

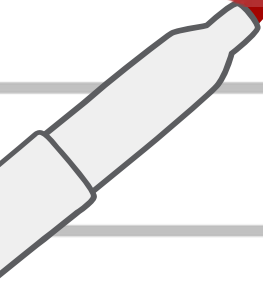
August 1st 2020, Volume 7

MIDWEST APIDA STUDENTS UNION

BRINGING YOU THE LATEST UPDATES FROM THE ECC
CREATED BY JANE ELLISTON AND LILLIE LEE

New Logo!

Page 13-14



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What is this Newsletter?

The Executive Coordinating Committee (ECC) and Public Relations wanted to change the purpose of these Newsletters.

Midwest APIDA Students Union (MAASU) wants to highlight its member schools and members in addition to the following updates of which will occur month to month. This newsletter will not only show the progress of the Executive Coordinating Committee (ECC) and organization but also share the exciting progresses, accomplishments, and triumphs of its member schools and MAASU Representatives!

With this newsletter, look forward to our updates regarding the Fall Conference, Leadership Summit, MAASUx programming, and reminders regarding dates and updates. We will also highlight MAASU achievements and accomplishments. We hope you will read further on!

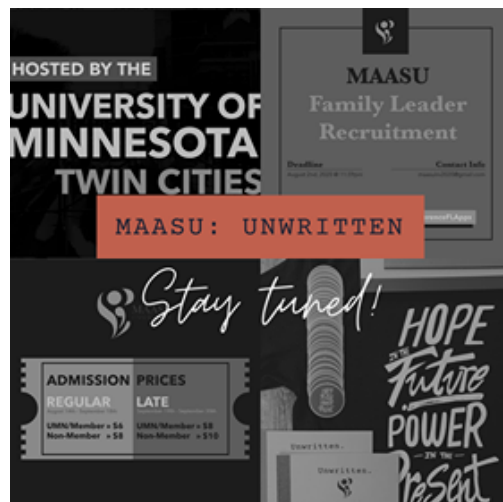
Fall Conference (FC)

2020

Registration opens August 14th!



Follow the FC Instagram:
[@maasu_conference2020](https://www.instagram.com/maasu_conference2020)



Each registration will come with merchandise delivered to you!



Advertising

If you would like to advertise in the newsletter please send an email to: pr@maasu.org

2020 - 2021

EXECUTIVE COORDINATING COMMITTEE (ECC)

ALICE YU (CHAIR)

Accomplishments this past month:

We've held two virtual retreats to onboard our new ECC members and each chair has outlined exciting plans and goals for this coming academic year. I'm also assisting in distributing our special wine glasses for MAA members who donate more than \$30, so sign up if you haven't already!

Goals for next month:

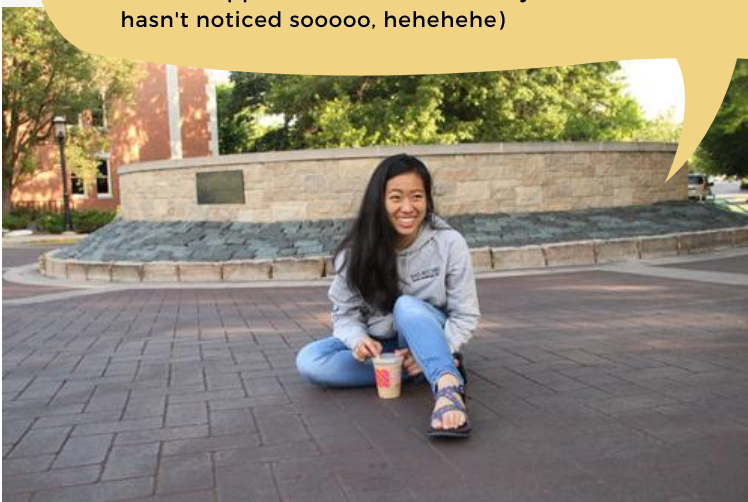
My goal is to set-up one-on-one check ins with each ECC chair, and also establish a framework where I, along with other ECC members who are willing, host regular virtual coffee and chat sessions where MAASU and community members can join, ask questions, discuss fun topics, and learn more about MAASU and ECC. What do y'all think? I'd love to hear from the MAASU community, so please reach out to chair@maasu.org with any thoughts, questions or concerns!

