

Fraudulent Immigration Services Awareness Campaign

**Office of Financial Empowerment
and City Attorney's Office
Immigrant and Refugee Affairs Program**



**SAINT PAUL
MINNESOTA**

STPAUL.GOV



New Americans in Saint Paul

The Demographic and Economic Contributions of Immigrants in the City¹

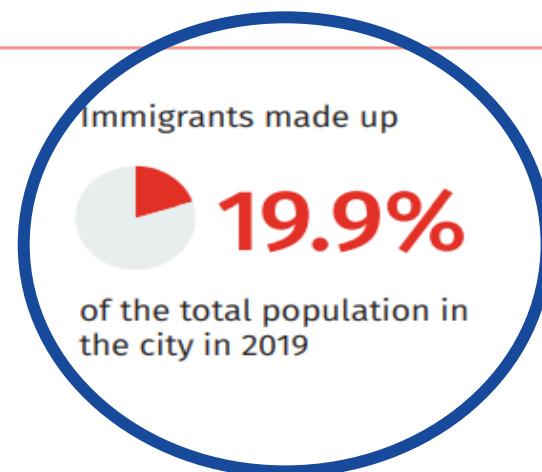
Population

60,500

immigrants lived in Saint Paul, Minnesota, in 2019.

Between 2014 and 2019, the population in the city increased by

4.4%



The immigrant population increased by

+15.2%

during the same time period.

In comparison,

476,556

immigrants lived in Minnesota in 2019. They made up **8.5%** of the population.²

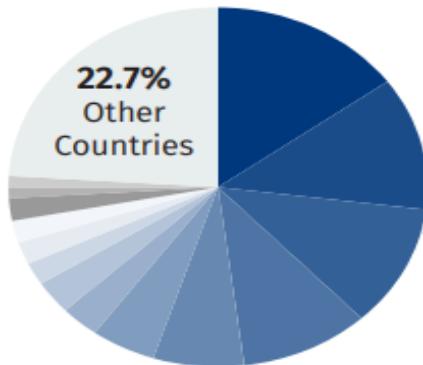
62.4%

of total population growth in the city was attributable to immigrants.



New Americans in Saint Paul

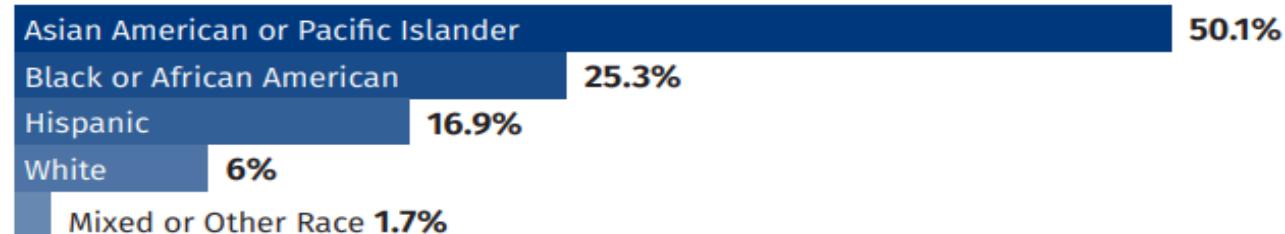
Demographics *continued*



The top countries of origin for immigrants living in the city:

Laos (15%)	Ethiopia (7%)	Philippines (2.2%)
Thailand (12.3%)	Somalia (5.4%)	Korea (2%)
Mexico (11.1%)	Eritrea (3.4%)	India (1.6%)
Burma (Myanmar) (9.8%)	China (2.9%)	Kenya (1.3%)
	Vietnam (2.4%)	Canada (0.9%)

The immigrant population by race and ethnicity:





17,900

immigrants living in the city had limited English language proficiency, making up



of the immigrant population.

Among them, the top languages spoken at home other than English were:

