

CELEBRATE  
IMMIGRANT  
HERITAGE  
MONTH  
06.2018

Immigrant Heritage Month 2018

Activation Toolkit  
for Higher Education

brought to you by:



Every June, Immigrant Heritage Month (IHM) provides people across the United States an opportunity to explore their own heritage and to #CelebrateImmigrants and the diversity that forms the unique American experience. Through digital activations and events, we celebrate the contributions that immigrants have made, and continue to make, to our nation.

Hundreds of community groups, elected officials, business leaders, artists, entertainers, and influencers representing all 50 states came together to make IHM 2017 a great success. This, year, we're looking forward to partnering with higher education leaders and campuses to help make IHM 2018 even better.

For generations, higher education in this country has benefited significantly from the contributions that immigrants with drive, dedication, and purpose have made. First and second generation immigrant and international students, alumni, faculty, staff have built programs, strengthened campuses, and bridged communities. In turn, colleges and universities have been the engines of opportunity where individuals of every background, native born and immigrant alike, could receive the education they need to rise as high as their talents would take them.

Our colleges and universities are magnets for the world's talent, from those ready to contribute to our nation's prosperity to those who dream of making their home countries more just, inclusive, and equitable societies. Now is the time to share our stories and celebrate the integral connections between higher education and immigration.

## Become an #ImmigrantHeritageMonth Partner!

**There are many ways for you to get involved, take a look at the options below!**

- Participate in a **digital day of action on June 1** to celebrate the first day of Immigrant Heritage Month.
  - Issue a press release or blog post announcing your support of IHM and why it is impactful for your college or university
  - Send an email to your campus community to **share your involvement**
  - Post on social media to promote the start of the month – we'll provide materials and suggested content!
- Participate in **social activations** throughout IHM
  - We'll provide **GUIDANCE** and **SUGGESTED CONTENT** throughout the month



- To facilitate creation of social media content, this year's IHM will center on theme weeks:
    - June 1 Kickoff weekend
    - Week 1: Community
    - Week 2: Family
    - Week 3: Food
    - Week 4: Love and support
  - Highlight students, faculty, staff, or alumni's immigration stories on social media and your website
  - On Thursdays, post an old photo that tells a story of immigrant heritage at your college or university or to highlight an individual's story; using hashtag #tbt
  - Post a blog celebrating immigrant contributions to your campus over the generations
  - Use your imagination! Create something unique to your community.
- Place an **opinion piece in your local paper** outlining your support for IHM and immigrants
    - Highlight the contributions that immigrants and foreign-born students, faculty, and staff make to your university community

Some ideas for sharing stories from your campus:

- Share a photo of an individual with an accompanying quote. If you are able, put together a graphic.
- Share stories about accomplishments achieved or prizes won by immigrant or international students, scholars, or staff on your campus achieved.
- Have your president or chancellor share their or their family's immigrant heritage story.
- Use the following prompts to elicit quotes from students, faculty, staff, and alumni:
  - What is your immigrant heritage? When did your family come to the United States?
  - What lessons did you learn from your ancestors or family members who immigrated to the U.S.?
  - What makes you most proud about your or our country's immigrant heritage?
  - How do immigrants and descendants of immigrants make your campus stronger and more vibrant?
  - What does the United States as a nation of immigrants mean to you?
  - Our country advances when we remain true to the best of our heritage as a land of opportunity for those who dream of a better life for themselves and their children. How can we do better as country to welcome immigrants?

As a partner, your college or university's name will appear on the partners page of the IHM website and any events will be added to the official IHM calendar.



## BACKGROUND ON IHM & I AM AN IMMIGRANT

I Am An Immigrant is part of Welcome.us, a 501(c)(3) non-profit organization that coordinates Immigrant Heritage Month each June. I Am An Immigrant is an ongoing public awareness campaign to encourage Americans to share stories of their families' immigrant heritage, and what it means to be an immigrant in America. Learn more by visiting [www.iamanimmigrant.com](http://www.iamanimmigrant.com) and by following I Am An Immigrant on [Facebook](#) and [Twitter](#).