Best way to contact me:

Email me at chair@maasu.org ! Or, FB message me (alice.yu.73)

DEEPEST DARKEST SECRET:

I accidentally dropped my laptop into the wall of the staircase in my parents' house. It only left a small hole (but a hole nonetheless, oh, and my laptop was fine), and I haphazardly spackled it. My mom ended up finding out within 10 minutes, but my dad hasn't and I hope it stays that way because I'm 22 and still afraid of getting yelled at by my pareeeents (though I honestly doubt anything would happen, because it's been a year and he still hasn't noticed sooooo, hehehehe)



DEEPEST DARKEST SECRET:

Halal Guys



JORDAN CAO (SECRETARY)

Accomplishments this past month:

During this past month, I've laid down the groundwork for several projects I wish to start and initiate by the beginning of the school year. This included dissecting what resources I would need, who I would need to collaborate with, and any problems that may arise during the planning process.

Goals for next month:

As previously mentioned, I've already started on the framing for several projects, but I wish to develop more projects to further flush out into this next month. Additionally, I hope to be able to grow these projects into a more mature state for presentation by the beginning of the school year.

Best way to contact me:

I'm fairly responsive on Facebook. Search my name and hit me up!

JENNY TAM (ADVOCACY CHAIR)

Accomplishments this past month:

Completed two statements centered around Black Lives. One for George Floyd and one on Juneteenth. I held a processing space for George Floyd to also address anti-Blackness in our APIDA community. PR chairs and I post for Refugee Day. Last, suggested some organizational changes to ECC (ie. google cal, folder sharing system, and decision log, etc.)

Goals for next month:

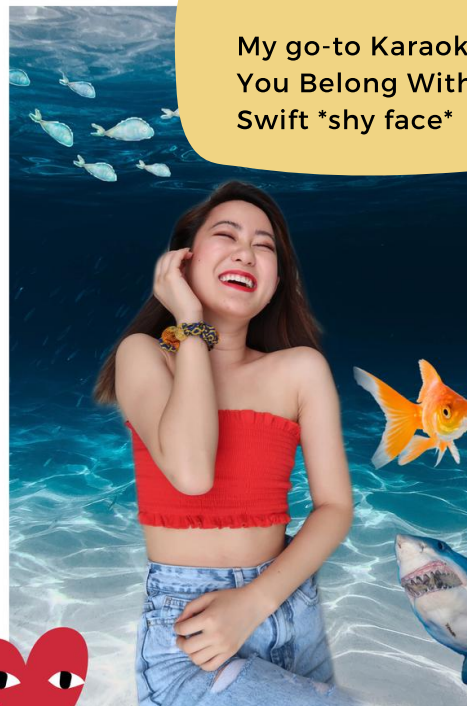
We will be hosting a career development series event for the next month with the MAASU Alumni Network to talk about resumes, LinkedIn, interviews, etc. Stay tuned!!!

Best way to contact me:

You can email me, tamxx103@umn.edu or DM on Facebook at facebook.com/jennytamm!!

DEEPEST DARKEST SECRET:

My go-to Karaoke song is You Belong With Me by T Swift *shy face*



when my pet goldfish saved me from a shark attack

DEEPEST DARKEST SECRET:

Why would I share that with you :)
loljk - I find cutting watermelon
very therapeutic and I LOVE doing
it. I also eat corn kernel by kernel.



JEWEL LO (COMMUNICATIONS CHAIR)

Accomplishments this past month:

Received information on 2020 - 2021 M-Reps and Presidents for MAASU Member schools, as well as getting in touch with M-Reps to determine our plans for the fall semester and get to know each other!