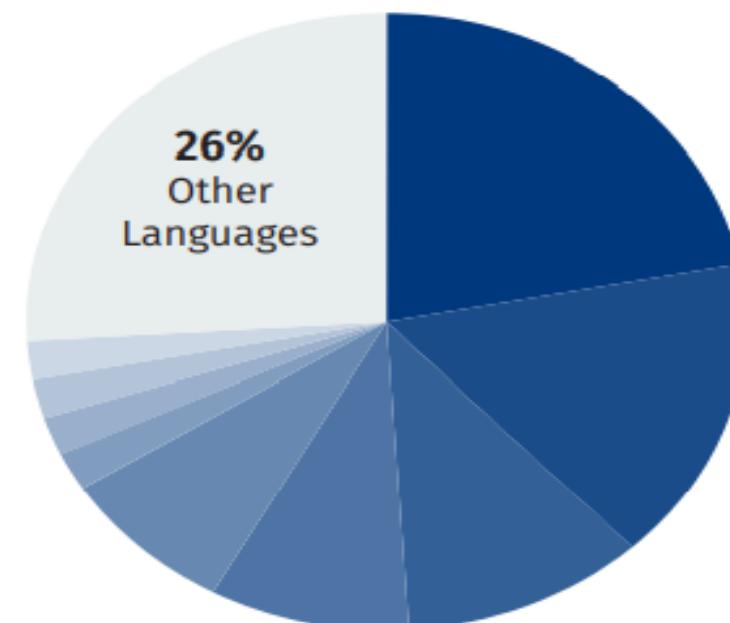
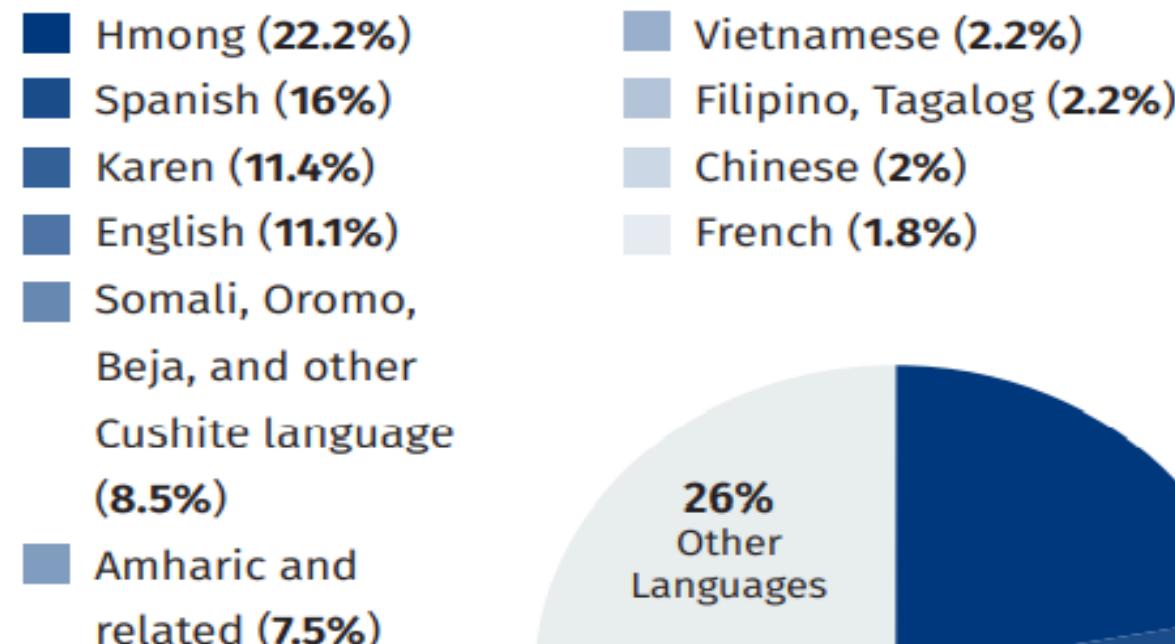
Hmong 27.9%

Spanish 22.8%

Karen 22.6%

Vietnamese 4%

The top languages spoken for immigrants living in the city:

