

ASSET ACCUMULATION STRATEGIES IN 3 NEW SETTLEMENT COMMUNITIES

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"Recent developments in the cultural identity literature can help us to move beyond a deficit approach to viewing culture not as an obstacle but as a resource from which individuals draw to create strategies to function in various domains in society (Berry 2003).

This new orientation shifts us away from a deficit model for thinking about how individuals of different cultures gain and lose in the process of integration to recognizing the multiple ways that individuals can adapt in new and ever changing environments without suffering loss of identity in the process.

This approach shifts our attention to looking at what the newcomers offer and leads us to ponder how we can engage them in the future development and prosperity of the new settlement communities." (Asset Accumulation Strategies, 2008)

THE COMMUNITIES

MILAN (Bellview County) is a community with large corporate agriculture and plant processing. Latino families arrive because of employment opportunities.



RENNETT (Taliaferro County) is the heart of a large regional entertainment and recreation industry that serves as an important source of jobs for people from surrounding small towns.



Percent Change in Latino Population by County 2002 to 2007



Source: 2007 Census of the Hispanic Population in Georgia. American Factfinder. U.S. Dept. of Commerce, Economic Research Service. www.census.gov. © 2007

MEYERS (Wilkes County) has a diverse economy with manufacturing plants, services, and a retail sector that attracts labor from surrounding communities. Italia has been selected as a DREAM initiative community. They will receive support to engage in downtown redevelopment and revitalization efforts.



Percent Change
-5.0% - 0.0% (lightest)
0.0% - 5.0% (light)
5.0% - 10.0% (medium)
10.0% - 15.0% (dark)
15.0% - 20.0% (darkest)
Missing = 5.0%

These new settlement and their families integrated to their new settlement communities:
• Thiving communities
• Placidos

Local processing enterprises with 500 or more employees and Latino or Hispanic ownership change, 1990 to 2002



THE METHOD

An asset accumulation strategies model is based on the sustained livelihoods framework, and examines how newcomers families use their capitals—economic, human, social, and cultural—in income earning strategies, and the role that community climate plays in the process of economic integration.

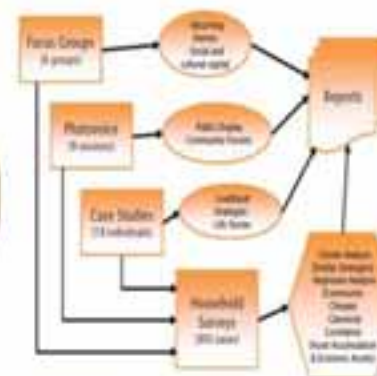
Strengths Based Model:

Livelihoods, Capitals, and the Context of Reception



Bourdieuian's (1970) Ecological Model:

The Current Material



KEY TAKEAWAYS

Rural Manufacturing, Agri-industries, Construction, Services, and Tourism are major pull factors in migration and result in significant demographic changes in rural communities where these businesses operate.

Growth in new metro regions of the Midwest creates both challenge and opportunities for many small communities, new opportunities for revitalizing rural areas, and questions on how local institutions and businesses can best adapt to facilitate integration of newcomers, as consumers, entrepreneurs, and community participants.

Failure to achieve integration in other parts of the country has resulted in an immigrant labor force or a segment of the local population who remains marginalized resulting in a reduction in the quality of life for the entire community.

