on for support **when you first arrived** in the US?*
 - *How many friends and family do you **currently** have that you can rely on for support?*

Writing the Questions

- Thinking ahead to helpful findings
- Drawing on existing question banks
 - From the Pew Research Center
 - Census Bureau's American Community Survey (ACS)
- Making nuanced distinctions
 - E.g., Registered to vote/Not registered/Not eligible
- Judgment calls
 - Decision to ask about "Most recent" higher education
 - Where to bounce "unqualified" people from survey

Surveying in Multiple Languages

- **AudioNow**
 - English version finalized first
 - Written translations completed
 - Written translations checked by bilingual staff
 - Audio recordings created (by radio DJs)
 - Audio recordings checked by bilingual staff
- **OnQ version**
 - English data base finalized first
 - Written translations of questions and answers completed
 - Written translations checked by bilingual staff
 - New data bases created for French, Vietnamese and Spanish versions
 - Translated questions copied into each database

Launching the Survey

- When to launch?
- How long to keep it in the field?



What We Learned About Survey Collaboration

- Leave even **MORE** time for translation
- Before closing the survey, ensure subpopulation thresholds are met
- Survey respondent recruitment is not easy!
- Advantage of investigators' complementary skill sets
- Adding the voice of the informed lay person when interpreting and writing up results

Poll: Your Collaboration Experience

Has your organization worked with an academic partner on a joint project?

Yes

No, but we would like to

No, we are not sure of the value in doing so

I am an academic myself

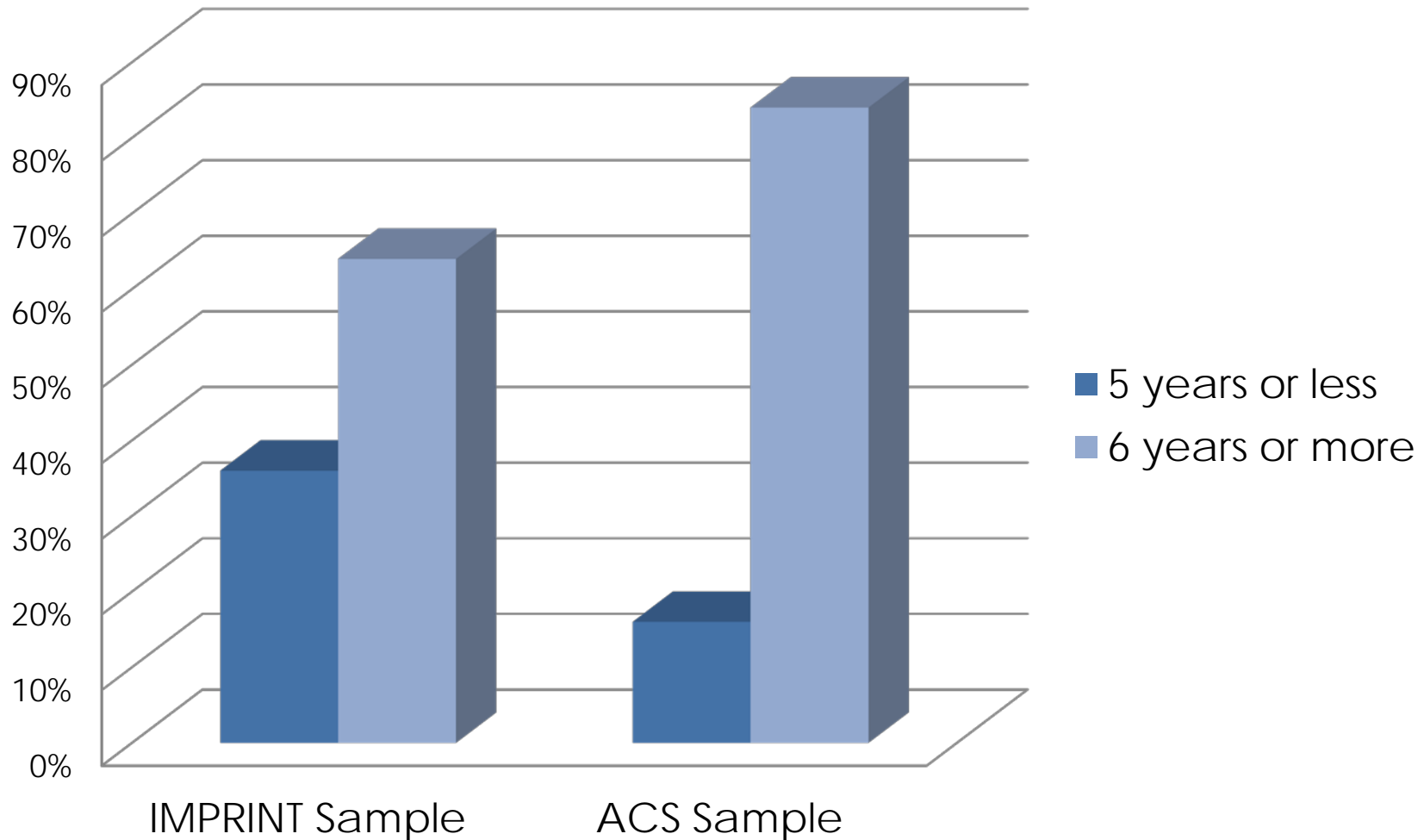
None of the above

Once We Had the Data...

- Aware that it was a **non-random** sample
- Used public data as a check to (partially) assess representativeness
- Census Bureau's American Community Survey (ACS) was our comparison data
- Cautious when making comparisons to ensure that terms were defined the same way

Comparing IMPRINT and ACS

Example: Estimates of Time in U.S.