Goals for next month:

- Finalize meeting dates/times with M-Reps
- Work with Advocacy chair to put together a M-Rep section of the "Ask Advo" podcast
- Work with Co-PR chairs to schedule features of M-Reps in MAASU Newsletters

Best way to contact me:

Members can reach me via email at communications@maasu.org or via Facebook message under "Jewel Lo" !

DEEPEST DARKEST SECRET:

I sleep with a nightlight still because I'm scared of the demons that may be hiding in the darkness of my room rather than the demons that reside inside of myself.



**DANNY NGUYEN
(PROGRAMMING CHAIR)**

Accomplishments this past month:

I met my fellow ECC members for this term!

Goals for next month:

Establish a timeline for possible programming events amidst current world conditions.

Best way to contact me:

Facebook is fine, I'll accept snail mail if you have my address as well.

DEEPEST DARKEST SECRET:

I still haven't seen Parasite.

GIANG NGUYEN (PROGRAMMING CHAIR)

Accomplishments this past month:

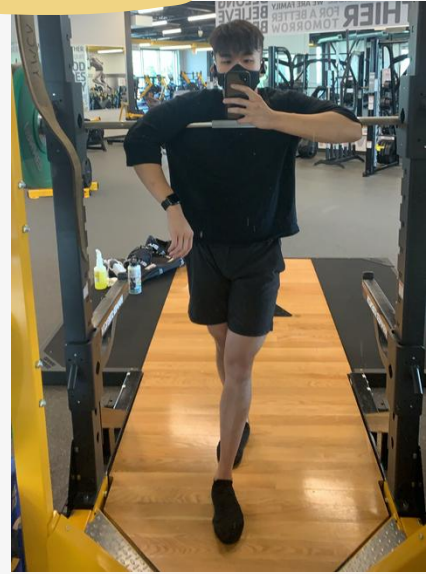
Not much, we're still figuring out what we can and can't do with everything going on.

Goals for next month:

To have a solid plan of what we want to do and to have hopefully have a member school selected!

Best way to contact me:

programming@maasu.org



DEEPEST DARKEST SECRET:

Ummm...I have an obsession for buying avocado accessories and stuff, but I don't actually enjoy eating avocados a lot...



JANE ELLISTON (PUBLIC RELATIONS CHAIR)

Accomplishments this past month:

Lillie and I have been posting the Introductory posts for ECC, completed infographics for different statements, and have been brainstorming different posts and social media campaigns we want to complete this year!!

Goals for next month:

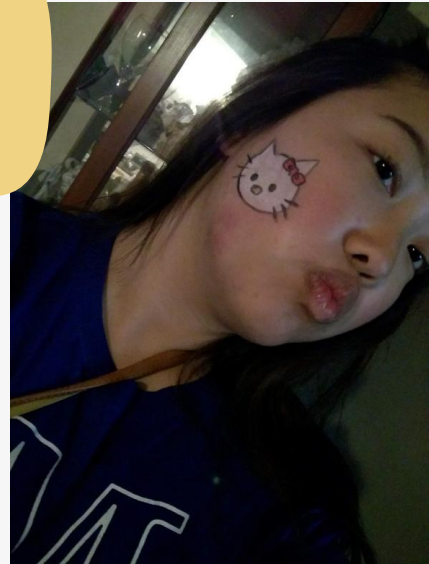
For August, I think it's fair to say I want to get prepared for the fall semester and work on my time management between my different extracurricular activities, my part time job, and obviously school, as well as my social life :)

Best way to contact me:

The best way to reach me is probably pr@maasu.org or via social media! (IG, FB, Twitter, LinkedIn, or Snapchat) - you can even just DM the MAASU social media...Reach out with any questions/comments/concerns or even ideas you might have to make MAASU's social media presence better!!

DEEPEST DARKEST SECRET:

I still sleep with my childhood blanket. Yes, I'm 21 years old. And yes, she has a name. Her name is Pua pua.



