



# MAASU

Midwest Asian Pacific Islander Desi American Students Union

## Annual Report 2019-2020

Compiled By MAASU Executive Director Victoria Yu

*Community Empowerment Unity Legacy*





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**105**

Members in the MAASU  
Alumni Association (MAA)



**4,017**

current followers on  
MAASU's Facebook page, a  
706 increase from last year



**\$500**

In travel stipends provided  
to students attending a  
MAASU program

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# Who We Are

## Our Vision

MAASU will be a source of community, empowerment, unity, and legacy to APIDA students in the Midwest.

## Our Mission

The Midwest Asian Pacific Islander Desi American Students Union (MAASU) is a 501(c)(3) that strives to recognize the needs of the Asian Pacific Islander Desi American (APIDA) community by:

- Promoting leadership among APIDA students through programs including, but not limited to, the Leadership Summit, Spring Conference and other various programming
- Assisting schools with the establishment of APIDA student organizations, APIDA cultural center and/or an Asian American Studies Program
- Supporting and encouraging all APIDA students to work toward social change by providing a forum for social consciousness
- Developing and maintaining a channel of communication for APIDA student organizations in the Midwest through e-mails, newsletters, and networking
- Uniting and strengthening the APIDA community stance against oppression

## Who We Serve

Our primary outreach is to undergraduate college students located in the Midwest region. We are broadening our scope to include high school students and graduate students.

On average, around 30 colleges and universities are engaged with MAASU annually spanning the following states: Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Tennessee, Oklahoma, Ohio, and Wisconsin



## Member Schools

MAASU works with Member Schools to establish a channel of communication, offer registration discounts to attend MAASU conferences, and build a network for students across the region. Each member school designates a MAASU Representative who shares information from their school and can vote for MAASU elections and matters. For the 2019-2020 academic year, we had 28 member schools (listed below).

Augsburg University  
Ball State University  
Case Western Reserve University  
Denison University  
Illinois State University  
Indiana University-Purdue University Indianapolis  
Iowa State University  
Kalamazoo College  
Kansas State University  
Miami University  
Michigan State University  
Minnesota State University - Mankato  
Oklahoma State University  
Purdue University at West Lafayette

The Ohio State University  
University of Illinois at Chicago  
University of Illinois at Urbana Champaign  
University of Iowa  
University of Kansas  
University of Michigan – Ann Arbor  
University of Minnesota Twin Cities  
University of Missouri  
University of Missouri Kansas City  
University of Nebraska Lincoln  
Valparaiso University  
Vanderbilt University  
Wichita State University  
Winona State University

# 2019 Leadership Summit: *Take Flight* Wichita, Kansas

## Wichita State University

MAASU offers a Leadership Summit every fall hosted by different member schools, catered to around 200 students, to provide leadership development and community building opportunities for the Midwest APIDA community. On October 18-19, 2019, over 20+ Asian ethnic groups (including those who identified as biracial/multiracial) were in attendance for MAASU's Leadership Summit hosted by Wichita State University's Asian Student Conference (ASC) in Wichita, Kansas. The sessions at the Summit focused on personal understanding of self, APIDA advocacy, how to contribute to one's campus communities, and addressing diversity and inclusion topics.

## Take Flight Theme

Following World War I, Wichita, Kansas became known as the hub for aircraft manufacturing and production, thus the Air Capital of the World was born. The booming aircraft industry became the stepping stone for Asian immigrants and their families to achieve the American dream and enable them to construct their own narrative in America. Fall 2019's Leadership Summit drew on the obstacles individuals face when creating their story and empowered individuals to pilot their own narrative. Wichita State University welcomed the APIDA community to the Air Capital of the World to Take Flight.

