

THE UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)
PROPOSAL No 00053918/3614

"DESIGN, VALIDATION AND IMPLEMENTATION OF A STRATEGY FOR
THE REGISTRY OF SALVADORANS LIVING IN THE USA AND IN OTHER
COUNTRIES WITH A PRESENCE OF SALVADORAN NATIONALS"

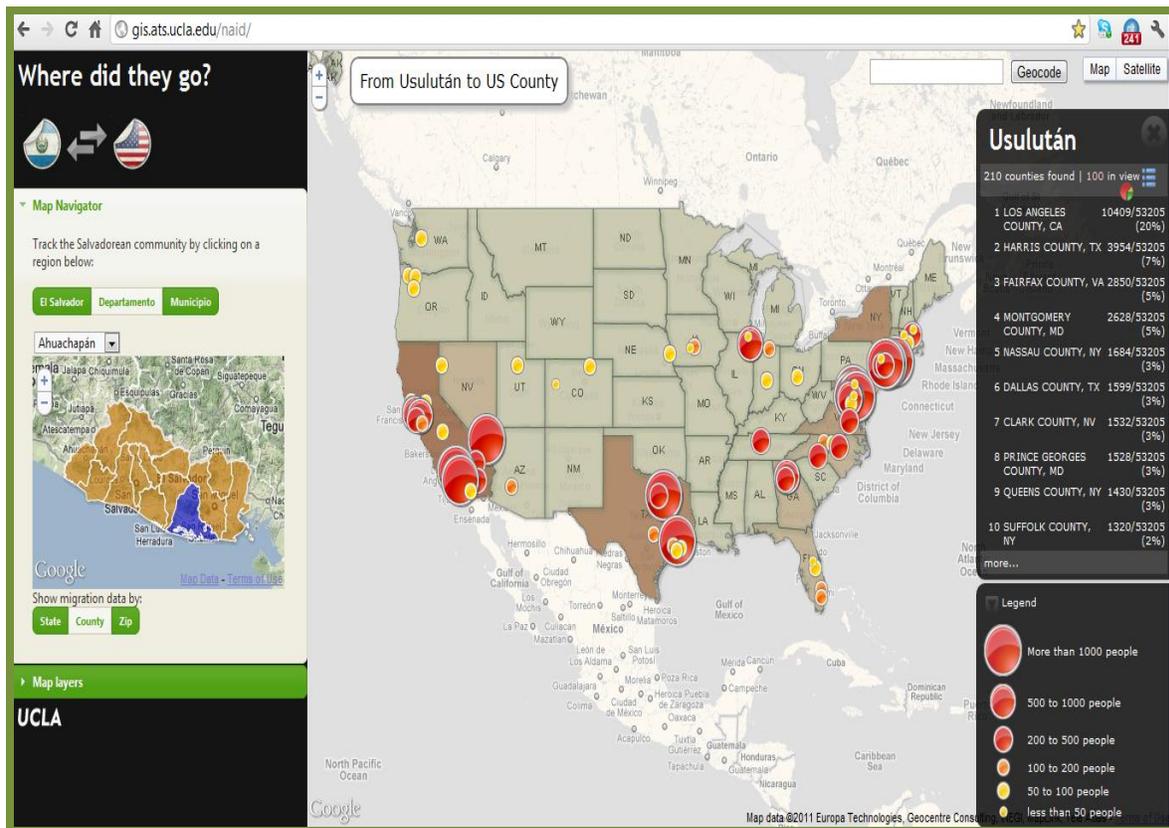
INTERIM REPORT

Submitted by

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Concentrations in USA counties of Usulutánecos based on Salvadoran passport and US Census data

NAID El Salvador - United States Transnational Immigrant Corridors Interactive Map

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TERMS OF REFERENCE

The North American Integration and Development Center at the University of California at Los Angeles (hereinafter NAID) was awarded the Consultancy No. 00053918/3614 on May 27, 2011. The contract was signed by the University of California on August XX, 2011.

This Interim Report focuses on the Consultancy's Phase I activities and deliverables covering a period from June 1, 2011 to August 25, 2011. Phase II activities are scheduled to be completed by August 31, 2011.

The Consultancy was originally conceived to be conducted in two Phases during three months of 2011. In Phase I, NAID agreed to: (1) design a strategy for obtaining (registering) personal data from Salvadorans living abroad (in the U.S.) In Phase II, NAID agreed to (2) develop and conduct live trail-runs of on-line training materials for consular staff in Los Angeles, the Washington DC Metropolitan area, as well as conduct on line training sessions for consulates in San Francisco and Long Island, NY.¹

I. Background

The main objective of this Consultancy is to assist the Vice Ministry of Foreign Affairs for Salvadorans Abroad with the development and maintenance of the most complete registration of Salvadoran citizens living in other countries, and thus help the consular service of the Republic to secure human and civil rights of these citizens.

For this Consultancy NAID agreed to provide consulting services to help create a strategy to capture, record and update the basic data of citizens living abroad, and update procedures for the registration of data, in countries with high as well as low concentrations of Salvadorans. This strategy based on systematic data is intended to also contribute to defending the rights of all Salvadorans and to facilitate their ability to exercise their civil rights and the protection offered by the State of El Salvador.