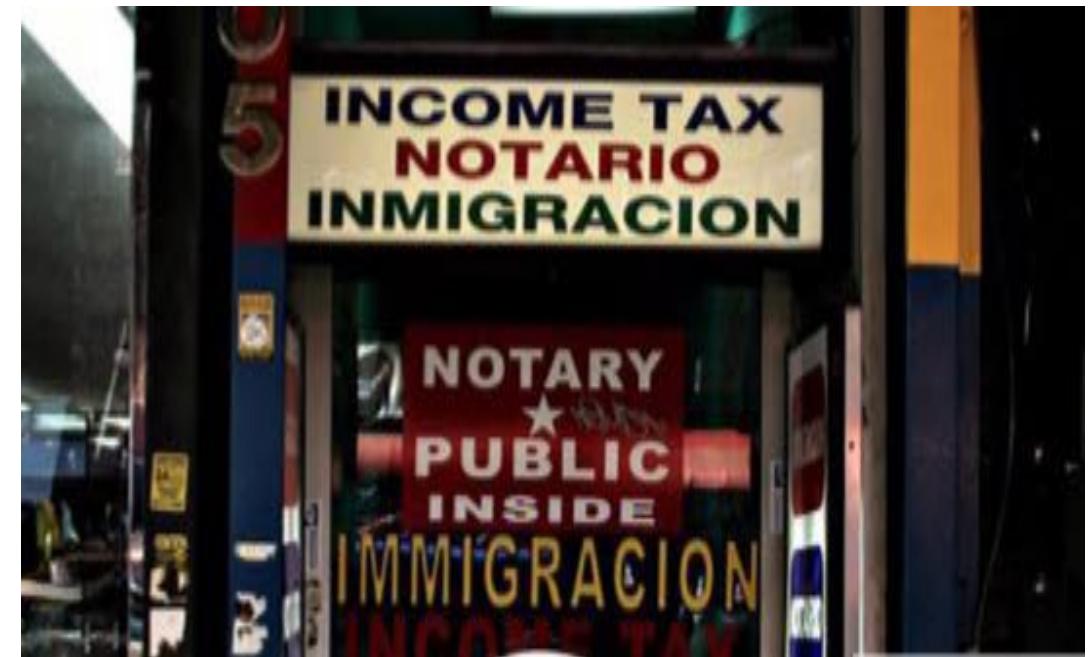




Notario Fraud – Fraudulent Immigration Services

Fraudulent immigration services tend to increase following major shifts in US immigration law and policy.

Fraudsters will use these occurrences to over-exaggerate the effects of policy and law changes to gain customers.





Consequences of Fraudulent Immigration Services

For resident:

- Risk to immigration status
- Delayed applications
- Financial costs

For service provider:

- Unauthorized practice of law
- Fraudulent or misuse of notary public responsibilities



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City of Saint Paul 
@cityofsaintpaul

...

An individual in Minnesota unlawfully acquired thousands of dollars by misleading Hispanic immigrants through fraudulent immigration services. He was found guilty and deported. (Read more about the case: startribune.com/immigration-at...)

[stpaul.gov/stop-immigrati...](#)
[#StopImmigrationFraudSTP](#)



SAINT PAUL
MINNESOTA

True Stories of Immigration Fraud:
Episode 1



Campaign Overview

8-week education and awareness on city social media (over 75k followers)

Total imprints: 700,000; landing page had the most hits on city website throughout the campaign

Audiences: Potential victims, good-faith bad actors, intentional bad actors

Method: Social media – Facebook and Twitter; organic posts first with request from network of partners to boost (share/retweet), then paid boosting on high-performing posts. Many posts in multiple languages: English, Spanish, Somali, Hmong, Oromo

Partnership between:

City Departments

- Office of Financial Empowerment
- Welcome Saint Paul! Immigrant Refugee Affairs Program

Community Partners

- New Publica – multicultural communications firm
- Immigrant Law Center of Minnesota
- Lutheran Social Service of Minnesota



Centralized landing page – all things lead back here

The screenshot shows a web browser window with the following details:

- Address Bar:** Immigration Fraud Awareness | stpaul.gov
- Page URL:** stpaul.gov/departments/financial-empowerment/immigration-fraud-awareness
- Header:** The header is dark blue with the St. Paul Minnesota logo on the left, followed by navigation links: I WANT TO, RESIDENTS, BUSINESSES, VISITORS, GOVERNMENT, a magnifying glass icon for search, and a globe icon for translate.
- Content:** The main content area features a large image of a man with his hand to his forehead, looking stressed. Overlaid on the left side is a dark box containing the text "IMMIGRATION FRAUD AWARENESS" in white capital letters. At the bottom right of the image is a blue circular icon with a white upward arrow.

<https://www.stpaul.gov/departments/financial-empowerment/immigration-fraud-awareness>



Laying the foundation for the campaign

A yellow background with a subtle wavy line pattern. In the center, there is a logo for "SAINT PAUL MINNESOTA" featuring a blue square with a white building icon and the text "SAINT PAUL" and "MINNESOTA" below it. Below the logo, the text "Fraudulent Immigration Services Awareness Campaign" is displayed in a large, bold, dark font. At the bottom, a smaller text block reads: "Financially supported by the Local Consumer Financial Protection Initiative at the Cities for Financial Empowerment Fund."

**Fraudulent
Immigration Services
Awareness Campaign**

Financially supported by the Local Consumer Financial Protection Initiative at the Cities for Financial Empowerment Fund.

← Tweet



City of Saint Paul @cityofsaintpaul

Whenever you hear about changes coming in Immigration Law, check with an attorney or BIA accredited representative before taking any action. It may not be law yet, or may not benefit you.