## Workshop Sessions

- "Media Literacy in the Digital Age" by Annie Le
- "Transnational Context, Intergenerational Trauma, and Community Making" by J.P. Winkel
- "Many People Born in Poverty and Hardship have a Hard Time Overcoming It" by Joseph Shepard
- "Dissecting the Model Minority Baggage" by Theresa Doan
- "Professionalism in the Workplace - Through the Lens of an Asian American" by Richard Nguyen
- "Lighten up...It's Just Colorism" by Danielle Johnson
- "The Truth of Fetishization of Asian Women and Emasculation of Asian Men" by Canwen Xu
- "Asian Apathy in the Political Sphere" by Zubair Khan
- "Asian American Womanhood: Overcoming Beauty Standards and Blurred Self-Identification" by Amy Vuong
- "Take Off...the Stigma of Mental Illness Among Asian Americans" by Vanessa Souriya-Mnirajid
- "Overcoming Economic Barriers to Achieve One's Goals" by Alexis Scott
- "Meeting at the Intersections: LGBTQ+ and APIDA" by Sarah Myose

## Student Planning Committee

This Leadership Summit was made possible by the Student Planning Committee at Wichita State University which consisted of the Executive Board, the Marketing Committee, Finance Committee, Workshop Committee, and Banquet Committee.

The banners are for the 2019 Leadership Summit (Oct 18-19) and list the following staff members:

- EXECUTIVE BOARD:** executive director: Jordan Cao; marketing director: Giang Nguyen; finance director: Stella Yang; workshop director: Danthi Lau; hospitality director: Richy Thach; banquet director: Jenny Yu.
- MARKETING COMMITTEE:** marketing director: Giang Nguyen; finance director: Stella Yang; workshop director: Danthi Lau; hospitality director: Richy Thach; banquet director: Jenny Yu.
- FINANCE COMMITTEE:** finance director: Stella Yang; marketing director: Giang Nguyen; workshop director: Danthi Lau; hospitality director: Richy Thach; banquet director: Jenny Yu.
- WORKSHOP COMMITTEE:** workshop director: Danthi Lau; marketing director: Giang Nguyen; finance director: Stella Yang; hospitality director: Richy Thach; banquet director: Jenny Yu.
- BANQUET COMMITTEE:** banquet director: Jenny Yu; marketing director: Giang Nguyen; finance director: Stella Yang; workshop director: Danthi Lau; hospitality director: Richy Thach.





# TAKE FLIGHT

WICHITA KS | LEADERSHIP SUMMIT 2019

OCTOBER 18 - OCTOBER 19



"Hearing everyone's insights and personal responses to very engaging prompts led me to realize the way I lead/have led my student organization, why I do the things I do, and to **remember the importance of perspective.**"

—Attendee from University of Kansas

"I think the most valuable aspect of [Leadership Summit] is learning and **finding a support group.** It's amazing how quickly you can bond with your family groups!"

— Attendee from University of Nebraska-Lincoln



"Being able to bond with strangers that instantly became like family. It reminded me why I should be so **proud to be Asian-American** and not to lose sight of that."

— Attendee from Newman University



**Left:** Press 'play' to view the Recap Video created by Giang Nguyen and Kevin Le

To view the full photo album of the 2019 Leadership Summit, please visit our [MAASU Facebook page HERE](#)



## 17 Schools Attended

Butler University  
Hamline University  
Indiana University-Purdue University Indianapolis  
Johnson County Community College  
Kansas State University  
Lawrence University  
Macalester College  
Newman University  
The Ohio State University  
University of Oklahoma  
University of Illinois – Chicago  
University of Iowa  
University of Kansas  
University of Minnesota - Twin Cities  
University of Missouri  
University of Nebraska - Lincoln  
Valparaiso University  
Wichita State University



## 220 Students

registered and attended this Summit. Of the 220, 80% were first-time attendees



## 54% First-Generation

54% of attendees self-identified as first-generation college students.



## 10 States

were represented across the Midwest:  
Kansas, Illinois, Indiana, Iowa,  
Michigan, Minnesota, Missouri,  
Nebraska, Ohio, Oklahoma



## 96% of Attendees

agreed that attending this increased personal understanding of self and broadened their view on how to contribute to their campus communities.