II. Objectives

The overall objective of the consultancy is to design, validate and implement a strategy to collect

¹ The City of San Francisco and Long Island (NY) were selected in lieu of Tucson and Woodstock/Atlanta, Georgia at meetings between NAID and UNDP representatives held during the UNDPs mission visit to Los Angeles (July 5-7, 2011). They were approved as well by the Vice-Ministry for Foreign Affairs during a meeting with NAID held in El Salvador July 27, 2011.

and record economic data, demographic, social and cultural information on Salvadoran citizens living abroad, and integrate these data into a database already in operation in this Vice Ministry. The specific objectives of the consultancy are:

A. Phase I: Strengthening the capacities of diplomatic and consular representations of El Salvador to capture and record information from citizens and residents in their jurisdictions and to improve consular relations with the Salvadoran community, together with the computer system recently launched in this Vice Ministry .

B. Phase I: Designing the informational and publicity strategy for media so Salvadorans living abroad can decide to set down or register their personal data voluntarily at the appropriate consulates. This media strategy and promotion (using new technologies and social media) is designed to be simple, attractive and affordable, and to work closely with organizations and associations of Salvadorans living abroad.

C. Phase II: Testing and evaluating the various mechanisms and formats for recording data on Salvadorans, including: (a) conventional paper forms and (b) electronic forms for online registration (provided by the Vice Minister of Foreign Affairs), (c) postage-paid envelopes and (d) electronic record systems through a variety of mobile devices. The aim is to detect and correct problems and deficiencies before the registration system is implemented by the foreign service.

III. Activities And Products

A. Phase I: A strategy to obtain (register) personal data voluntarily provided by Salvadorans living abroad.

A1. Activities by the Ministry of Foreign Affairs

1a. Determine the availability of databases of passports, and TPS of DUI and Salvadorans abroad and provide them to the consultant.

It is important to note here that the Ministry of Foreign Affairs has not yet provided NAID with this information.

The Vice-Ministry of Foreign Affairs has:

- determined that its office does not have the direct authority to provide the DUI and TPS databases;

• spoken to authorities at the *Registro Nacional de las Personas Naturales* (RNPN) to request its cooperation with its Registry effort by providing the consultancy with this data. Should these data be forthcoming in time to be incorporated during the Consultancy period, NAID has informed the Vice Ministry that it will make every effort to do so.²

1b. Consult with all the consulates of El Salvador on strategies for registration and the databases that everyone has, with a detailed record of fields, number of people registered to enter and format data. The Vice Ministry provides this information to the consultant.

It is important to note here that the Ministry of Foreign Affairs has not yet provided NAID with this information.

1c. In consultation with consulates, verify existence of data on networks and / or associations in each consular jurisdiction. This information will be provided to the consultant.

It is important to note here that the Ministry of Foreign Affairs has not yet provided NAID with this information.

1d. Verify data on businesses owned by Salvadorans abroad, from information they have: (a) consular; (b) government offices (Ministry of Economy, Deputy Minister of Cooperation) and (c) Chamber of Commerce and ANEP.

It is important to note here that the Ministry of Foreign Affairs has not yet provided NAID with this information.

1e. Official census data regarding: location, demographics, and socioeconomics.

It is important to note here that the Ministry of Foreign Affairs has not yet provided NAID with this information.

A2. Activities of the Consulting Firm

It is important to note that Phase I NAID deliverables do not include the integration of TSP or DUI data, or other information specified here in the contract Terms of Reference (TOR) but not yet provided by the Ministry of Foreign Affairs.

² Personal communications between Foreign Affairs Vice Minister Juan Jose Garcia and NAID at a meeting held at the Ministry of Foreign Affairs, July 27, 2011.

2a. Description, analysis and evaluation of the registration processes used to date by the Salvadoran consulates.

NAID has (as an added value to the Consultancy):

- solicited, analyzed and evaluated this information it collected from the Consulates of Los Angeles and Washington D.C.;
- begun to document the registry processes used to date which, together with information to be solicited in Phase II from the San Francisco and Long Island Consulates, will be included in an analytical report as part of the Consultancy Final Report

2b. Carry out a trail run for registering data under the new system by the consulates at four consular locations (Los Angeles, Washington, DC, San Francisco, Long Island):

SALEX is the new on-line registration system to be used by Salvadorians abroad to register themselves with the RREE.

NAID initiated and coordinated via SKYPE:

- a training session by RREE to learn how to use the Salex Registration System SALEX (July 14, 2011). In attendance were Elias Enciso (NAID), Dr. Knut Walter (RREE), Alberto Castaneda (RREE), Oscar Burgos (SIFROSAL), and Josue Marlon Burgos (SIFROSAL).
- Steps registrants must follow to access SALEX were duly noted. NAID systems trainer Elias Enciso found SALEX to be straight forward and intuitive but recommended several modifications.

NAID recommended that:

- RREE determine how Salvadoran Americans (SA) without a DUI, TPS, or passport may register since SALEX will not allow SA to proceed to register without a valid number for the documents mentioned above
- RREE determine if it is a positive outcome if SA only inputs basic info (full name, document number, birth date, place of birth, country of residence).

NAID also made the following recommendations to make SALEX more user-friendly:

- Allow SA to register without the need to get a user-name and password
- Video clips be inserted to help guide users along. For example, at the beginning of registration, a video clip can welcome users, explain the benefits of registering, and instruct on how to immediately proceed
- The system now provides users two options: “Registro SALEX” and “Registro Modificacion”. The system should not give the option of “Registro Modificacion” since this option is not provided for SA

- The only option that SA be given is “Registro” without the word “SALEX” since SA will not know what SALEX is and it may only serve to confuse SA.
- Change from “PAIS DE ORIGIN” to PAIS DE “NACIMIENTO”
- El Salvador and the United States be listed at the top of the drop-down menus of countries; with other countries being alphabetized
- Make field “IP” (Internet Provider) invisible to SA. This field is not for SA to fill out and will only serve to confuse SA

NAID also requested that:

- RREE provide NAID Center with a “dummy user” necessary for NAID “trail runs” at and live demonstrations of registration for the four consulates.

