



The Commonwealth of Massachusetts

Asian American and Pacific Islanders Commission

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One Ashburton

Place

12th Floor

Boston, MA 02108

aapicommission.org

Agenda

Survey Subcommittee Weekly Meetings

Wednesday, May 28 · 11:00 AM – 12:00 PM

Zoom: <https://us06web.zoom.us/j/6603360175>

The meeting will be held via teleconference in compliance with the Governor's Executive Order on the Open Meeting Law


The Massachusetts Asian Pacific Islander American (APIA) Community Survey amplifies the diverse voices of APIA residents across the Commonwealth. It examines critical areas including housing, civic engagement, safety and sense of belonging, healthcare access, and emerging issues such as climate change and executive actions by the current presidential administration. The resulting data and report will inform policy, support advocacy efforts, contribute to academic research, and highlight the rich diversity of Massachusetts' APIA communities. Key partners in this effort include the Commonwealth of Massachusetts AAPI Commission, the Institute for Asian American Studies at the University of Massachusetts Boston, the Asian and Pacific Islanders Civic Action Network (APIs CAN!), and the Asian Community Fund at The Boston Foundation. The survey was conducted by the MassINC Polling Group.

Survey Team Emails

Area	Organization	Contributors
Survey Questionnaire Development	AAPI Commission	Shubhecchha Dhaurali (Project Lead) Commission Chair Saatvik Ahluwalia Commissioner Karen Chen Commissioner Danielle Kim Jennifer Best (Former Staff) Yasmin Padamsee Forbes
	Asian Community Fund	Danielle Kim
	UMass Boston Institute for Asian American Studies	Dr. Paul Watanabe Shauna Lo
	APIs CAN!	Jaya Aiyer
	Tufts ADAPT	Dr. MyDzung Chu
Questionnaire Finalization & Results	MassINC Polling Group	Mahashraya Bowen Steve Koczela
Report Writing	UMass Boston Institute for Asian American Studies	Dr. Paul Watanabe
	AAPI Commission	Shubhecchha Dhaurali
Communications, Public Relations, & Social Media	APIs CAN!	Catherine Drennan Lynn
	AAPI Commission	Anne Lizette Sta. Maria Monita Seng
Policy & Legislative Advocacy	AAPI Commission	Leela Ramachandran
Report Graphic Design	Freelance	Joelle Riffle
Event Organizer	AAPI Commission	Shubhecchha Dhaurali

In-attendance:

Action Items

- **Dr. Watanabe & I Worked to Finalize Report Draft, sent to Joelle**
 - a.  DRAFT: AAPIC Survey Report



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- b. @Masha and Steve- wondering if you could re-do the figures with the blue and yellow colors to allow Joelle time to configure the report since the event is in 6 days?

- **Assigning tasks for event**

- a. DRAFT: 6/3 Survey Event Agenda

- **RSVP - closed in-person slots at 36 in case people attend such as the press**

- **2025 MA AAPI Community Survey Event RSVP (Responses)**
 - **SEND EMAIL WITH ROOM NUMBER AND ZOOM LINK**

- **Need to Print**

- a. **Press Kit**
- b. [Program Agenda](#) OFFICIAL
- c. Program Run of Show & Remarks

- **Exclusive Story- Shirley Leung Boston Globe**

- a. Currently in communication with Dr. Watanabe, confirmed she would do the exclusive story
- b. AAPI Survey Exclusive Story Pitch
- c. Link to report to be housed:
 - i. AAPI Commission Website- to be translated into many AAPI languages

- **Communications Update - Catherine**

- a. **Important Comms Documents**

- i. Key Talking Points
- ii. AAPI Survey Event Social Media Plan
- iii. AAPI Survey Event Media Advisory
- iv. AAPI Survey Launch Media Strategy
- v. 2025 AAPIC Press Contacts

- **Toolkit Update - Lizette**

- a. Partner Toolkit: 2025 MA APIA Survey Launch
- b. [Survey Social Media Drafts on Canva](#)
 - i. [Survey Concept](#)
 - ii. [2025 AAPIC Press Contacts](#)
 - iii. [Survey Comms Strategy](#)
 - iv. [Survey Communications Branding Identity](#)
 - v. [Accessibility guidelines](#)

- **Op-Ed - Catherine**



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- a. DRAFT: AAPIC Survey Report
 - i. Draft APIA Survey Op-Ed

● Report Writing

- a. DRAFT: AAPIC Survey Report
- b. Report
 - i. Need to share with Shirley Leung
 - ii. Need to share with Reps. of AC
 - iii. Need to share with Community speakers

● "From Data to Action: Launch of the Massachusetts Asian Pacific Islander American Community Survey Report" 06/03 Survey Event **IN-PERSON CAP OF 49 PEOPLE - Hybrid Event**

- a. Layout of Room
Date: June 3, 2025, from 1:00 PM – 3 PM
Massachusetts State House Room 437
24 Beacon St. Boston, MA 02133
 6/3 Survey Event Agenda
- Speaker Honorariums

[RSVP link here](#)

[Formal Invitation here](#)

[Event Flyer here](#)

2025 MA AAPI Community Survey Event RSVP (Responses)

Need to share out address + room # + Zoom link a week before- May 28

- Sent out invites to our team, AC members, and community orgs for community member speakers

Event Information

In-Person

Date: **Tuesday, June 3, 2025**

Time: **1:00 PM – 3:00 PM**

Location: **Massachusetts State House, Room 437**

Address: 24 Beacon St. Boston, MA 02133

Travel: Parking available on [nearby lots](#), but public transportation highly recommended.