# MAASUx Educational Programming

Coordinated through our MAASU Programming Chairs, MAASUx is designed to create additional opportunities to engage in community building and promote accessibility to educational resources by bringing the MAASU experience to students. Each MAASUx is coordinated with a hosting student organization on campus and is a FREE EVENT for participants, designed to engage college students from surrounding campuses to partake in a series of tailored workshops and activities.

## MAASUx: *Crossroads & Columns* Columbia, Missouri



### 80 Students

participated in the MAASUx at the University of Missouri

### Schedule at a Glance

11:00 AM: Check-In  
12:00 PM: Opening Remarks  
12:20 PM: Family Group #1  
12:45 PM: Family Group Lunch  
2:20 PM: Workshop: Advocacy  
3:05 PM: Family Group #2  
3:45 PM: Workshop: Networking  
4:30 PM: Workshop: Identity  
5:15 PM: Family Group #3  
6:00 PM: Dinner  
7:00 PM: Evening Activity

"I was really excited to see so many people coming in from out of town and so many people at Mizzou who got to experience their first MAASU event."

-Sharanya Kumar, MAASUx Board

### Photo Album

For the 'Crossroads & Columns' full photo album, [click HERE](#)



Our first MAASUx this academic year was hosted with the **Asian American Association (AAA)** at the **University of Missouri (Mizzou)** in Columbia, MO on **Saturday, November 2, 2019**. The theme was "**Crossroads and Columns**". Crossroads signify the individual's unique identity and how these identities have different intersections within the APIDA community. Columns are a unique Mizzou landmark that symbolize unity and solidarity. They represent how this campus comes together to support and unite the APIDA community.



### Workshops

"Honoring the Cultural Roots of Yoga: South Asian Perspectives on Cultural Appropriation vs. Appreciation" by Bini Sebastian

"Media Literacy in the Digital Age" by Annie Le

"Anti-Blackness in Asian American Communities" by Ayesha Vishnani & Deep Tripurana

"A Close Look into the Harvard v. Students for Fair Admission Lawsuit" by Willin Weng

**Below:** Large group photo of the MAASUx: Crossroads & Columns attendees





# MAASUx: *Bamboo Among the Oaks* Madison, Wisconsin

Our second MAASUx this academic year was hosted with the **Asian American Student Union (AASU)** at the **University of Wisconsin-Madison** in Madison, WI on **Saturday, November 16, 2019**. The theme was **"Bamboo Among the Oaks"**. This theme seeks to empower and educate through new lenses by fostering dialogue about Asian-Americans, encouraging personal growth, and increasing inclusivity within our communities.

## 3 Focus Areas

### Networking

Meet and grow your network with students from other universities who share similar interests and backgrounds

### Education

Learn from professionals with a wide range of accomplishments knowledgeable about their topic

### Personal Growth

Engage in dialogue and discussion about identity, inclusivity, and the Asian-American community



## 65 Students

participated in the MAASUx at the University of Wisconsin - Madison

## Schedule at a Glance

9:15 AM: Check-In  
10:00 AM: Opening Remarks  
11:00 AM: Family Breakout #1  
12:00PM: Workshop 1  
12:50 PM: Lunch with Family  
3:00 PM: Workshop 2  
4:00 PM: Workshop 3  
4:50 PM: Bubble Tea Social  
6:00 PM: Dinner

"It was amazing to be able to coordinate with other leaders from across the Midwest and unite other universities and colleges to attend MAASUx events."

-Katt Lee, MAASU Programming Co-Chair

## Photo Album

For the 'Bamboo Among the Oaks' full photo album, [click HERE](#)



**PAST  
MAASUx's**

For more information,  
please visit  
[maasu.org/maasux](https://maasu.org/maasux)

2018-19 Academic Year: Butler University; Wichita State University  
2016-17 Academic Year: Kalamazoo College; University of Minnesota-Duluth  
2015-16 Academic Year: University of Illinois – Urbana Champaign; University of Missouri  
2014-15 Academic Year: University of Minnesota-Twin Cities; The Ohio State University  
2013-14 Academic Year: Northwestern University  
2012-13 Academic Year: University of Illinois – Urbana Champaign  
2011-12 Academic Year: University of Denver  
2010-11 Academic Year: Missouri State University; Washington University; Loyola University

