

## DEPARTMENT OF COMMERCE

### 2013 Agency Plan for the White House Initiative on Asian Americans and Pacific Islanders

| Goal Area           | Agency Objective   | Strategic Activity  | Benchmarks   |
|---------------------|--|---|--|
| Data                | Improve and implement uniform data disaggregation practices.   | Review Census data disaggregation practices and explore potential for replication to all relevant sub-agencies.   | By June 2013, convene 2-3 internal agency working groups to discuss feasibility of replicating Census disaggregation practices and start developing a work plan.   |
| Capacity Building   | Create streamlined process to ensure appropriate funding opportunities reach AAPI communities.                       | Enhance marketing strategies to broadcast funding notices to the AAPI community. MBDA is committed to assisting EDA in creating a more robust outreach structure to AAPI stakeholders throughout the country. | By December 2012, MBDA and EDA to evaluate effectiveness of its AAPI marketing/outreach plan in increasing number of AAPI grant applicants.  |
| Capacity Building   | Create streamlined process to ensure appropriate funding opportunities reach AAPI communities.                       | Develop national partnership program that includes community-based AAPI and NHPI organizations.   | By December 2013, MBDA and EDA to identify and conduct outreach to 2-3 AAPI advocacy groups offering webinar/training expertise to educate the community on grant opportunities.                         |
| Capacity Building   | Improve access and increase technical assistance and outreach to Commerce programs to better serve AAPI populations. | Develop technical assistance plans for AAPIs involving grant writing webinars/training to improve quality and quantity of AAPI grant applications.  | MBDA will collaborate with SBA to prepare webinars designed to address technical assistance and capability development for AAPI stakeholders. Webinars may include workshops on how to respond to a RFP. |
| Language Access     | Ensure efficacy of AAPI-focused LEP programs throughout agency.  | Participate with agency LEP WG to ensure agency wide compliance with Executive Order 13166.   | By March 2013, evaluate existing sub-agencies for effectiveness in reaching LEP communities.   |
| Workforce Diversity | Increase pipeline for AAPI applicants to managerial and SES positions.   | Partner with AAGEN's SES Development program to bolster qualified SES applicants.   | By February 2013, reach out to AAGEN to explore partnership opportunities.   |
| Workforce Diversity | Increase AAPI applicants to the federal government in mission critical positions.                                    | Develop recruiting strategy to target AAPIs at AANAPISIs.   | By February 2013, analyze underrepresentation and barrier causes for mission critical positions and implement AAPI recruitment strategy.   |
| Workforce Diversity | Increase participation rate of AAPIs in fellowship, internship, and work study programs.                             | Partner with AANAPISIs, trade schools and apprentice programs.  | By February 2013, evaluate efficacy of existing partnership (e.g. University of Hawaii), and identify sub-agencies that could benefit from further partnerships.   |

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| Agency-specific | Increase the number of AAPI small and medium sized firms the Commercial Service assists in exporting. | Partner with AAPI Chamber of Commerces and U.S. Export Assistance Centers around the country to | By April 2013, convene 2-3 outreach events with AAPI Chamber of Commerces and USEACS. |