Please note that in-person space is very limited.

Virtual

ZOOM Registration Link: us06web.zoom.us/meeting/register/VRhCBHSfRASvQZ0zms_R-g

● Survey Updates

- a. [Final Questionnaire](#)



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- b. MassINC Survey Results Presentation
- c. How to enable data = open to the public?
- [SD_Topline - 2025 UMB AAPIC Survey](#)

- **Report Timeline**

- a. [250411 Joelle Riffle x AAPI Commission Report Work Agreement.pdf](#)
- b. [Report Writing- Literature Review](#)

Phase & Tasks	Lead	Deadline
Joelle Report Timeline May 12 Share design for 2nd draft	Joelle	May 12, 2025
Joelle Report Timeline May 19 Joelle shares final draft, ready for proofreading	Joelle Team to Proofread	May 21, 2025
Joelle Report Timeline May 26 Joelle shares the final print-ready proofread files	Joelle	May 26, 2025
Share Report with AC, Speakers, & Shirley L.	Shubhecchha, Dr. Watanabe	May 28, 2025
Printing of Report (English) & Materials English version prioritized; Print quantity based on RSVP responses - Provide printed press kits (agenda, speaker list, top-line findings, quote sheet, contact info)	Most likely will print @Staples- Shubhecchha	May 30, 2025
Impact of Results on Policy, Engaging the Asian Caucus	Leela	May 5, 2025
Event June 3 - 1-3 PM		

[Contacts](#)

- **Post-June Event**

- a. Social Media Summaries with Main Survey Results / Survey Event
- b. AAPI Language Translation of Report
 - i. Uploading translations of the report to respective partner websites
 - ii. **Languages:**
 1. Arabic
 2. Chinese Simplified
 3. Chinese Traditional



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4. Filipino
 5. Hindi
 6. Hmong
 7. Japanese
 8. Khmer
 9. Korean
 10. Myanmar (Burmese)
 11. Nepali
 12. Persian
 13. Samoan
 14. Thai
 15. Urdu
 16. Vietnamese
 17. Chamorro
 18. Samoan
- c. AAPIC Follow-Up Listening Session - Inviting state/local agencies to discuss and give comments on findings
 - d. What academic papers can be formulated using this data?
 - e. Data- Desire to make it public - how to do this?**
 - i. Provide access to Excel & Stata data- process to apply for use of the data and grant access - housed at UMASS Boston Institute for Asian American Studies
 - ii. Perhaps add website of instructions to AAPIC
 - iii. [2025_APIA_Survey_Data_Use_Application_Form.docx](#)
 - iv. [2025_APIA_Survey_Terms_of_Use.docx](#)
 1. Cornell = Survey Data Housing potentially? Can donate to Cornell at a later time

Survey Subcommittee Bi-Weekly Meetings

Transcript

<https://otter.ai/u/4xt3RCrezlVxF5kMHls9T0MjtXg?view=summary>

The Survey Subcommittee Bi-Weekly Meeting focused on reviewing Joelle's report design, with suggestions for better visual appeal and accessibility. Paul Watanabe shared a new report version, emphasizing the need to merge content. Lizette Sta. Maria presented a partner toolkit, social media guidelines, and sample posts, highlighting the importance of consistent branding. Catherine Lynn discussed media strategy, including an exclusive story with the Globe, op-ed drafting, and post-event follow-up. The team confirmed 28



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in-person RSVPs for the RCPS event and finalized speaker lineups. Paul raised concerns about terminology, suggesting "Asian and Pacific Islander American" for inclusivity.

Action Items

- [] @Shubhecchha Dhaurali - Get the color scheme and style guide from Joelle for the report design.
- [] @Catherine Lynn - Send the draft op-ed to the group for review and coordination with the Globe.
- [] @Catherine Lynn - Make the edits to the media advisory based on the updated speaker list.
- [] @Paul Watanabe - Finalize the report writing and share the document with Shubhecchha.
- [] Add the demographics table to the presentation slides.

Outline

Report Design Review and Feedback

- Shubhecchha Dhaurali initiates the meeting, waiting for others to join and mentions Dr. Watanabe's absence.
- Shubhecchha shares Joelle's report design and asks for feedback on visual tone, layout clarity, and content inclusivity.
- Shubhecchha notes her comments on individual headings and bullet points, suggesting improvements for visual appeal.
- Paul Watanabe mentions he has prepared a new version of the report and is facing difficulties in sending it.
- Shubhecchha suggests merging the new version with the existing one and creating a new draft for Joelle.