# 2020 Spring Conference: *Unwritten* Twin Cities, Minnesota

MAASU Spring Conference 2020: Unwritten  
HOPE IN THE FUTURE, POWER IN THE PRESENT

SAVE THE  
DATE **March**  
**20–22**

University of Minnesota, Twin Cities

## University of Minnesota – Twin Cities

MAASU offers a Spring Conference every spring hosted by different member schools, accommodating over 700 students. Each conference brings to light the history, challenges, and initiatives that the Asian Pacific Islander American community faces. The 2020 Spring Conference was planned for March 20–22, 2020 at the University of Minnesota in Twin Cities, MN. However, due to the COVID-19 pandemic, the conference was cancelled for March and postponed to October 30 – November 1, 2020.

## Unwritten Theme



Behind each and every one of us lies a story; a narrative that is molded by our experiences, our upbringing, and our hxstories. A narrative Unwritten and aching to be told. Oftentimes, we find ourselves lacking in our own language, building a résumé out of syllables that linger in our periphery. We carry stories from our ancestors, lessons from war, torment, and suffering — lessons that connect us to one another and to our cultures.

Our theme, Unwritten, embodies the art of storytelling with the purpose of shaping the future. By understanding our hxstory and the narratives of those who have paved the way before us, it empowers us to be the catalysts for change. As one of the objectives of MAASU is to, “support and encourage APIA students to work towards social change by providing a forum for social consciousness,” Unwritten connects the various perspectives of the APIA community to strengthen our collective narrative towards advocacy, especially as the elections approach. It is our civic duty to take action and be the beacon of hope for our community. Unwritten is the promise to our future; our promise to write the words left unsaid and create a story that we can be proud of. And while the future remains unwritten, the hope that we foster for the future will give us the power to share our stories in the present.

## Learning Outcomes

- To **utilize** storytelling as a skill to embrace our individual experiences and identities with the goal to empower future leaders to do the same
- To **advocate** for our APIA community by understanding our hxstory and acknowledging diverse social issues and inequalities
- To **integrate** storytelling as a tool for sharing the preserved culture and heritage that ensures the continuity of experiences from one generation to the next
- To **promote** storytelling as a device to bridge the differences between one another in order to create a collective narrative towards unity

## New Initiatives



### Phlis Suab: The Story

A play component was added to the conference which centered around intergenerational trauma and the concept of storytelling. Sub-themes were mental health, gender roles, domestic violence, and academic success.



### Podcast Series

The Planning Committee started a podcast where each episode featured discussions related to the APIA community: [z.umn.edu/MAASUPodcast](https://z.umn.edu/MAASUPodcast).

### Teaser Trailer

Click below to watch the Spring Conference trailer





# Student Planning Committee

Below are the student leaders that worked tirelessly to plan the MAASU Spring Conference. The planning team consists of the Directors and the following committees: Finance, Workshop, Logistics, Volunteer, Entertainment, Registration, Advocacy, Multimedia, Leadership, Outreach, Marketing, Webmaster, and their Advisors.