LILLIE LEE (PUBLIC RELATIONS CHAIR)

Accomplishments this past month:

Jane and I worked with Advocacy Chair Jenny Tam on a statement for World Refugee Day. I made graphics for the When I grow up Series. Jane and I are finalizing the materials for our first August Newsletter, of which you are reading today. We are also finding interesting and fun engaging ways to communicate with the APIDA community so stay tuned on MAASU socials!

Goals for next month:

My goal for ECC next month is to further research on conflicts and politics. While working with aspiring ECC members, I realized how much I really don't know.

Best way to contact me:

Feel free to contact me on Facebook Messenger: Lillie Lee (Appleton, WI). Also, feel free to email me: pr@maasu.org



DEEPEST DARKEST SECRET:

I like to read?

SAM BOSSLEY (TECHNICAL NETWORKING)

Accomplishments this past month:

I moved the entire site over to functional CSS and Typescript, and I moved most of the site data over to a database.

Goals for next month:

I hope to make things more streamline for payments, and I hope to be able to set up preliminary stages for a MAASU Alumni Association portal!

Best way to contact me:

You can email me at technet@maasu.org !

DEEPEST DARKEST SECRET:

This isn't so much a dark secret but it is a secret that most people don't know about me. Whenever I set an alarm clock, the last digit has to end in '8', for example, 6:08 am or 6:18 am. My favorite number is 8 and I've been setting my alarm clocks like this for so long now that if the time doesn't end in '8', it makes me feel really uneasy.



VICTORIA YU (EXECUTIVE DIRECTOR)

Accomplishments this past month:

- I finished compiling the 2019-2020 Annual Report which highlights MAASU programs and impacts throughout during this past academic year. You can check it out here: <https://www.maasu.org/annual>
- Along with the Directors Council, we've also launched a fundraising campaign with MAASU alumni. Generous donations will help MAASU (1) create more educational and leadership development opportunities for students, (2) offer travel stipends to MAASU programs for students in need, and (3) expand our outreach throughout the Midwest. Donations can be made at: <https://www.maasu.org/donate>

Goals for next month:

Continue to advise and support the MAASU leadership team as needed.

Best way to contact me:

execdirector@maasu.org

DEEPEST DARKEST SECRET:

HAHAHA

JAMES LIU (DIRECTOR OF ALUMNI RELATIONS)

Accomplishments this past month:

When I Grow Up workshop series

Goals for next month:

To continue expanding the MAA network

Best way to contact me:

Facebook Messenger or Text



DEEPEST DARKEST SECRET:

I'm not a fan of noodles.
I tolerate the noodles so
I can drink broth!



JESSICA LEE (DIRECTOR OF FINANCE AND PARTNERSHIP)

Accomplishments this past month:

Worked with the UMN Conference team on Finance strategy.

Goals for next month:

Continue to find opportunities and assist the team in any way I can!

Best way to contact me:

Via directorscouncil@maasu.org

DEEPEST DARKEST SECRET:

I'm terrified of touching
animals with the exception
of dogs and cats. Eeeekkk!



DAVID LEE (DIRECTOR OF PROGRAMS AND ASSESSMENTS)

Accomplishments this past month:

July was a busier month than normal, but I managed to gather data and content for a project that I've been working on (to be announced soon!). Additionally, I met with the PR chairs to discuss how we can reignite MAASU's LinkedIn page.

Goals for next month:

Next month, I plan on focusing more on assessments and prepare feedback forms for all of our upcoming events.

Best way to contact me:

[facebook.com/davidclee04](https://www.facebook.com/davidclee04) (preferred) OR davidclee04@gmail.com

What is MAASU?

By Lillie Lee

In definition of what the organization is, Midwest APIDA Students Union (MAASU) is a nonprofit organization and a 501(c)(3) nonprofit organization that began in response to a need for political unity among Asian American students in the Midwest. By 1990, there were more than 20 universities in the Midwest that had formed Asian Pacific Islander American (APIA) organizations. Some had been around for years, while others were still in their infancy.

Aside from the words that were given, what was to be understood from those words?