NAID has:

- Organized and held SALEX trainings for Consulate staff in Washington DC and Virginia on August 22, 2011; and with the Los Angeles Consulate staff on August 25, 2011.
- Contacted the Los Angeles Consulate General’s office to assist with scheduling a training via SKYPE for San Francisco and Long Island Consulate staff as recommended by the Vice-Ministry.³

2c. Preparation of a preliminary Registry on the basis of existing data bases: passports (in San Salvador and consulates) and TPS (in U.S. consulates). These data base will be provided by the Vice Ministry of Foreign Affairs.

It is important to note here that NAID has not yet received data base information from the Vice Ministry.

NAID has (as an added value to the Consultancy):

- secured from the El Salvador Embassy in Washington a partial data base of passports issued in the U.S. of 596,368 records.

NAID has also (as an added value to the Consultancy):

- created an on-line data base for Salvadoran Transnationalism in progress available over the Internet NAID using a Geographic Information System (GIS), to analyze data from the U.S. and El Salvador census, together with Salvadoran passport data and transnational corridors linking Salvadoran municipalities with U.S. zip codes (<http://gis.ats.ucla.edu/naid/>)

³ Meeting held by the Vice-Ministry of Foreign Affairs, San Salvador, July 27, 2011.

The resultant NAID Center US-ES Transnational Immigrant Corridors interactive Map provides an overview of the number of people who migrated from El Salvador to the United States on both a macro and micro level. The map allows a user to check how many Salvadorans reside in each state, county, and zip code in the United States. It also allows the user to check from which “Departamento” or “Municipio” Salvadorans have migrated and to which states, counties, and zip codes they have migrated. There are two ways to operate the map: (1) to view the migrations from a US perspective or from an El Salvador perspective.

The map also provides information “layers” identifying Salvadoran community associations and organizations, businesses including those providing alternative financial services (remittance services, check cashing, etc) around in the four targeted US. sites. NAID has designed a simply worded, illustrated How It Works guide for users to be incorporated into a manual in Phase II [See Appendix A: Guide to How It Works: El Salvador - United States Transnational Immigrant Corridors Interactive Map].

NAID has also:

- Demonstrated the NAID in progress on-line data base for Salvadoran Transnationalism to representatives of the UNDP – El Salvador at UCLA on July 7, 2011
- Demonstrated the on-line data base for Salvadoran Transnationalism to the Vice-Ministry of Foreign Affairs and his staff at the Ministry’s San Salvador offices on July 27, 2011
- Demonstrated the on-line data base for Salvadoran Transnationalism to UNDP representatives and invited representatives of other governmental, educational and civic institutions at a meeting hosted by the UNDP at the Crown Hotel, in San Salvador, July 29, 2011 [See Appendix G: Power Point Presentation to Vice-Ministry and UNDP]

2d. Identification of organizations, associations, clubs, neighborhood groups and churches in the four consular jurisdictions that actively support the registration of Salvadorans living abroad.

NAID has (as an added value to the Consultancy):

- Interviewed consulate staff in Los Angeles and in Washington, DC to understand the current state of their databases of organizations, associations, clubs, neighborhood groups and churches
- Requested and evaluated the Los Angeles Consulate data base to determine if it is complete

NAID has also:

- Conducted extensive research to further develop the Los Angeles database including examining Salvadoran community newspapers, existing directories, contacting by phone and

email leaders of community organizations and requesting their lists of local Salvadoran organizations.

- Integrated the Consulate data base into the data base compiled by NAID [See Appendix B: Salvadoran Associations and Organization-Los Angeles, CA].
- Integrated the expanded database of Salvadoran/Salvadoran American organizations, associations, clubs, neighborhood groups and churches with a searchable GIS Internet system developed by NAID [to view, link to “Layers” at <http://gis.ats.ucla.edu/naid/>].

2e. Identification of businesses with greatest influx of Salvadoran nationals in the four districts where consular registration centers may be set up.

NAID has (as an added value to the Consultancy):

- Interviewed consulate staff in Los Angeles to understand the current state of their database of Salvadoran/Salvadoran American businesses
- Evaluated the data to see if they are complete

NAID has also:

- Conducted extensive research to further develop the database
- Integrated the Los Angeles Consulate data base of Salvadorans businesses into the expanded NAID data base [See Appendix C: Salvadoran Businesses, Los Angeles, CA]
- Integrated the new database of Salvadoran/Salvadoran American businesses with a searchable GIS Internet system developed by NAID [link to “Layers” in <http://gis.ats.ucla.edu/naid/>].

2f. Identification of media that most Salvadorans see and hear in Los Angeles and Washington DC and their willingness to participate in campaigns.

NAID has:

- Consulted with Los Angeles Salvadoran Consulate staff and community members to identify media that most Salvadorans see and hear in Los Angeles.
- Consulted with Salvadoran media and marketing specialists regarding media most used by Salvadorans in Los Angeles that would facilitate the registry campaign; their willingness to participate has not yet been established.
- Compiled a list of fifty-two media located in Los Angeles or available to Salvadorans in Los Angeles on-line or otherwise electronically; the former includes “ethnic” or local Salvadoran mass media; newspapers, magazines; local Television and radio; the latter include mass media originating in El Salvador, available on-line and read by Salvadorans in the United States [See Appendix D: Salvadoran Media – Los Angeles].