<h3>DIRECTORS</h3>  <p><b>Jenny Tam</b> Executive Director</p>  <p><b>Peter Stammers</b> Director of Finance &amp; Logistics</p>  <p><b>Devin Vae</b> Director of Workshop, Advocacy &amp; Entertainment</p>  <p><b>Thi Bui</b> Director of Leadership, Registration &amp; Volunteer</p>  <p><b>Nathan Murphy</b> Director of Marketing, Multimedia, Webmaster &amp; Outreach</p>	<h3>FINANCE COMMITTEE</h3>  <p><b>Mandy Hong</b> Finance Committee Member</p>  <p><b>Ken King</b> Finance Committee Member</p>  <p><b>Michael Chan</b> Finance Staff</p>  <p><b>Thomas Nguyen</b> Finance Staff</p>  <p><b>Jim Thao</b> Finance Staff</p>  <p><b>Alex Wu</b> Finance Staff</p>  <p><b>Franklin Yang</b> Finance Staff</p>	<h3>WORKSHOP COMMITTEE</h3>  <p><b>Kevin Huynh</b> Workshop Coordinator</p>  <p><b>Andy Xue</b> Workshop Staff</p>  <p><b>Elton Wong</b> Workshop Staff</p>	<h3>LOGISTICS COMMITTEE</h3>  <p><b>Jessica Nguyen</b> Logistics Coordinator</p>  <p><b>Dean Nguyen</b> Logistics Coordinator</p>  <p><b>Asha Suvama</b> Logistics Staff</p>  <p><b>Meagan Hong</b> Logistics Staff</p>
<h3>VOLUNTEER COMMITTEE</h3>  <p><b>Allison Koch</b> Volunteer Coordinator</p>  <p><b>Andy Vae</b> Volunteer Coordinator</p>  <p><b>Grace Ha</b> Volunteer Staff</p>  <p><b>Cha Her</b> Volunteer Staff</p>	<h3>ENTERTAINMENT COMMITTEE</h3>  <p><b>Simran Chagat</b> Entertainment Coordinator</p>  <p><b>Ava Lam</b> Entertainment Coordinator</p>  <p><b>Alexis Yang</b> Entertainment Staff</p>  <p><b>Emily Dam</b> Entertainment Staff</p>  <p><b>Kevin Le</b> Entertainment Staff</p>	<h3>REGISTRATION COMMITTEE</h3>  <p><b>Amelia Vu</b> Registration Coordinator</p>  <p><b>Nhu Nguyen</b> Registration Coordinator</p>  <p><b>Auli Dean</b> Registration Staff</p>  <p><b>Han Do</b> Registration Staff</p>  <p><b>Helen Yu</b> Registration Staff</p>  <p><b>Jennin Kiang</b> Registration Staff</p>  <p><b>Ryan Joo</b> Registration Staff</p>	<h3>ADVOCACY COMMITTEE</h3>  <p><b>Amy Ma</b> Advocacy Coordinator</p>  <p><b>Yoko Vae</b> Advocacy Coordinator</p>  <p><b>Meredith Song</b> Advocacy Staff</p>
<h3>MULTIMEDIA COMMITTEE</h3>  <p><b>Yayou Yang</b> Multimedia Coordinator</p>  <p><b>Zandra Phouangsom</b> Multimedia Coordinator</p>  <p><b>Ronald Rin</b> Multimedia Staff</p>  <p><b>Shelley Wang</b> Multimedia Staff</p>  <p><b>Phuong Tran</b> Multimedia Staff</p>	<h3>LEADERSHIP COMMITTEE</h3>  <p><b>Diane Tam</b> Leadership Coordinator</p>  <p><b>Jack Pham</b> Leadership Coordinator</p>  <p><b>Pachi Hang</b> Leadership Staff</p>  <p><b>Trong Cu</b> Leadership Staff</p>	<h3>OUTREACH COMMITTEE</h3>  <p><b>Tyler Vongphachanh</b> Outreach Coordinator</p>  <p><b>Vivian Pham</b> Outreach Coordinator</p>  <p><b>Shengfue Yang</b> Outreach Coordinator</p>	<h3>ADVISORS</h3>  <p><b>Ashley Chang</b> Advisor</p>  <p><b>Peter Limthongviratn</b> Advisor</p>
<h3>MARKETING COMMITTEE</h3>  <p><b>Kaomi Yang</b> Marketing Coordinator</p>			<h3>WEBMASTER COMMITTEE</h3>  <p><b>Kaelin Pham</b> Webmaster</p>

**SAVE THE DATE**  
**October 30**  
**- November 1**  
**2020**

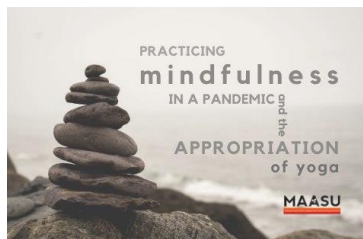
## Postponed to Fall

Due to COVID-19, the conference planned for March 2020 was postponed to October 30 - November 1, 2020. We look forward to this educational and empowering conference this fall!

