

SMALL BUSINESS ADMINISTRATION

2014-2015 Agency Plan for the White House Initiative on Asian Americans and Pacific Islanders

Goal Area	Agency Objective	Strategic Activity	Benchmarks
Capacity Building	Increase outreach to community partners.	Continue to partner with AAPI organizations and keep them engaged about SBA's programs.	Target 1) Work with the WHIAAPI, WH OPE as well as AAPI stakeholders to conduct outreach activities such as events, panel discussions, summits, and webinars. Target 2) Leverage MOU partnership with AAPI organization (ACE) to increase technical assistance and training to the AAPI community by developing outreach plan.
Capacity Building	Improve AAPI small business access to SBA programs.	Identify and cultivate relationships with key AAPI partners and bring them in as part of SBA's strategic partnerships.	Target 1) Engage SBA senior officials to work directly with AAPI stakeholders. Target 2) Bring in key AAPI organizations to work directly with SBA on technical assistance and training (e.g. Capital Access, Counseling, Disaster Assistance, Contracting, Affordable Care Act, International Trade, and Investment/Innovation).
Capacity Building	Improve AAPI organizational access to funding/grants programs.	Conduct baseline assessment of applications for grants and loans to AAPI-serving organizations and communities.	Target 1) Conduct baseline assessment of applications for grants and loans to AAPI-serving organizations and communities from FY 2009-2012. Target 2) Track dollar amounts to AAPI-serving organizations for FY 2013, 2014, and 2015.
Capacity Building	Strengthen relationship and improve communication and coordination with the Native Hawaiian community.	Contribute to development of a government-wide consultation policy with the Native Hawaiian community.	Target 1) By April 2014, identify areas of work and departmental programs that impact the Native Hawaiian community. Target 2) By June 2014, submit SBA areas of work and programs to be incorporated into consultation policy with the Native Hawaiian community. Target 3) By December 2014, develop a consultation policy. Target 4) By January 2015, agency components and offices will review existing policies that may be impacted by a consultation policy and revise as necessary. Target 5) By April 2015, implement consultation policy.

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<p align="center">Capacity Building</p>	<p>Improve AAPI small business access to SBA programs.</p>	<p>Develop plan to support greater AAPI access to SBA contracting programs and services.</p>	<p>Target 1) Conduct at least 4 technical assistance events on SBA contracting programs to AAPI community audiences in FY 2014 and 2015. Target 2) Incorporate SBA's Office of the Chief Financial Officer in at least two events to increase AAPI-owned businesses' awareness of SBA prime and subcontracting procurement opportunities.</p>
<p align="center">Data</p>	<p>Improve data disaggregation practices.</p>	<p>Review internal and external data disaggregation practices and explore potential for replication of best practices and systems.</p>	<p>Target 1) Establish an internal working group to discuss feasibility of disaggregating Asian American and Native Hawaiian Pacific Islander quantitative and qualitative subgroup data. Target 2) By March 2014, hold meetings with WHIAAPI and at least two agencies that currently disaggregate Asian American and Native Hawaiian Pacific Islander subgroup data to discuss best practices. Target 3) By July 2014, produce a list of specific agency programs that have the capacity to disaggregate data by Asian American and Native Hawaiian Pacific Islander subgroup. Target 4) By Sept 2014, prioritize at least two programs that will disaggregate data by Asian and Native Hawaiian Pacific subgroup. Target 5) By April 2015, produce qualitative and quantitative disaggregated Asian and Native Hawaiian Pacific subgroup data for at least two programs.</p>
<p align="center">Language Access</p>	<p>Improve delivery of services to LEP individuals who seek access to SBA programs and services.</p>	<p>Develop in-language materials to reach AAPI community about agency programs.</p>	<p>Target 1) By February 2014, complete survey of existing SBA translated materials and begin to develop a way to disseminate existing materials to targeted District Offices with high density AAPI constituents. Target 2) Identify local Chamber of Commerce offices, AAPI small business organizations, and advocates that can serve as a network for distributing linguistically accessible information.</p>

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<p align="center">Language Access</p>	<p>Utilize multilingual employees for in-agency translation and interpretation and during periods of Federally declared disasters.</p>	<p>Determine the method and policies for assessment of multilingual employees and a plan for how and when they can be used and shared within the agency to provide language services.</p>	<p>Target 1) Develop method and plan by August 2014. Target 2) Implement plan by January 2015.</p>
<p align="center">Language Access</p>	<p>Improve delivery of services and information to LEP individuals.</p>	<p>Develop protocols within offices of public affairs or external communications to translate (or develop other media - video, webinars, radio announcements - for) public service announcements, press releases, and other information into AAPI languages, develop a list of AAPI ethnic media outlets for distribution, and develop plans for community feedback and engagement.</p>	<p>Target 1) By April 2014, develop a list of AAPI ethnic media outlets. Target 2) By April 2014, develop plan to engage AAPI ethnic media outlets for distribution of available translated materials.</p>
<p align="center">Workforce Diversity</p>	<p>Improve workforce participation rates for AAPI, where low participation rates exist and trigger or barriers have been identified.</p>	<p>Partner with AAPI affinity organizations, including AAGEN and FAPAC, to promote employment opportunities, including SES employment opportunities.</p>	<p>Target 1) Individuals responsible for conducting barrier analysis and publishing plan should be identified and in contact with WHIAAPI by December 2013. Target 2) By April 2014, conduct a workforce barrier analysis using Race, Ethnicity, and Gender data to identify low participation rates for AAPIs in the overall workforce in SES ranks, and by occupation. Target 3) Include in the MD 175 (the SBA's official affirmative employment plan) strategic activities, goals, and timeframes for addressing barriers. Target 4) By Oct 2014, publish MD 715 plan for review.</p>
<p align="center">Workforce Diversity</p>	<p>Improve diversity in SES applicant pool, including AAPI applicants.</p>	<p>Identify AAPI SES mentors and potential SES candidates for AAGEN SES program, internal SES Candidate Development Programs (CDP), or other SES CDPs.</p>	<p>Target 1) Encourage SBA SES employees to participate in AAGEN and other AAPI affinity organizations' mentoring programs. Target 2) Recruit potential AAPI SES candidates to participate in AAGEN's program and other SES CDPs.</p>

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<p align="center">Workforce Diversity</p>	<p>Improve career development, promotion, and retention opportunities for AAPI employees, where gaps are identified, especially in the senior leadership pipeline, GS 11-14.</p>	<p>Promote employment opportunities and conduct analysis of AAPI applicants at the GS 11-14 levels.</p>	<p>Target 1) By September 2014, establish AAPI Special Emphasis Program or Employee Resource Group to assist with strategies to improve recruitment, development, and promotion of AAPI employees. Target 2) By September 2015, develop system to collect AAPI applicant flow data.</p>
<p align="center">Agency-specific</p>	<p>Improve outreach to community partners.</p>	<p>Increase communication between AAPI-serving organizations and field offices to better understand needs and enhance level of service.</p>	<p>By January 2014, develop communication plan with community organizations.</p>