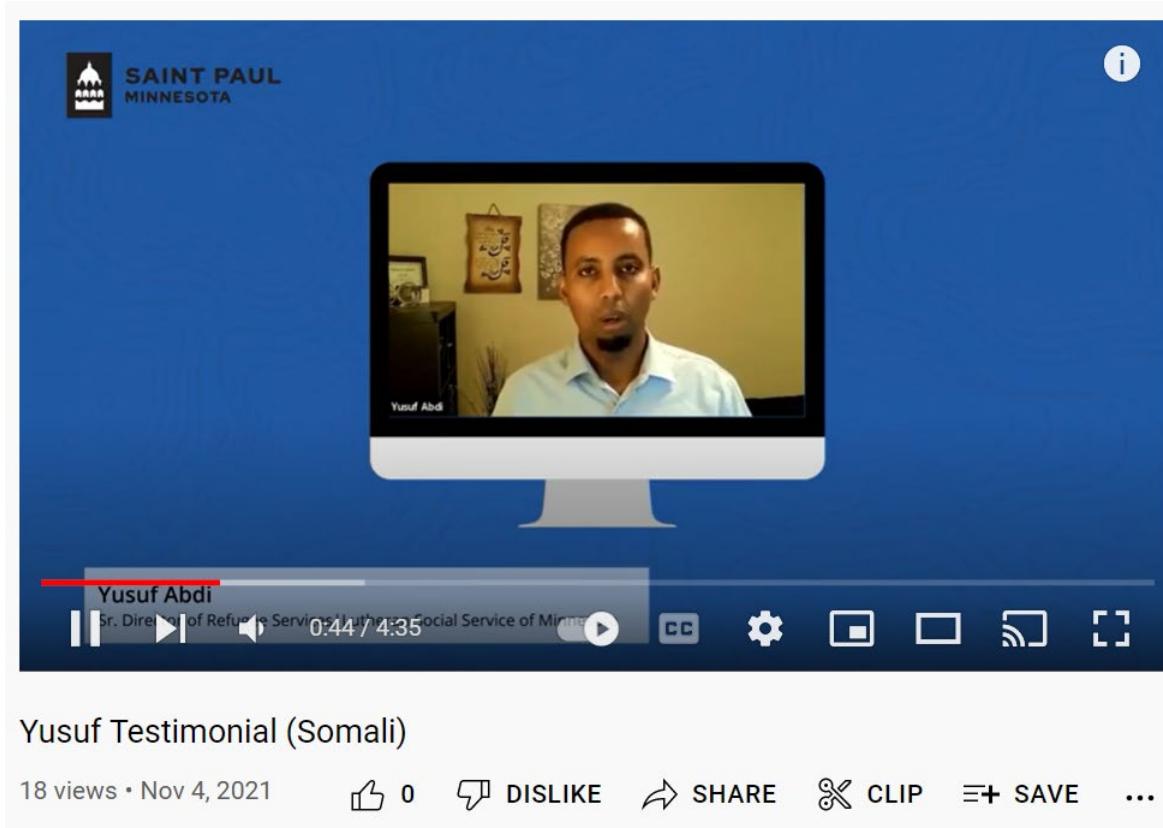
Learn more at stpaul.gov/stop-immigration-fraud...
#StopImmigrationFraudSTP

A photograph of a desk setup. On the desk, there is a laptop displaying a dark image, a white mug, a pen, and some papers. To the left of the desk, there is a small graphic of the City of Saint Paul logo and the text "SAINT PAUL MINNESOTA". Below the desk image, there is a green horizontal bar.

**Make sure you are getting reliable
and up-to-date information
from credible sources.**



Multi-mode & multi-lingual



Yusuf Testimonial (Somali)

18 views · Nov 4, 2021

Yusuf Abdi
Sr. Director of Refugee Services and Other Social Service of Minnesota

0:44 / 4:35

CC

SHARE

CLIP

SAVE

← Thread

City of Saint Paul  @cityofsaintpaul

Thaum twg los xij koj hnov txog cov kev hloov pauv los hauv Txoj Cai Kev Nkag Teb Chaws, nrog tus kws lij choj los sis BIA tus neeg sawv cev lees paub tham ua ntej yuav nqis tes ua. Tej zaum yuav tsis tau yog txoj cai lij choj, los sis yuav tsis muaj txiaj ntsig rau koj thiab.



UA KOM NTSEEQ TAU TIAS KOJ TAU TXAIS COV NTAUB NTAWV TSHEEB THIAB HLOOV KHO TSHIAB LOS NTAWM COV PEEV TXHEEJ TXAUS NTSEEQ.



Targeted messaging and maximizing existing resources

← Tweet



Don't become a victim of immigration scams by making sure the person helping you is authorized to give legal advice. Tips on selecting immigration service providers can be found at stpaul.gov/stop-immigration-fraud....

#StopImmigrationFraudSTP





Lessons learned

- **Start somewhere!** For us, education and awareness on consumer financial protection.
- **Don't let the perfect be the enemy of the good.** We wanted to do more and move faster, but sometimes it's about the slow, steady long haul.
- **Maximize partnerships.** Bringing more people into the fold builds buy-in and expands thinking around how to do consumer financial protection work.
- **Proximity to the issue mattered.** Four Latinx team members (including an intern with DACA status) and a Latinx-led communication firm orchestrated the awareness campaign.



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Welcome Saint Paul! Immigrant and Refugee Affairs Program

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