MAASU was the first action towards fostering leadership among Asian Pacific Islander American (APIA) students in 1989. In context, America had significant movements in the late 1960's and mid-1970's. Such movements were the rise of Black Power and protests that were anti-Vietnam War. In inspiration and rise for advocacy of these movements, the "Asian American Movement" had risen (Maeda, 2016). Protests within the Asian American Movement were at their peak, combating racism, U.S. Neo-imperialism, demanding changes in universities, and more. Black Panthers dwelled in radical politics, racial pride, advocating for community control. Their celebration of black people, black bodies, and black culture inspired ideas of which impacted the ghetto of San Francisco Chinatown (Maeda, 2016). Young people gathered regularly in a pool hall on Jackson Street and begun to discuss how to address suffering from substandard education, housing, social services, and employment opportunities, and police brutality. Black panthers urged the youth to form an organization and to study politics.



October 1989 MAASU First Founding Meeting



Alice Yu
Before MAASU



MAASU

[noun]

It's a family that makes me feel more confident in who I am. MAASU has connected me with a network that supports my dreams and encourages me to reach higher for myself and my community. I've received so many opportunities through MAASU, and I strive to continue to give back to this organization that has taught me so much about advocacy, leadership, public service, and living as an APIDA womxn Midwest.

The rise of advocacy-based groups, such as The Red Guards and students on college campuses, began advocating for APIDA communities from inspiration of progressive ideas. This empowered leaders of APIDA descent, such as Charles Chang, to form a political alliance among Asian Americans in the Midwest.

MAASU is currently a resource to help assist schools with the establishment of APIDA student organizations. MAASU serves as a platform for collaboration for social change and consciousness. MAASU also serves as a forum for collaboration with networking and facilitating long lasting relationships among leaders. Most importantly, MAASU is evolving. To be more inclusive, we expanded our name to include identities previously underrepresented. To learn more, check out MAASU's re-branding on page 13.

Maeda, D.J. (2016). The Asian American Movement. Oxford research Encyclopedias: American History. DOI: 10.1093/acrefore/9780199329175.013.21



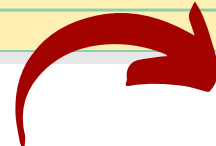
Jenny Tam
Before MAASU



MAASU

[noun]

MAASU is a community organizing with engagement. It is about building homes and people. It is about collectively moving together and tapping into our bridges to advocate for our community.



Danny Nguyen
Before MAASU



MAASU

[noun]

A means of bringing different walks of life together that are all bound by a similar common ground, whether that be background, culture, purpose, interests, etc.

WELCOME NEW MAA MEMBERS:

Please join us in welcoming our newest members who donated \$30 or more to MAASU and are now part of the MAASU Alumni Association (MAA). We are grateful for your support!

New MAA Members in July

ALEXANDER DANG
AMY WANG
CLEDA WANG
DAPHNE YU
DAVID MASON
JEFF VANG

JONATHON SUN
JULIE WU
LORENZO AGUAS
MARK LOH
MASHBAT OTGONTSAGAAN
MORGAN BUSCHER

PAUL LEE
PHAN LE
RIDHWAN SEDIQE
SILVIA LEE
THOMAS THAO
WINONA LOZADA



THE MAASU ALUMNI ASSOCIATION (MAA) IS A GROUP FOR ALL MAASU ALUMNI (PAST CONFERENCE ATTENDEES, PLANNING COMMITTEES, AND MAASU BOARD WHO HAVE GRADUATED). MAA'S PURPOSE IS TO CONTINUE BUILDING AND SUSTAINING LIFELONG RELATIONSHIPS BETWEEN MAASU AND ITS ALUMNI.

For more information, please visit maasu.org/alumni and become a MAA member today!

What are M-Reps?

By Lillie Lee

In the MAASU handbook, MAASU Representatives (M-Reps) are the core of the organization and representatives from member schools of which have the sole responsibility of serving as the liaison between their organization and MAASU.

