



2019-2020

Compiled By MAASU Executive Director Victoria Yu

Community Empowerment Unity Legacy



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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-Mnirajd
- "Overcoming Economic Barriers to Achieve One's Goals" by Alexus 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.









"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

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**



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 APIDA 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 APIDA 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



MAASU: Unwritten PODCAST First episode today! z.umn.edu/MAASUPodcast

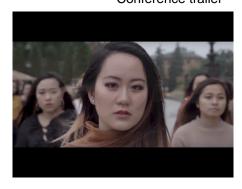
Phlis Suab: The Story

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

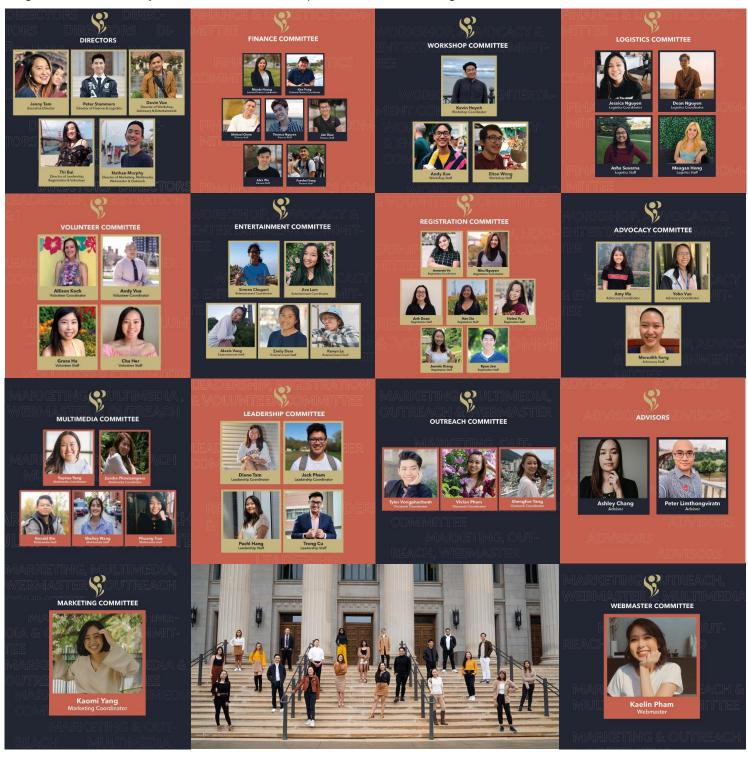
The Planning Committee started a podcast where each episode featured discussions related to the APIDA community: <u>z.umn.edu/MAASUPodcast</u>.

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.



October 30 - November 1

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

You can click the link above or the image on the right to view the full strategic plan in detail.





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







James Liu Director of Alumni Relations



Jessica Lee Director of Finance & Partnerships



David Lee
Director of Programs &
Assessment



Victoria Yu

Executive Director

Linda Luk Board of Advisors



Cleda Wang Board of Advisors



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.