- Consulted academic research about the Salvadoran Diaspora in Los Angeles and Washington, DC and its use/development of transnational social space/transnational media (Diaspora radio, television programs, Internet websites and other ICTs, blogs).⁴

In addition to identifying these media, NAID has also designed a media (mass and social) and promotion strategy to Salvadorans living abroad to voluntarily register their personal data with the consulates. This media and promotion strategy capitalizes on the ubiquitous use of cell phones and Internet access; and is described in greater detail below.

B. Phase I: design the informational and publicity strategy for the Registry Media campaign so Salvadorans living abroad can decide to set down or register their personal data voluntarily at the appropriate consulates.

NAID has designed a media and promotion strategy so that Salvadorans living abroad will decide to establish and register their personal data voluntarily through the consulates of their respective jurisdiction (either physically or electronically).

This media strategy and promotion (using new technologies and social media) is designed to be simple, attractive, and inexpensive. Additionally, this strategy is designed to engage businesses, community organizations, and associations of Salvadorans living abroad; and is organized as follows:

- B1. Consultations with Los Angeles Consular Staff and Community Focus Groups
- B2. Campaign Message and Slogans
- B3. Incentive Programs
- B4. Registration Mechanisms
- B5. Media and Promotion Strategy

B1. Consultations with Los Angeles Consular Staff and Community Focus Groups

In the process of designing an effective and purposeful media and promotion strategy, NAID consulted on numbers of occasions with the Los Angeles Consul General, Vice-Consuls and consulate staff.

⁴ Alonso, Adoni and Pedro J. Oiarzabal. Salvadoran Diaspora: Community and the Digital Divide. *IN, Diasporas in the new Media Age: Identity, Politics, and Community*, edited by Jose Luis Benitez, University of Nevada Press, 2011.

In May 2011, NAID organized a consultation meeting with Ambassador Francisco Altschul and his staff at the Salvadoran Embassy in Washington, DC.; Woodbridge, Virginia Consulate staff attended as well. A second meeting was held that afternoon with Consul General Celia Yaneth Medrano and her staff at the Washington DC Consulate offices

NAID also conducted two focus groups with Salvadoran community leaders in Los Angeles attended by consular staff as well.

(a)The first focus group was held to inform participants about the Registry project and to solicit their recommendations. Held on May 31, 2011 at the El Salvador Consulate in Los Angeles, this group was comprised of nine legal, medical, businesses and non-profit community organization professionals as well as members of the Consulate staff.

(b)The second focus group was asked to view and comment upon materials designed for a proposed Registry campaign and media strategy. Held on July 22, 2011 at the El Salvador Consulate in Los Angeles, this group was comprised of Salvadoran community leaders, a media specialist and members of the Consulate staff.

NAID's objective at the focus groups was to discuss the following five questions and use the insights of the Salvadoran community to develop our strategy:

- (1) What will incentivize Salvadorans to register?
- (2) What campaign themes and message(s) most resonate with Salvadorans?
- (3) What registration mechanisms are the most useful?
- (4) What media sources are popular with Salvadorans?
- (5) What mass and social media resonate with Salvadorans?

Based on feedback received from these focus groups, NAID determined that a comprehensive and effective media and promotion strategy must make clear that the actual benefits of the registry must be substantially greater than benefits achieved without registration.

Focus group participants also asked that NAID take into account that the Salvadoran community in Los Angeles and in the US is diverse comprised of persons born in El Salvador and the United States; persons and families of different residential and/or work eligible statuses; and of different generations. The registration campaign must be targeted and purposeful in that it must address:

- Native Salvadorans who are undocumented
- Native Salvadorans in Temporary Protected Status (TPS)
- Native Salvadorans who are legal US residents
- Salvadorans naturalized citizens of the destination country (USA)
- Salvadoran Americans (born in the U.S)

- Foreign-born Salvadorans (first generation)
- Foreign-born Salvadorans (1.5 generation, brought to US as children, schooled in US)

NAID is proposing a more defined, targeted campaign that addresses a diverse US Salvadoran population; addresses the fundamental question of why it is in their interest to register; and demonstrates real benefits for their participation.

“Why should I register?” “POR QUE DEBERIA REGISTRARME?” This campaign has the following five major features:

(i) ID Useful in the US: Issued by the Ministry of Foreign Affairs, a Registry card with the user’s photograph could be used as an official identification card accepted in the USA (i.e. DUI could work like the Mexico “*matricula consular*”).

(ii) Benefits for my family in the US and in El Salvador. If the Registry card is also a pre-paid debit card, concrete benefits and/or low cost services can also be provided (i.e. car and health insurance, affordable financial services such as inexpensive remittances, life and other insurance products).

(iii) A link to my hometown. In addition to providing Salvadorans abroad with more easily accessible information regarding the whereabouts of family, neighbors and other compatriots in the US and in El Salvador; the Registry can also be utilized to contribute to hometown economic and social development projects (i.e. utilize the registry’s data to create community investment programs in which Salvadorians abroad may contribute to local development in the hometown).

(iv) The right to vote! A Registry can facilitate the participation of Salvadorans abroad in a process that allows them to vote in El Salvador. This is a historic want and will be a powerful motivator for many Salvadorians to register.

