

## SMALL BUSINESS ADMINISTRATION

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

| Goal Area           | Agency Objective  | Strategic Activity   | Benchmarks   |
|---------------------|---|--|--|
| Data                | Increase AAPI data disaggregation.  | Improve data disaggregation practices.   | Identify existing agency programs that disaggregate data and investigate potential for replication.  |
| Capacity Building   | Increase AAPI access to funding.  | Develop national partnership program that includes local Chamber of Commerce offices, small business organizations and advocates around the country. | By December 2013, establish relationship with 10 organizations within 3 metropolitan/suburban/rural areas.   |
| Capacity Building   | Increase AAPI access to funding.  | Enhance strategies for broadcasting SBA program notices to the AAPI community.   | By December 2013, add 200+ AAPI stakeholders to SBA listserv.  |
| Capacity Building   | Increase AAPI access to funding.  | Conduct assessment of the outreach activities, and improve on best practices.  | Conduct AAPI small business calls with Senior SBA staff and stakeholders to discuss program outreach.  |
| Language Access     | Improve delivery of services to LEP individuals who seek access to SBA programs and services.             | Develop in-language materials to reach AAPI community about agency programs.   | <p>Target 1: Survey existing SBA translated materials and begin to develop a way to disseminate existing materials to targeted District Offices with high density AAPI constituents.</p> <p>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> |
| Workforce Diversity | Increase diversity of SBA workforce and minority candidates for SES positions, including AAPI applicants. | Partner with AAGEN to identify AAPI SES mentors and potential SES candidates for AAGEN SES program   | Send out to SBA employees information about AAGEN SES program.   |
| Workforce Diversity | Increase diversity of SBA workforce and minority candidates for SES positions, including AAPI applicants. | Survey existing barriers and develop plan to overcome those structural barriers.   | Conduct a barrier analysis of front-line managerial and SES hiring and how to improve hiring of diverse candidates.  |
| Workforce Diversity | Increase diversity of SBA workforce and minority candidates for SES positions, including AAPI applicants. | Develop a diversity and inclusion plan to discuss attracting and retaining talented, diverse and a highly qualified workforce.                       | Publish plan for review.   |

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| Agency-specific | Improve AAPI small business access to funding (see Capacity Building activities). | Increase communication between AAPI-serving organizations and field offices to better understand needs and enhance level of service. | Develop communication plan with community organizations. |