BARRIERS TO MIGRANT LATINO ENTREPRENEURSHIP

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Cambio de Colores
10th Annual Conference
June 8-10, 2011 Kansas City, Missouri

This project was supported by the Agriculture and Food Research Initiative of the National Institute of Food and Agriculture, Grant # ARK02198
Research design and implementation

- Sampling frame of entrepreneurs and key informants
- Survey created and pre-tested in English and Spanish
- Conducted in language of choice of participant (Spanish or English)
- Face-to-face, semi-structured interviews of current Latin American immigrant business owners
  - 171 completed representing 220 businesses
  - Gathered from 59 communities across the study area
- Face-to-face semi-structured interviews of key informants in communities
  - 26 interviews completed
  - Gathered from 18 communities
Research area
Research results

A picture of the “typical” entrepreneur interviewed emerges

- Business is likely in an urban cluster
- Male
- Completed 9th grade education in home country
  - roughly equivalent to high school diploma in the U.S.
- Has some understanding of English though not quite fluent
- Likely to own home
- Middle-aged (44)
- Has been in the U.S. for more than 20 years
- Employs about 3 other people besides self
Research results

Important differences exist between subpopulation of entrepreneurs and the broader immigrant community:

- Older – median age of 44 compared to 31
- Better educated – 1/3 with 12 years or more compared to 1/4
- More fluency – over 80% “understand much” compared to 70% “speak English less well”
- Home ownership – 81% compared to 46% (native- and foreign-born)
- Time of arrival – 60% before the 1990s compared to 25%
- Likely documented – on average in US more than 20 years, 8+ trips back home
Research results

Characteristics suggesting migration network “anchors”:

- Majority lived elsewhere in the US before coming to Arkansas
  - Most from California
  - Texas second most frequently mentioned
- Nearly half arrived before IRCA, another 24% arrived between IRCA and NAFTA
- More than 80% had contact in the community before arrival
  - Nearly 70% of those contacts were family members
Research results

Average impacts on community economic structure:

- Added 3.3 jobs besides own
- Created over 200 businesses or about
  - 6 businesses per community in the study area
- Length of time in operation is almost 5 years
- Over 1/3 of businesses in survey have been in operation over 5 years
Research results – survey responses

Biggest barriers to establishing business in Arkansas

- Having startup capital
- None
- Understanding regulations or taxes
- Advertising
- Finding a location
- Other
- Getting a license
- Racism

Urban
Rural
Total
Research results – survey responses

Key Informants' Responses of Biggest Barriers

Percent of responses (multiple responses allowed)

- Start up capital: 18%
- Language: 16%
- Financial advice: 16%
- Don't know: 12%
- Regulations/taxes: 11%
- Legal help: 6%
- Other: 4%
- Advertising: 4%
- Management experience: 4%
- Location: 2%
- Business plan: 2%
- Job training: 2%
- Skipped: 2%
- No Answer: 2%
- Racism: 2%
- None: 0%
Research results – survey responses

Information needed to start a business in Arkansas

- License or Business Regulations: 18%
- Help with Business Plan: 16%
- Management Training: 14%
- How to Get a Loan: 12%
- Language Classes or Assistance: 10%
- How to Advertise: 8%
- Tax Information: 6%
- Labor Law Regulations: 4%
- How to Rent a Location: 2%
- Other: 0%
Outreach applications

- Applications for entrepreneurs
  - Develop and deliver educational materials, training and support to eliminate barriers identified in survey

- Applications for Cooperative Extension Service staff
  - Disseminate information about identified barriers to Latino immigrant entrepreneurship
  - Distribute CES publications designed to facilitate Latino immigrant entrepreneurship
Outreach deliverables

- Deliverables to Latino immigrant entrepreneurs
  - Business Owner’s Records Portfolio
  - Present workshops on entrepreneurial development using My Own Business, Inc™
Outreach deliverables

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**Publication Search**

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- **Listing per page**: 20

- **Quantity**: 0
- **Price**: $9.18
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**Guía para Inmigrantes Latinoamericanos para Empezar un Negocio en Arkansas: Un Manual para los Empresarios (Spanish version)**

- **Author**: Abreo, Christina

- **Price**: $9.18
- **Number**: MP497


- **Author**: Abreo, Christina
Outreach deliverables – Workshops

- Sevier County Extension Office
  - Cossatot Community College, DeQueen
  - Registration: April 16
  - April 28 – May 14
  - Thursdays and Saturdays
  - 3 sessions, 2 hours each

- Yell County Extension Office
  - Danville office
  - Scheduled for August 2011
Outreach deliverables – MOBI
Outreach deliverables: A piece of paper
Outreach deliverables

- Deliverables to CES staff and community support organizations

  - A Needs Assessment Report of Latino Entrepreneurship
  
  - A Resource Guide to Latino Entrepreneurship Training Materials
  
  - Written report of identified barriers to Latino immigrant entrepreneurship in rural Arkansas
Thank you for your time!

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Websites:
http://pubs.uaex.edu/PubsWebPublic.asp
www.myownbusiness.com