(v) Make your voice heard! Your opinion counts! Use the registry’s data to improve services and create more community support around the consulates.

The proposed campaign is expected to have a higher registration rate as it provides factual reasons as to why each participant’s participation is important. With this said, the media and promotional strategy for the Salvadoran Registry Abroad must have three clear objectives in all media utilized, more precisely:

- EDUCATE the diverse Salvadoran population about the campaign
- PERSUADE with actual and clearly detailed incentives/benefits
- INSTRUCT Salvadorans how to register; provide various mechanisms that appeal to diverse Salvadoran population including different generations (i.e. on-line for those with

access to computers; social media for youths and others who are social media savvy; instructions for consulate walk-in Registry process for those needing assistance, etc)

B2. Campaign Message and Slogans

The campaign's spirit is centered on the concept of facilitating the desire of Salvadorans to be counted beyond being tagged as simply "*hermanos lejanos*" (distant brothers/sisters) or Salvadorans abroad who send remittances to the country. The Salvadoran diaspora desires to be treated and counted as transnational Salvadoran citizens with rights and benefits.

The campaign must also create an answer to participants' question "what is in it for me," so the intrinsic, the explicit and the aggregate benefits must be clearly delineated in the marketing strategy.

Based on the above, NAID recommends that the primary message of the campaign should be: "***Tu Cuentas, Registrate***"

B3. Incentive Programs:

The registration campaign must include concrete incentives for Salvadorians to register. The list of incentives below was devised with input from the Consul Generals and Consular staff as well as focus group participants:

- "Express Line" for registrants at Consulates
- Free Parking at Consulates
- Free Visa pre-paid debit card, which provides registrants with a low-cost bank account, low-cost remittances to El Salvador;
- Access to free or low-cost insurance (i.e. health, life, repatriation of remains, auto, etc.)
- Discounts offered by participating businesses and community organizations
- \$100 prize awarded every month by every Consulate to a registrant selected at random
- \$1000 prize awarded every month to the organization or company that has facilitated most people registered (on-line registration system should have field where person may identify organization or company that provided assistance and/or information about the registration campaign)

B4. Registration Mechanisms

- On-line Registration page. Webpage must be accessible via internet
- Self-addressed, postage-paid registration forms that fold and seal.
- Standard paper form that may be faxed to consulate (or call center)

- Social networking media outlets: Facebook, Twitter and Google Plus
- Mobile phone applications (App) for Androids, Apple, Microsoft, and Blackberry
- Toll-free Registration Hotline. Each consulate may host its own call center or a centralized call center may be set up to register callers from any U.S. city.

B5. Media and Promotion Strategy

The media and promotion strategy outlined below is organized into the following components:

- (a) Marketing materials
- (b) Earned Media
- (c) Social Media
- (d) Mobile/SMS/MMS
- (e) Call Center
- (f) Community Outreach
- (g) Transnational Community Outreach

(a) Marketing Materials: NAID has created proofs of posters, banners, brochures, and flyers ready for mass production and distribution at community organizations and businesses [See Appendix E: Registry Media Campaign Materials]

- Brochure
 - Mission statement from the Vice Ministry for Salvadorans Abroad
 - Campaign objectives and benefits
 - Call to action through the use of campaign mascot
 - Information on alternative registration methods and social media icons
- Campaign Flyer
 - Highlights the benefits of the campaign
 - Call to action
 - Alternative registration methods
- Posters
 - Use of relevant lifestyle images
 - Benefits
 - Call to action
 - Alternative registration methods
 - Two sizes: 24 X 48 for doors or large windows and a 22 X 28 for inside-facing
- Banners
 - Outdoor campaign advertising
 - Campaign visibility
 - Drive targeted traffic

- Visibility to campaign's social media pages
- Support for community campaign partners

(b) Earned Media

- Print Media:
 - Dia a Dia News: transnational newspaper with a weekly distribution of 140,000 papers in the heart of the Salvadoran community in Los Angeles
 - Hoy LA a popular Spanish language newspaper which has a weekly distribution of 500,000
 - These publications also have an aggregate benefit in that they reach more audience through Facebook and Twitter applications
 - No other print media is advised because of the current trend of decrease readership of traditional written media and the transition to social networking media and mobile media

- TV campaign (Public Service Announcement) :
 - 30 second commercial with well-known spokespersons in the community:
 - Mauricio Cienfuegos (soccer player)
 - Nory Flores (pop music singer)
 - Vice Minister Juan Jose Garcia
 - Placement in local programming through community based TV channels in programming such as “Hola El Salvador”, “Musicalisimo”, “Viajando” and “Hermano Lejano”
 - Placement in community services programming for larger TV networks such as Univision and Telemundo

- Radio campaign:
 - 30 second script
 - Usage of relevant musical background as described in the creative components of the overall strategy
 - Utilize community-based radios as KPFK
 - Utilize community services “window” in commercial radios (K-Love, KBUE) for cost containment

(c) Social Media

- Build a community network around campaign

- Aggregate benefits through this Salvadoran community network through advertising, additional offers and promotions opportunities
 - Reach an exponentially bigger audience: potential to reach over a 1 million of Salvadorans who use application and who are decision-makers and/or those who can influence the decision
 - Increase the Ads' influence through a permanent message, status and goal attainment visibility
 - Potential of 60% or Return on Investment (ROI) for all participating campaign business partners
 - Google Plus which allows us to tailor communication, alerts, offers by segments Google Ads which allows us to target specific geographic regions. Also allows tight control on budget as you can tailor the spend dollars around actual clicks
 - Twitter account to communicate status of goal for registration, creating a collective commitment to achieving success
 - YouTube informational and motivational campaign that highlights the benefits for participating in the campaign
- All these social media options will also be integrated into the printed marketing material.