What We Found

Immigrant professionals who are employed and earning at least \$50,000 per year are more likely to:

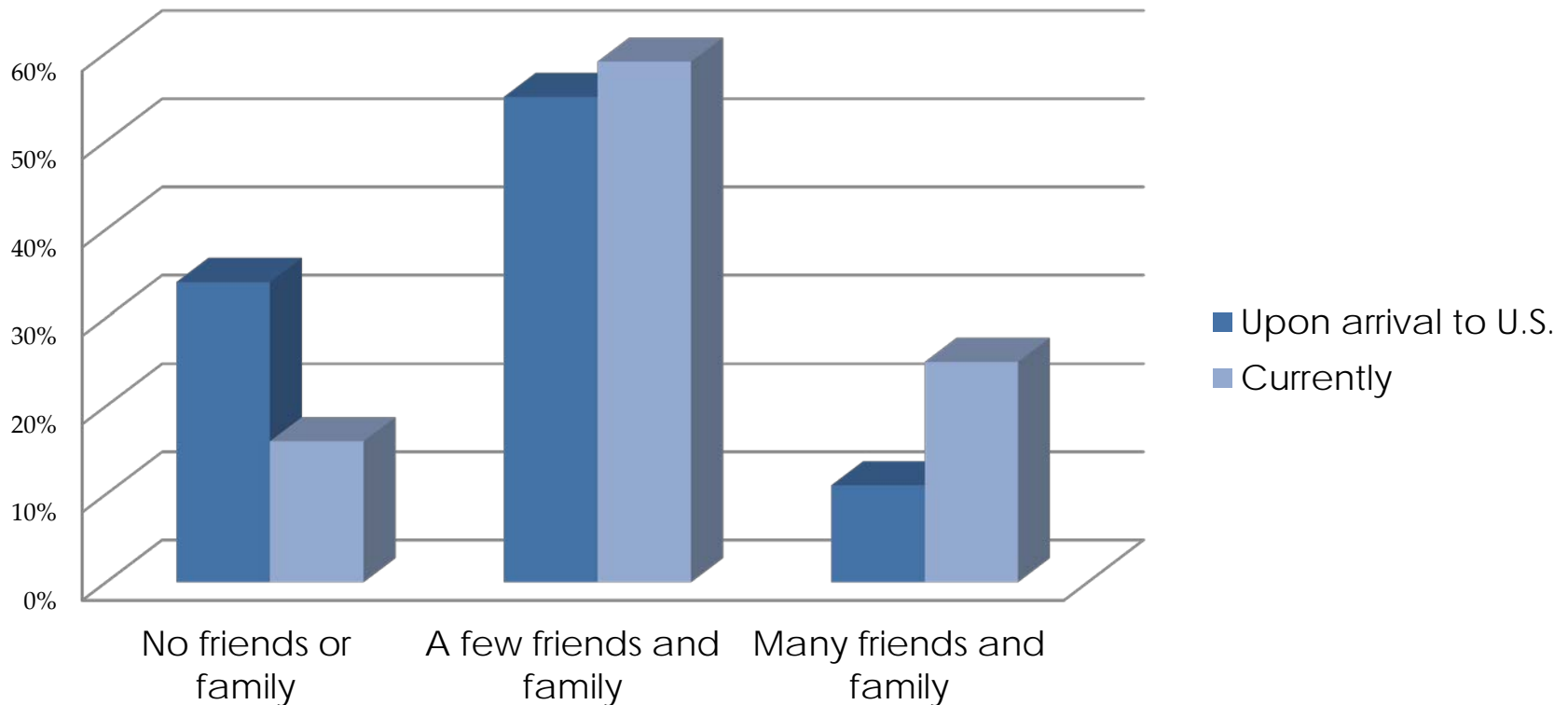
- Speak English as Primary Language/Speak English “Very Well”
- Have lived in the U.S. for at least six years
- Have applied for U.S. professional licensure
- Be registered to vote

A Key Takeaway

Our study revealed the *vital role of* **social capital** in immigrant economic success.



Social Capital: How many friends and family can you rely on for support?



Social Capital and Economic Success

- We examine multiple definitions of economic success
- Regardless of the definition, social capital is significantly and strongly correlated with economic success
- Example: **professional economic success** achieved by earning at least \$50,000 a year, using one's education on the job and working in a professional or managerial position.
 - **15%** with **no family and friends**, upon whom they can currently rely on for support, are successful
 - **22%** with **a few family and friends**, upon whom they can currently rely on for support, are successful
 - **34%** with **many family and friends**, upon whom they can currently rely on for support, are successful

A Final Poll Question

Do the findings presented here reflect your experience working with immigrant professionals?

Yes, this reflects the immigrant professionals I know

Somewhat – there are pieces that match and others that don't

No, these findings don't match what I know about immigrant professionals

None of the above

Contact Us



Jim Witte
Director & Professor of Sociology, Institute for
Immigration Research
703.993.2993
jwitte@gmu.edu
iir.gmu.edu



Amanda Bergson-Shilcock
Senior Policy Analyst, National Skills Coalition
215-285-2860
amandabs@nationalskillscoalition.org
www.nationalskillscoalition.org



Stacey K. Simon
Director, IMPRINT
stacey@imprintproject.org
www.imprintproject.org

Save the Date

Report release & launch
event in Philadelphia!

September 17, 2015



For updates and more info:
www.imprintproject.org/wessurvey