



The Commonwealth of Massachusetts

Asian American and Pacific Islanders Commission

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One Ashburton Place

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Meeting Agenda

Monthly AAPIC Community Engagement & Visibility Subcommittee Meetings

Wednesday, August 28, 2024 · 6:00 – 7:00 pm

Zoom link:

<https://us06web.zoom.us/j/83578167556?pwd=nNLeid8bfvHC2H47tMmd8h6zyigYt.1>

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

Purpose of Community Engagement & Visibility Subcommittee: Support community outreach efforts to raise the Commission's visibility, and for the communities the Commission serves.

Staff: Communications Director Lizette Sta. Maria, Executive Director Yasmin Padamsee Forbes

Commissioners: Gary Yu, Moana Bentin, Rakashi Chand

Agenda

Attachments:

- Strategic Plan Checklist
- Brainstorming Document: Festivals and Events
- Brainstorming Document: Elevator Pitch

1. Call to Order.

Commissioner Moana Bentin called the meeting to order at 6:08 PM as Subcommittee Chair Gary Yu was not yet present.

2. Commissioner Check-In

On August 17, Commissioner Moana Bentin attended a Hawaiian luau event hosted in Harvard Square. Commissioner Bentin discusses having a hard time connecting the Pacific Islander community with the Asian American community in Massachusetts due to political and historical contexts.

Executive Director Yasmin Padamsee Forbes emphasizes the need to make Commissioners aware of the cultural sensitivities surrounding the NHPI community. ED Yasmin Padamsee Forbes also suggests that the Commission could foster a meet-and-greet type gathering for the PI community at a local PI restaurant like Charlie's Kitchen. Commissioner Bentin also suggests the Manoa Poke Shop.

3. Review Strategic Plan Milestones.



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Communications Director Lizette Sta. Maria reviews the current progress on specific milestones of the 2024-2026 strategic plan, including the redesigned website launch in August and the community organizations interactive map resource that can be found on the website.

4. Brainstorm a list of places, events, and festivals where AAPIC can increase its visibility.

At the suggestion of ED Yasmin Padamsee Forbes, Commissioners conclude that a more effective approach to this strategic plan milestone would be to identify focus areas, themes, or specific communities when brainstorming these events. Discussion of these themes have been pushed to a future meeting.

5. Develop "elevator pitch" which should clearly state what the Commission does.

CD Lizette Sta. Maria presents a process for developing an elevator pitch. Using descriptive materials from the Commission's "About" page, the 2023 annual report, and the strategic plan priorities, she identified common aspects of an elevator pitch: an introduction, a presentation of the problem, a presentation of a solution, a unique value proposition, and a call-to-action. She used these materials to construct a draft elevator pitch.

The Subcommittee workshopped the elevator pitch. Some main points included: emphasizing AAPIC's role in the state government and advocacy to the state legislature, working with community members as well as community groups, and also highlighting the contributions of AAPI residents as opposed to just addressing their needs and challenges.

6. Suggest future agenda items, if any.

- a. Strategic plan milestone: Brainstorm a list of places where the Commission can increase its visibility to increase sponsorships and tabling at different festivals.
 - i. First, discuss themes and focus areas to center this brainstorming discussion around.
- b. Social media presence
 - i. Collectively brainstorm ways to increase the Commission's social media presence, perhaps through tools like creating public professional Facebook profiles specifically for Commissioners

Subcommittee Chair Gary Yu adjourned the meeting at 7:01 PM.



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