Jewel Lo, ECC Communications Chair, explains, "...each M-Rep is chosen specifically to uphold these responsibilities. It's really important to know what is going on in the community, the issues that they're going through, and their awareness of what is going on in the world. We can discuss ways we can work together and contribute a huge discussion base, such as the undetected issues in the community. ECC is very inclusive in including M-Reps in our conversation regarding the importance to decision making and making changes that will hopefully keep track of what we are going through."

Further insight of what M-Reps is told from the words of ECC Public Relations Chair, Jane Elliston, with a quick Q & A!

Q: What year did you serve as an m-rep?

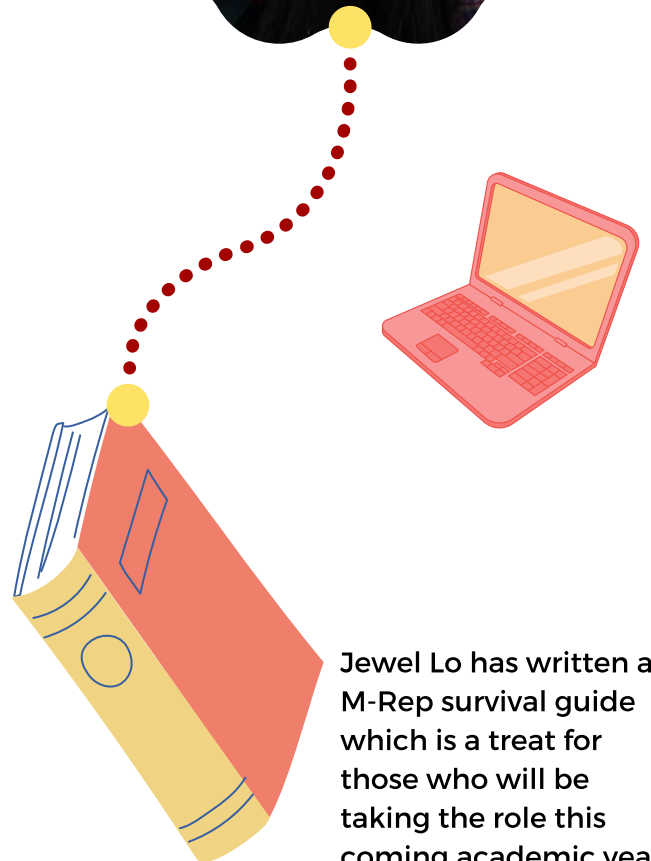
Jane: I was an M-Rep for the 2019-2020 Academic Year!

Q: What is the name of your organization of which you represented?

Jane: I represented the University of Missouri's Asian American Association (AAA).

I feel like they hold a strong responsibility in maintaining their communication with us.

-Jewel Lo



Jewel Lo has written an M-Rep survival guide which is a treat for those who will be taking the role this coming academic year.

Q: How is your organization essential on your campus?

Jane: The Asian American Association (AAA) is an essential organization because it creates a safe space and community for the APIDA students and our allies on campus. However, we are a unique organization because each and every one of us come from different backgrounds- ie. countries, towns, cities, etc. - we are each of different cultures, but none of this gets in the way of building the beautiful community we pride ourselves with. I am so fortunate to have the opportunity to know each and every member of AAA and I hope that our organization can continue to grow.

Q: What is your favorite memory with MAASU as an M-Rep and member school?

Jane: I had the privilege of attending Wichita State University's Leadership Summit 2019, so far. However, my small group leader was turning 21 during our conference weekend, so a handful of us scrambling to the local grocery store to get her a surprise birthday cake, present, and card was a really good memory that I gained during that conference.

Q: Why should individuals consider being in a role as a M-Rep?

Jane: Becoming an M-Rep is truly a unique way to experience MAASU...you have the opportunity to learn some of the ins and outs of what ECC is doing for the organization and you have a chance to meet students who are equally as passionate for their student organizations.



If you have the time and will, I definitely recommend talking to your organization's Executive Board members about becoming an M-Rep!

-Jane Elliston



New Logo? Whoa!

By Lillie Lee

WHY DID WE REBRAND?