# Asian Pacific Islander Desi American (APIDA) History Month – May 2020

May is nationally recognized as Asian Pacific Islander Desi American (APIDA) Heritage Month. During May 2020, members of the MAASU Executive Coordinating Committee designed and led 5 APIDA-related workshops. This was the first time MAASU hosted virtual sessions in celebration of APIDA Month. Topics ranged from cultural appropriation, mental health, productivity, media credibility, and more.

**40 Students**  
participated in these  
virtual workshops



## **Practicing Mindfulness in a Pandemic and the Appropriation of Yoga** **Saturday, May 16, 2020 at 5:00 pm CST**

Are you stressed during this chaotic time? Are you looking for ways to healthily cope with the stressors of life during COVID-19? Did you finish finals and want to focus on yourself for a bit? Join us in discussing tips to practice mindfulness during these unprecedented times. Afterwards, we will be talking about the origins of Yoga and how it has been appropriated here in America. **Led by Communications Chair Michael Daehyun Jobson**



## **Is it Real or Fake?**

**Tuesday, May 19, 2020 at 7:00 pm CST**

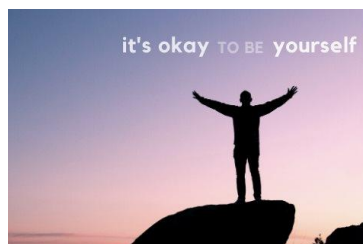
Let's be real. We spend a lot of time consuming media, whether that is looking at memes or clicking on stories that are shared on our feed. How and where exactly are we getting our information? How can we trust if these stories are accurately portraying the APIDA experiences? In this workshop, we will learn how to employ skepticism in our everyday media consumption, which will allow us to be better advocates for our communities. **Led by Advocacy Co-Chair Kristie Lam and Membership Outreach Chair Annie Le**



## **It's a Waste of Time, But is it Really?**

**Wednesday, May 20, 2020 at 7:00 pm CST**

Whether you call them hobbies or guilty pleasures, we'd like to argue that they deserve more appreciation and credit than society gives them. In this presentation, we'll look at the overlooked benefits of activities prone to being called a "waste of time", specifically video games and Korean dramas. Join us to have a conversation about what we've learned from these activities and share what you've learned from your interests as well! **Led by Programming Co-Chair Katt Lee and Public Relations Chair Alice Yu**



## **It's Okay to be Yourself**

**Monday, May 25, 2020 at 7:00 pm CST**

Sometimes the pressure to fit Asian standards in grades and talent is overwhelming. In this workshop, we'll be explaining the causes and consequences behind the model minority myth, and how it is still affecting us as a community, as well as how to combat the effects. Join us to learn how to be satisfied with yourself (and watch us make good food)! **Led by Technical Networking Chair Sam Bossley and Secretary Jordan Peyton**



## **Beauty Standards: Navigating Between Two Worlds** **Thursday, May 28, 2020 at 7:00 pm CST**

Have you ever struggled to uphold current beauty standards or wanted to change how you look? Have you ever wondered why yellow fever or cultural appropriation are problematic? During this presentation, we will be exploring the historical context behind current beauty standards for members of the APIDA community and creating a safe space for you to share your experiences with others! **Led by Executive Chair Elaine Chen and Advocacy Co-Chair Nhu Nguyen**



# MAASU Student Awards

Every year, MAASU gives out three types of awards during the spring semester: the Midwestern Star Award, the Charles Chang Leadership Award, and the MAASU Board of Advisors Award.

## 2020 Midwestern Star Award

*Johnnie Junior Cheng, Purdue University*



Students nominated for the Midwestern Star Award are individuals who have made a great impact on their APIDA community through programming, leadership, or other means that have uplifted a community higher than what has been previously.

