



The Commonwealth of Massachusetts

Asian American and Pacific Islanders Commission

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Meeting Agenda

Monthly AAPIC Community Engagement & Visibility Subcommittee Meetings

Wednesday, July 10, 2024 · 6:00 – 7:00 pm

Zoom link: <https://us06web.zoom.us/j/83228376973>

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.

Agenda

Staff: Executive Communications Specialist Lizette Sta. Maria

Commissioners: Gary Yu, Moana Bentin, Rakashi Chand

Attachments:

- Strategic Plan Checklist
- List of Community Organizations
- List of AAPI Heritage Month Events from May
- AAPI Heritage Month 2024 Recap

1. Call to Order.

Subcommittee Chair Gary Yu calls the meeting to order at 6:05 PM.

2. Check-in and welcome Commissioner Rakashi Chand.

3. Review Strategic Plan Milestones.

ECS Lizette Sta. Maria explains the proposed timeline of community engagement and visibility milestones according to the 2024-2026 strategic plan. While some milestones correspond to a specific month and year, progress towards other milestones must be made annually until 2026 (for example: amplify and elevate activities during AAPI Heritage Month in May). Adjustments to the timing have since changed and will continue to change to allow room for flexibility.

4. Update on Website/Present List of Community Organizations.

ECS Lizette Sta. Maria gives the update that a new website for AAPIC will be launching shortly and presents the spreadsheet of community organizations created by Policy and Communications Director Jennifer Best.

5. Reflect on AAPI Heritage Month 2024.



The Commonwealth of Massachusetts

Asian American and Pacific Islanders Commission

ECS Lizette Sta. Maria presents data about events attended in May 2024 to reflect on AAPIC's Asian American and Pacific Islander Heritage month efforts.

In total, there were 20-21 events where AAPIC had direct engagement – 6 of those were events that AAPIC sponsored, occupied a table, or served as a community partner.

11 events were in Boston, where the rest took place in various parts of the state or virtually.

In 13 of those events, the target audience was the Asian/AAPI population in general. A couple were specific to an AAPI ethnicity and others were not necessarily AAPI-focused.

Commissioner Rakashi Chand clarifies exact requirements to secure a table for AAPIC at an event. ECS Lizette Sta. Maria explains that in the past, it has involved outreach to ED Yasmin Padamsee Forbes, keeping in mind staff availability to table.

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

Commissioners Rakashi Chand and Moana Bentin discuss kicking off AAPI Heritage Month in 2025 at the Massachusetts State House, possibly through direct involvement with Governor Healey's annual AAPI Heritage Month Celebration.

Commissioners begin a rough list of events to increase visibility, organized by seasons of the year. They soon decide to move this conversation to the next meeting to allow more time for individual research.

7. Decide future meeting schedule.

Commissioners decide to hold Community Engagement & Visibility meetings on the 2nd Wednesday of every month (*so long as availability allows).

8. Suggest future agenda items, if any.

- a. Brainstorm a list of places, events, and festivals where AAPIC can increase its visibility. - Commissioners will first do preliminary individual research
- b. Increase Commissioner social media presence - Remind or inform Commissioners of public figure Facebook pages
- c. Develop an "elevator pitch" which would clearly state what the Commission does - ECS Lizette Sta. Maria will prepare a draft beforehand for Commissioners to workshop
- d. Compile a list of media outlets and journalists friendly to Asian American issues - Ask for full Commission input

Subcommittee Chair Gary Yu adjourns the meeting at 7:00 PM.



The Commonwealth of Massachusetts

Asian American and Pacific Islanders Commission