According to an Oxford Study of Asian Americans and Education, the term "Asian American" is, "...an umbrella term of which masks the multiple identities and ethnic backgrounds of those in South Asia, Southeast Asia, and East Asia" (Chang, 1, 2017). However, little is known about how recent the term "Asian American" really is. Oxford University Student Benjamin Chang written, "The term, Asian American was not used until the late 1960's" (8, 2017). In perspective, the term "Asian American" has been incorporated and widely used for 60 years. Although it may be an option in applications to check mark, it marks challenges in a lack of understanding regarding the experiences, cultures, sexual orientation, and representation that is included in the demographic. With that understanding, MAASU has grown awareness for inclusion and combating the umbrella term.

The Yellow Power Movement, according to Leah Donnella, editor of National Public Radio (NPR) Code Switch, was, "instrumental in fighting for the civil rights of Asian-Americans. But not all Asian-Americans felt represented by the movement. And that's where the East Asian/ "Brown Asian" divide comes in" (2017). E.J.R. David, professor at the University of Alaska who is an expert in the mental health consequences of colonialism, stated, "When the people in the United States talk about Asian-Americans, they're almost always referring to people of Chinese, Japanese, or Korean descent" (Donella, 2017). This is also depicted and evident in the media.

For a long time, MAASU had used the term Asian Pacific Islander American (APIA). In contrast, the organization's current name is Midwest Asian Pacific Islander Desi American Students Union, with the 'MAASU' acronym remaining the same. This change was to be more inclusive and acknowledge the South Asian student communities, which was underrepresented with the previous APIA umbrella term.

WHAT REMAINS THE SAME?



The MAASU symbol is inspired by a Celtic and Greek Symbol, the Triskelion, which can symbolize mind, body, and spirit or present, past, and future. While the symbol can be interpreted in various ways, Sam Bossley, 2020-2021 MAASU ECC Technical Networking Chair and lead of the Logo Re-branding Team, shared, "...the spiral is a mathematical curve that emanates from a point and revolves around said point."



"It's like revolving around our origins. Each Generation moves farther from the center...we still go back to our cultural roots even as society changes around us." He describes the three-spiraled-symbol as "A three-legged stool that stands stronger than a four-legged stool...we stand strong together in solidarity."

What Changed?

The Logo Re-branding Team broke from the staple gradient of red to orange and decided to go with flat monochrome color of red which is a warm color of the Midwest! The styling of the font waned away from the old font, with a refreshed and balanced style of Montserrat and Hind.

Re-branding is an initial step and in no way a solution to combating the umbrella term and lack of representation. This step is a part of the four year strategic plan of 2020-2024. This strategic plan includes prioritizing community engagement: such as increasing representation in attendees and workshop topics especially around identities. The Identities of which are increasing in representation include trans-racial adoptees, South Asian and Pacific Islander communities, LGBTQ+, multiracial, and ability. With the understanding, we plan to continue to engage in growing social consciousness and with advocacy within our communities and learn from each other.

Chang, B. (2017). Asian Americans and Education. Oxford Research Encyclopedia of Education, (1-39). DOI: 10.1093/acrefore/9780190264093.

Donella, L. (2017). Can East Asians Call Themselves 'Brown'?. NPR: National Public Radio. <https://www.npr.org/sections/codeswitch/2017/11/16/563798938/the-gray-area-between-yellow-and-brown-skin>.



Deadline to apply for Family Leader is August 10th!

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The image shows two documents side-by-side. On the left is a recruitment flyer for MAASU Family Leader. It features the MAASU logo at the top, followed by the text 'MAASU Family Leader Recruitment'. Below this, it lists a 'Deadline' of August 2nd, 2020 @ 11:59pm and 'Contact Info' as maasulv2020@gmail.com. At the bottom, there is a green button that says 'APPLY HERE' with the URL <https://z.umn.edu/MAASUFallConferenceFLApps>. On the right is a document titled 'FAMILY LEADER FAQ' with a dark header. It contains six numbered questions and answers regarding the role of a family leader, including requirements for leadership experience, pay, and qualifications.