On the subject of what leadership means, Johnnie says, "For me, leadership is not a title that defines who you are, leadership is learned from those before you, and then in turn, what you make of it."

## 2020 Charles Chang Leadership Award

*Jordan Cao, Wichita State University*

The Charles Chang Leadership Award was created in 1993 in honor of the MAASU's founder Charles Chang and is presented to a student who demonstrates leadership and dedication to the Asian Pacific Islander American (APIA) community. This comes with a plaque and \$250 scholarship.

Jordan served as the Executive Director for both 2018 MAASUx and 2019 MAASU LS hosted at Wichita State University. On the impact of advocacy and leadership in his community, Jordan said, "Although it has been over a year since MAASUx and many months removed from MAASU LS, I still feel and hear the reaches and echoes of those conferences in the memories made, networks developed, and leadership positions stepped into by the attendees."



## 2020 Board of Advisors (BOA) Award

*Asian American Student Union, University of Iowa*



The MAASU BOA Award recognizes an Asian Pacific Islander Desi American student organization that has accomplished greatness on their campus and in the Midwest community. The BOA Award comes with a \$100 prize is presented annually to one student organization.

On the impact and legacy they hope to leave behind, they said, "Our goal has always been to build a foundation because there wasn't one built for us. We don't see ourselves leaving not just a legacy but leaving a foundation that has been fostering a thriving and vibrant community, a safe space where all students are welcomed and whose experiences are not invalidated but heard."

# Monthly Newsletters

This year, our MAASU Public Relations Chair, Alice Yu, designed and created monthly newsletters that provided updates from MAASU's 2019-2020 Executive Coordinating Committee (ECC) members, programs, and general highlights. Hyperlinked on this page are links to the six newsletters from the 2019-2020 academic year.

## SEPTEMBER 2019



## OCTOBER 2019



## NOVEMBER 2019



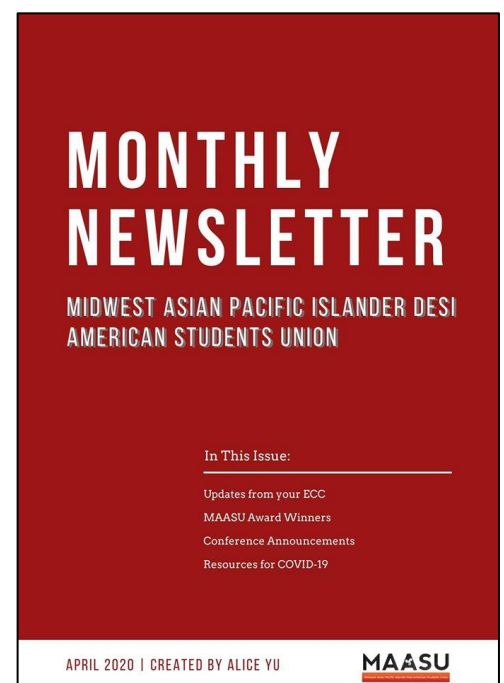
## DECEMBER 2019



## FEBRUARY 2020



## APRIL 2020





# Looking Ahead

## 2020-2024 Strategic Plan

Released earlier this year, MAASU's 2020-2024 Strategic Plan will serve as the guiding framework for our initiatives in the years to come. MAASU's four strategic priorities will be:

1. Community engagement
2. Strengthen network
3. Financial growth
4. Communications and publicity

Please visit MAASU's website at <https://www.maasu.org/> for the full strategic plan.