Discussion on Report Variables and Accessibility Guidelines

- Paul Watanabe discusses the variables he has looked at, including economic factors, immigration reactions, and political questions.
- Shubhecchha confirms the variables she has worked on and mentions the need for Paul's comments to match the writing style.
- Masha Sundararaman requests a color scheme file from Joelle's design for consistency in their slides.
- Shubhecchha agrees to email Joelle and add a note on the agenda for the color scheme.
- Shubhecchha mentions the RSVP count for the RCPS event and asks team



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members to RSVP if they haven't already.

Partner Toolkit and Social Media Drafts

- Lizette Sta. Maria presents the partner toolkit, which includes a survey concept paper, list of partners, and key talking points.
- Lizette highlights the social media branding guidelines, emphasizing the use of API fonts and avoiding the color red in graphs.
- Lizette shares the social media color palette and fonts, mentioning sample social media posts in various formats.
- Paul Watanabe suggests clarifying the report's significance to avoid misinterpretation and discusses the distinction between Asian Americans and Pacific Islanders.
- Shubhecchha explains the decision to use APIA for inclusivity, despite the potential for confusion.

Communications Update and Media Strategy

- Catherine Lynn provides an update on communications, including the op-ed, social media plan, and media advisory.
- Catherine mentions the need for a press kit at the event, including the agenda, speakers, and media advisory.
- Paul Watanabe discusses the exclusive story with Shirley from the Globe and the need for a copy of the report for her.
- Catherine emphasizes the importance of securing additional press coverage and follow-up interviews.
- Shubhecchha and Catherine discuss the need for a coordinated media outreach strategy and the importance of media understanding and utilizing the data.

Op-Ed Drafting and Coordination

- Catherine shares a draft op-ed and suggests working on it in parallel with the report writing.
- Shubhecchha proposes setting up a specific meeting to finalize the op-ed once the report is complete.
- Catherine highlights the word limit for the op-ed and the need to focus on key messages and calls to action.
- Paul Watanabe suggests discussing the op-ed with the Globe's Op-Ed page editor to ensure coordination with the exclusive story.
- Shubhecchha agrees to review the op-ed draft and coordinate with the team on finalizing it.



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Final Remarks and Next Steps

- Shubhecchha mentions the need to review the event agenda and run of show, but decides to save it for the next meeting.
- Paul Watanabe offers to share his report with Shubhecchha after the meeting.
- Leela Ramachandran asks a question about the action piece, but decides to follow up separately.
- Shubhecchha thanks everyone for their contributions and confirms the next steps for the op-ed and media advisory.
- The meeting concludes with Shubhecchha and Paul Watanabe discussing the sharing of the report document.

PREVIOUS QUESTIONNAIRE DRAFTS

- c. [DRAFT 5 AAPIC x UMB Survey Questionnaire](#)
- d. Resources Used
 - i. Community Health Equity Survey
 - 1. Results: [AAPIC CHES Request DRAFT.xlsx](#)
- e. Most updated/recent version of questionnaire
 - i. [DRAFT 5 AAPIC x UMB Survey Questionnaire](#)
- f. Previous versions
 - i. [DRAFT 4 Full Questions DRAFT Survey Questionnaire](#)
 - ii. [DRAFT 3 Survey Questionnaire_05.06.2024](#)
 - iii. [DRAFT 3 Summary DRAFT Survey Questionnaire](#)
 - iv. [DRAFT 2 Survey Questionnaire_04.22.2024](#)
 - v. [DRAFT 1 AAPIC x UMB Survey Questionnaire](#)
- g. TAAF 2024 Survey Questions Updated Survey Questionnaire
 - i. <https://www.taaf.org/our-work/taaf-status-index-2024>
- h. Houston Survey Report on AAPI
 - i. <https://kinder.rice.edu/research/kinder-houston-area-survey-2024-results>
- i. MA CHES Survey AAPI respondent results
 - i. [AAPIC Community Health Equity Survey Results](#)

Survey Questionnaire Relevant Links

[DRAFT 5 AAPIC x UMB Survey Questionnaire](#)

[STAATUS Index 2024.pdf](#)

[KI 2024 Houston Area Survey Report Final.pdf](#)

[ches-2023-questionnaire-with-splits.pdf](#)

[AAPIC CHES Request DRAFT.xlsx](#)

[Full Questions DRAFT Survey Questionnaire](#)



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[Summary_DRAFT Survey Questionnaire](#)

[AAPIC x UMB Survey Questionnaire](#)

[Languages.xlsx](#)

[Sample.xlsx](#)

[Survey Concept](#)

[Getting Through a Dual Pandemic_Hardship and Social Resiliency i.pdf](#) - example report



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