(d) Mobile/SMS/MMS

- The registration campaign must allow for Salvadorians in the US to download a free mobile phone application (App) that they may use to register themselves and others.
 - The App should be compatible with Android, apple, Microsoft, and Blackberry.

(e) Call Center(s)

- The registration campaign must allow for Salvadorians in the US to call a toll-free Registration Hotline.
- Each consulate may host its own call center or a centralized call center may be set up in which customer service representatives register callers from any U.S. city.

(f) Community Outreach

- The Community Outreach Strategy consists of establishing Community Registration Sites and Mobile Registration Sites.
- Community Registration Sites (the partnership must be simple)
 - Consulate employee must enlist and train the staff of community organizations and companies about the registration campaign and on-line registration system.
 - Organizations /companies must: display campaign marketing materials; have computer with internet access; inform, encourage, and assist Salvadorans to register.
 - In turn, the consulate must provide the organization /company with the following incentives: provide information about the organization /company to Salvadorans who visit the consulate office or website.
 - This information may include coupons provided by the organization /company.
 - The organization must also be provided with the opportunity to win cash prizes for participating in this partnership.
- Mobile Registration Sites.
 - The consulates must be able to set up booths (Mobile Registration Sites) at community festivals and events.
 - These festivals and events may be outdoors and may be on weekends and evenings.
 - Mobile Registration will require: (i) consulate staff to work festivals and events; (ii) laptop with 3G internet access (or ability to input information to into registration system off-line then upload records into system when internet is available; (iii) the use of conventional paper registration forms.

(g) Transnational Community Outreach

- Design a program of outreach and partnerships within the U.S. to include:
 - Providing community organizations and businesses in Salvadoran neighborhoods, computers / internet stations that registrants can use to pre-register; and with staff trained by organizations or businesses to assist in the pre-registration.

- Establishing discount programs and referrals between Consulates, participating organizations and businesses.
- Establishing sites for mobile registration at community festivals and public events
- Partnerships with Cities in El Salvador
 - Design in El Salvador a municipal outreach and partnership programs to inform and persuade the U.S. families who register, including:
 - The use of mayors, advisors and community leaders to generate the dissemination of information on registration and municipal fund raising campaigns (See for example, Appendix F: Memorandum of Understanding (MOU) with the Municipality of Jiquilisco)
 - A coordinated strategic collaboration with U.S. hometown associations
- Partnerships with Salvadoran Immigrant Hometown Associations in the US
 - Work with US Salvadoran Hometown Associations (HTAs) and other Salvadoran civic organizations to take a leadership role in informing and encouraging their members to register
 - Work with Salvadoran HTAs to partner with Salvadoran home towns to encourage expatriates to register