**MAASU** Strategic Plan  
2020-2024



## Goals from MAASU's Directors Council

"We are always looking to improve our programs as we continue to grow as an organization. Improving is always in our best interest. Moving forward, we will slowly transition towards systems that allow us to conduct complex analysis when evaluating our programs. Despite success with current programming, we look to expand our programs and seek how we can reach even more Asian Pacific Islander Desi American (APIDA) students in the Midwest. In doing so, we will evaluate how we can grow our programs and what new programs we, as an organization can uniquely offer. An upcoming project we have is developing a separate webpage that is dedicated to offering APIDA history and topics. As several universities and colleges in the Midwest are unable to support Asian American studies programs, this project will allow students to learn more about their histories, their people, their roots. This page will entail events, public figures, and policy that have affected the APIDA experience." – *David Lee, Director of Programs & Assessment*

"We are working towards a more sustainable organization and consistent partnerships with nonprofit organizations who have demonstrated their commitment to impacting APIDA student leadership. We will continue to apply for grants and sponsorships, but will look for folks who have prior experience and/or the skillset because we have discovered that these tasks require more specialized knowledge, and are utilizing the Directors Council Committee (DCC). We are also working towards creating a backup fund for conferences that under extenuating circumstances or not, are unable to break even and need financial help. This decision was impacted by the 2019/2020 COVID-19 pandemic where the 2020 spring conference at the University of Minnesota has been temporarily moved to the Fall." – *Jessica Lee, Director of Finance & Partnerships*

"In the near future, we plan on working with the Technical Networking Chair or DCC to develop a portal through the MAASU website where MAASU Alumni Association (MAA) members can log on and view the directory in a more concise, professional, and secure way. Our current method of GoogleExcel works, however, there are improvements that can be made to attract more MAA members in the future. Additionally, there are plans to work alongside the Director of Finance & Partnerships to help brainstorm new ideas of funding for scholarships, emergency funds, and future MAASU programs." – *James Liu, Director of Alumni Relations*

# Thank You



## Thank You to Our 2019-2020 Supporters

APIAVote

Asian American Organizing Project at the University of Minnesota

Writing Studies Department at the University of Minnesota

Asian-American Student Union at the University of Minnesota

Cargill

Canterbury Park

Conference on Asian Pacific American Leadership

Delta Phi Lambda Sorority Inc.

HERE Apartments

Hiway Credit Union

Hmong Minnesota Student Association

Individuals who Donated to Clout for Cause

Kieu Family

Leadership Education for Asian Pacifics (LEAP)

MAASU Alumni Association Members

Mao Vue

Meritrust

Northwestern University

Pi Delta Psi Fraternity Inc.

Spirit

University of Minnesota Student Unions & Activities Grant

Vietnamese Student Association of Minnesota

VIIVNCAUS

Wichita State University Division of Student Affairs

## Thank You for Being Part of Our Mission



# 2019 - 2020 MAASU Leadership



**Elaine Chen**  
**Chair**  
University of Missouri



**Jordan Peyton**  
**Secretary**  
Kansas State University



**Kristie Lam**  
**Advocacy**  
The Ohio State University



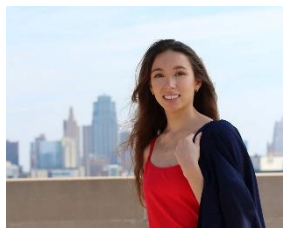
**Nhu Nguyen**  
**Advocacy**  
Macalester College



**Michael Daehyun Jobson**  
**Communications**  
University of Missouri



**Annie Le**  
**Membership Outreach**  
University of Missouri



**Katt Lee**  
**Programming**  
Butler University



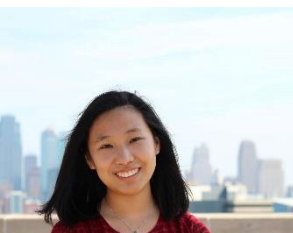
**Jenny Vu**  
**Programming**  
Wichita State University



**Alice Yu**  
**Public Relations**  
University of Missouri



**Sam Bossley**  
**Technical Networking**  
The Ohio State University



**Victoria Yu**  
**Executive Director**



**James Liu**  
**Director of Alumni Relations**



**Jessica Lee**  
**Director of Finance & Partnerships**



**David Lee**  
**Director of Programs & Assessment**



**Linda Luk**  
Board of Advisors



**Cleda Wang**  
Board of Advisors



## *Our Vision*

**The Midwest Asian Pacific Islander Desi American Students Union  
will be a source of community, empowerment, unity, and legacy  
to APIDA students in the Midwest region.**

