



# Strategic Plan 2020-2024



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## Letter from the Executive Director

Dear MAASU Community,

Five years ago, the 2014-2020 MAASU strategic plan was written and adopted. As we developed the new 2020-2024 strategic plan, we reviewed the previous plan and were proud we achieved many of the goals set. In the past five years, MAASU has revamped the MAASU Representative (M-Rep) role and curriculum, established conference travel stipends for student attendees, strengthened our assessment efforts, and created the MAASU Alumni Association (MAA).

During the MAASU Board Winter Retreat in January 2019, members of the 2018-2019 Executive Coordinating Committee (ECC) and Directors Council (DC) reflected on their own experiences with MAASU. They brainstormed potential goals, areas for improvement, and exciting opportunities for what they envisioned for the organization over the next few years. Themes pulled from the retreat along with past Leadership Summit (LS) and Spring Conference (SC) survey data were used to craft this strategic plan for 2020-2024. The four strategic priorities are (1) community engagement, (2) strengthen network, (3) financial growth, and (4) communications and publicity.

It is with great excitement that we present the 2020-2024 MAASU strategic plan. I hope this will serve as a guiding framework for MAASU's initiatives in the years to come and will help lead future ECC and DC members. I want to thank the 2018-2019 ECC and DC members for their ideas, which helped contribute to the creation of this plan.

Sincerely,



Victoria Yu  
Executive Director, 2018-2020  
Midwest Asian Pacific Islander Desi American Students Union

## About

MAASU is a 501(c)(3) non-for profit 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. Students felt a need for an organization that would support the growth of their groups and organize Midwestern Asian American students for political activism.

## Our Vision

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

## Our Mission

MAASU 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.

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





# 2018-2019 MAASU Leadership

This strategic plan was created from the 2019 Winter Retreat with the 2018-19 MAASU leadership.

## Executive Coordinating Committee (ECC)

**Jessica Lee**, *Executive Chair, The Ohio State University*

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

**Paul Lee**, *Communications, Michigan State University*

**Yeeling Li**, *Communications, Central Michigan University*

**James Liu**, *Membership Outreach, Michigan State University*

**Stephanie Yim**, *Membership Outreach, Vanderbilt University*

**Mashbhat Otgontsagaan**, *Programming, University of Illinois - Chicago*

**Jordan Peyton**, *Programming, Kansas State University*

**Jenny Mai**, *Public Relations, The Ohio State University*

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

**Chris Rattanasamay**, *Technical Networking, University of Illinois - Chicago*

**Elaine Chen**, *Secretary, University of Missouri*

## Directors Council (DC)

**chee ia yang**, *Director of Programs & Assessment*

**Dee Pha**, *Director of Finance & Partnerships*

## Executive Director (ED)

**Victoria Yu**

## Board of Advisors (BOA)

**Linda Luk**, *Board of Advisors, President*

**Cleda Wang**, *Board of Advisors, Treasurer*



# Strategic Priority

## 1. Community Engagement

- 1.1 Increase representation in attendees and workshop topics especially around identities related to transracial adoptees, South Asian and Pacific Islander communities, LGBTQ+, multiracial, and ability.
- 1.2 Grow the MAASU Representative (M-Rep) program and curriculum
- 1.3 Expand programs to high school students and graduate students
- 1.4 Strengthen connections between MAASU programs and the needs of the students and community
- 1.5 Outreach to and collaborate with ethnic specific and student of color regional organizations or coalitions.





# Strategic Priority

## 2. Strengthen Network

- 2.1 Expand the MAASU Alumni Association (MAA)
- 2.2 Broaden opportunities for professional development
- 2.3 Maintain meaningful partnerships with professional organizations and companies
- 2.4 Create mentoring opportunities between students and alumni



# Strategic Priority

## 3. Financial Growth

- 3.1 Offer travel stipends for students to attend MAASU programs
- 3.2 Establish stable corporate sponsorships
- 3.3 Increase fundraising efforts to grow MAASU's annual budget





# Strategic Priority

## 4. Communications & Outreach

- 4.1 Send newsletters that provide updates to the MAASU community
- 4.2 Strengthen mechanisms for sharing information and provide meaningful content through the website and social media accounts
- 4.3 Continue commitment to assessment and share collected data
- 4.4 Continue to build archive to document MAASU's projects and programs on an annual basis



# Strategic Plan One-Page

## Vision

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

## Strategic Priority

### Community Engagement

- Increase representation in attendees and workshop topics especially around identities related to transracial adoptees, South Asian and Pacific Islander communities, LGBTQ+, multiracial, and ability.
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### Strengthen Network

- Expand the MAASU Alumni Association (MAA)
- Broaden opportunities for professional development
- Maintain meaningful partnerships with professional organizations and companies
- Create mentoring opportunities between students and alumni

### Financial Growth

- Offer travel stipends for students to attend MAASU programs
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### Communications & Publicity

- Send newsletters that provide updates to the MAASU community
- Strengthen mechanisms for sharing information and provide meaningful content through the website and social media accounts
- Continue commitment to assessment and share collected data
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