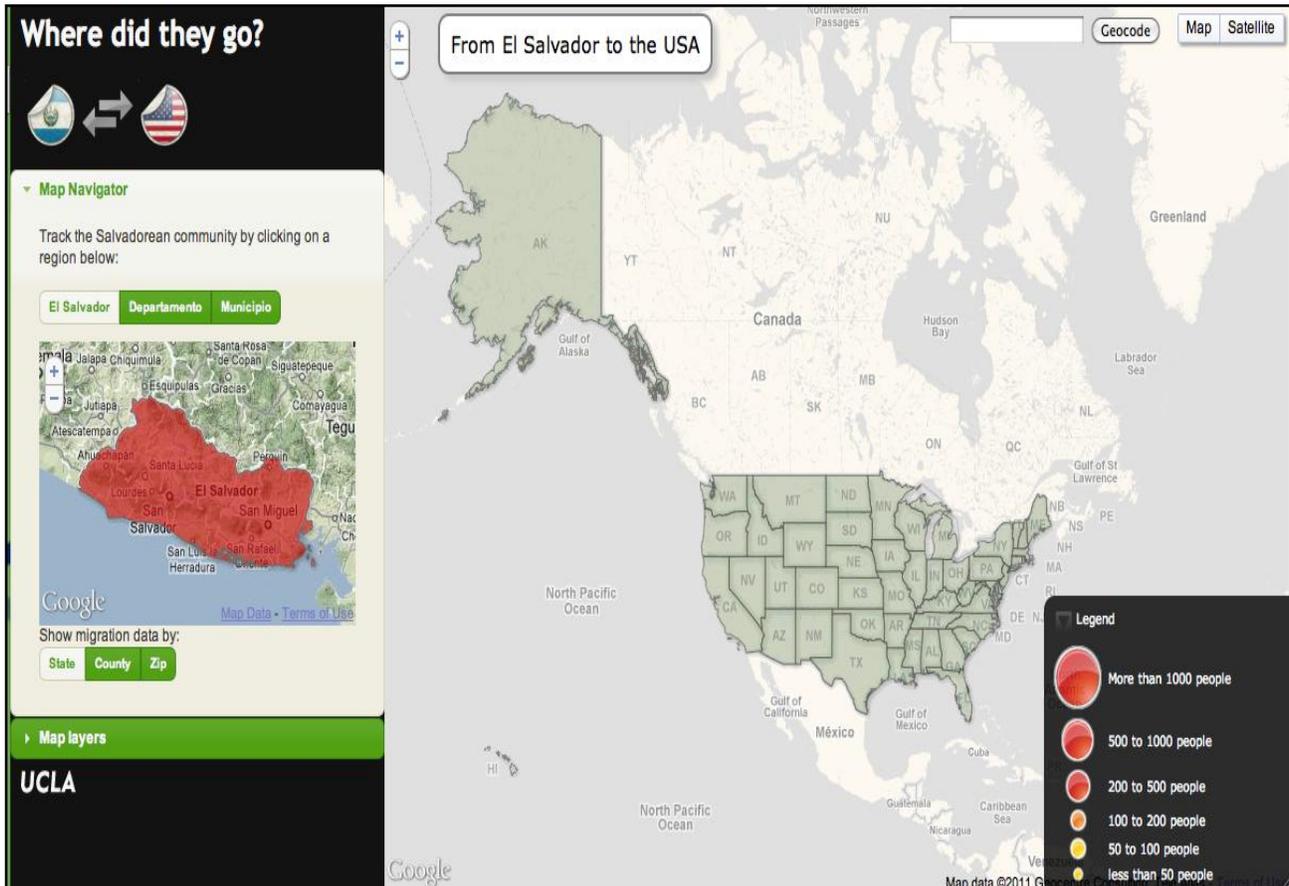
APPENDIX A

Guide
To

How It Works:
El Salvador - United States
Transnational Immigrant Corridors Interactive Map

GUIDE TO HOW IT WORKS

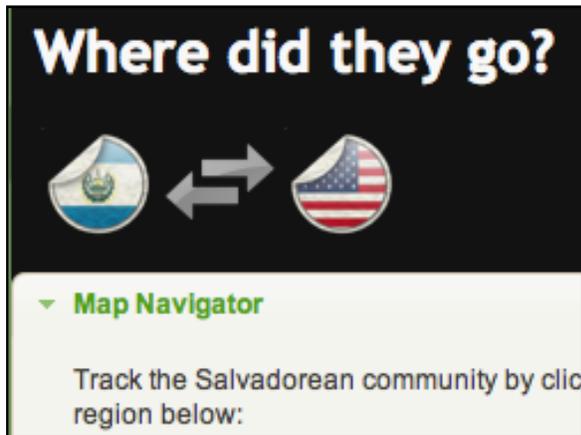
EL SALVADOR – UNITED STATES TRANSNATIONAL IMMIGRANT CORRIDORS INTERACTIVE MAP



The NAID Center US-ES Transnational Immigrant Corridors Interactive Map provides an overview of the number of people who migrated from El Salvador to the United States on both a macro and micro level. The map allows you to check how many Salvadorans reside in each state, county and zip code in the United States. It also allows you to check from which “Departamento” or “Municipio” Salvadorans have migrated from and to where, on a state, county and zip code level.

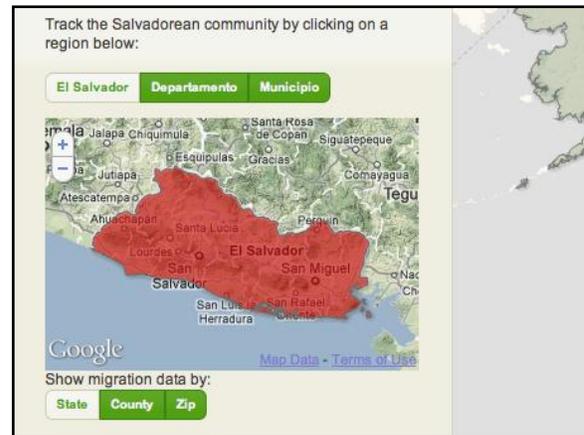
There are two ways to operate the map: You can view the migrations from a US perspective or from a Salvadoran perspective. The map also provides information layers on the number of Salvadoran community organizations and businesses including those providing alternative financial services (i.e. remittances) around Salvadoran populations in the United States.

EL SALVADOR: “WHERE DID THEY GO?”



Choosing the navigation

You can choose the country in the left top corner. The image above shows the El Salvador to the United States perspective.



Choosing regional preferences (1)

You can choose to view the migration data at the country level.



Choosing regional preferences (2)

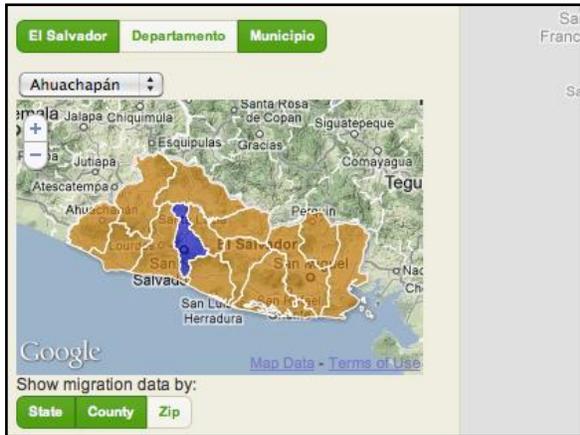
You can choose to view the migration data at the *Departamento* level.



Choosing regional preferences (3)

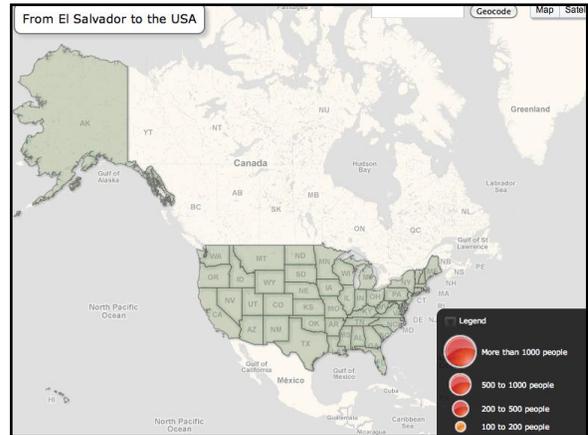
You can choose to view the migration data at the *Municipio* level.

UNITED STATES: “WHERE DID THEY GO?”



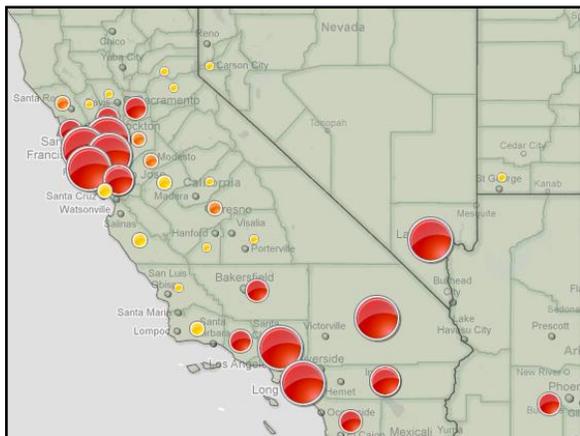
Viewing the migration data (1)

You can click on the map in the left hand column. You can click on the preferred region you wish to view data from. The map will highlight the specific region.



Viewing the migration data (2)

On the right hand column, you will see the United States. You can click on any state or zoom in and click on a county or zip code. A legend is in the bottom right corner.



Viewing the migration data (3)

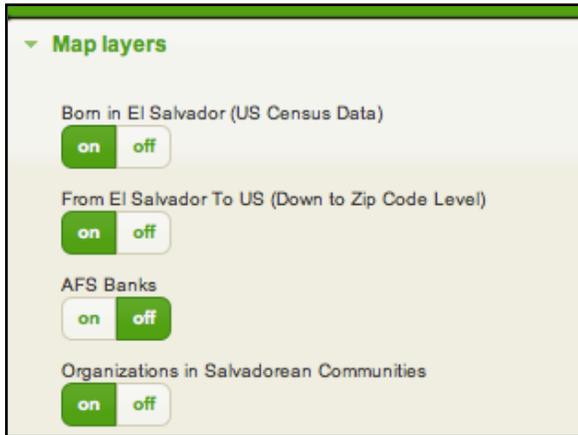
Once you click on a state, you can view the county data by zooming in. The data is represented in red circles that are relatively proportionate with the number of people.



Viewing the migration day (4)

You are also provided with a table of data when you click on a state. The table gives you the number of people residing in each county and the percentage split.

MAP LAYERS



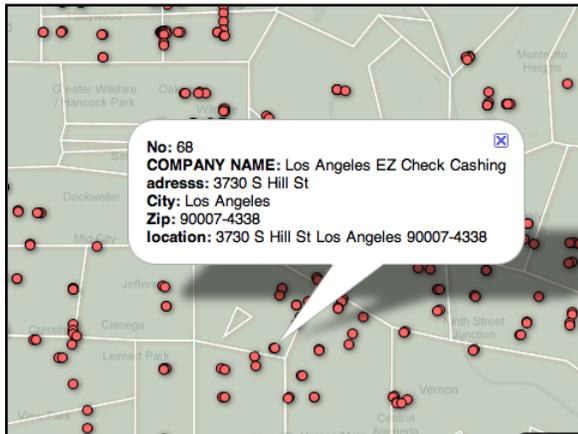
Viewing the map layers (1)

You can click on the map layers in the left hand column below map navigator. You can click on which layer you want *on* and *off*.



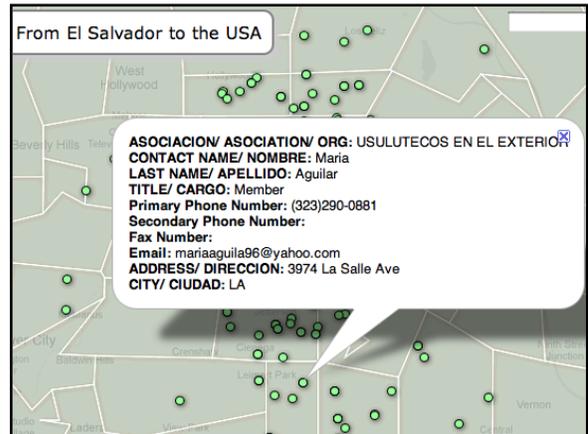
Viewing the map layers (2)

Above is the layer of businesses providing alternative financial services (AFS) turned on. The firms are represented in red dots.



Viewing the map layers (3)

You can zoom in and click on the red dot and get specific information about the firm, like address and location.



Viewing the map layers (4)

Above is another example but with green dots. This is the *Community Organization* layer. By clicking on the dot, you get name, contact, and address of the organization.

APPENDIX B

Salvadoran Associations and Community Organizations
Los Angeles, CA

APPENDIX C

Salvadoran Businesses - Los Angeles, CA

APPENDIX D

Salvadoran Media - Los Angeles

APPENDIX E

Registry Media Campaign Materials

APPENDIX F

Memorandum of Understanding (MOU)
with the
Municipality of Jiquilisco, Usulután, El Salvador

APPENDIX G

Power Point Presentation

to

Vice-Ministry of Foreign Affairs & UNDP-El Salvador