Creating an Employee Resource Group: Red Hat Asian Network

Open Source Summit 2021
Seattle, Washington

Jennifer Madriaga
Senior Manager, Global Community Event Strategy

Community History

- We began discussions with D+I Leadership about becoming a community in July 2020

- Interest in forming a D+I community originated in response to a lack of an official entity at Red Hat to provide support to Asian American associates with increased stress arising from COVID-19, including a charged political climate, increased incidences of harassment and violence, and a corresponding negative effect on mental and social health

- Grassroots conversations started with interested associates around the company

Founding Committee
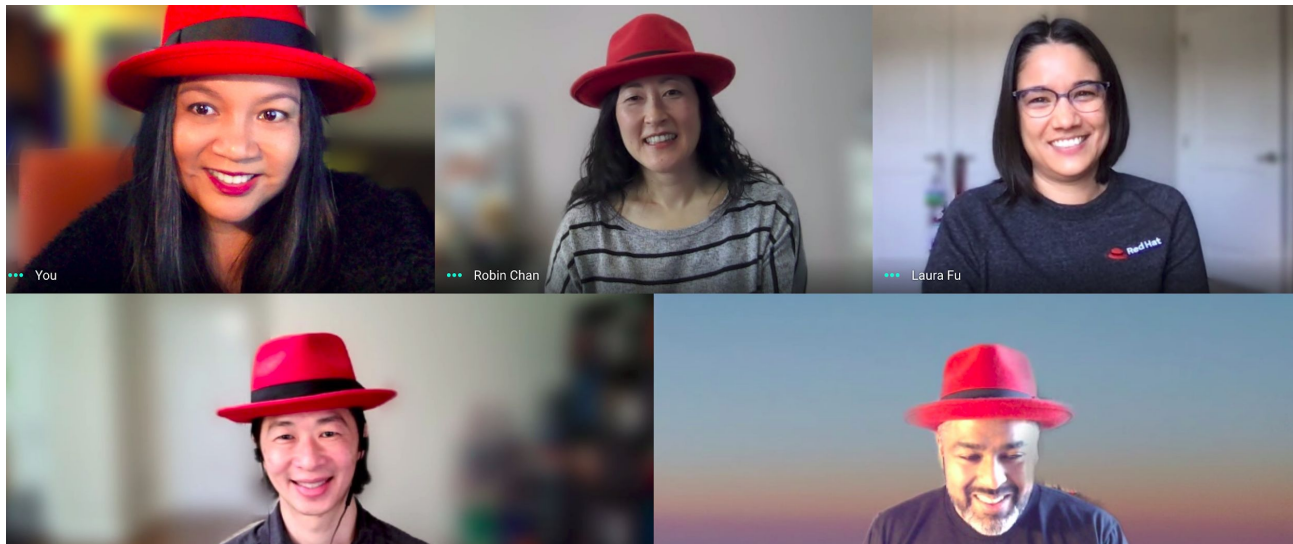
From L to R:

Jen Madriaga (chair)
Robin Chan (co-chair)
Laura Fu
Joe Tsai
Tesh Patel

Executive Sponsor:
Helen Kim, Vice
President of
Marketing, APAC

Community Mission

The Asian Network is a D&I community for Red Hat associates across the world with heritage and identity from the countries in Asia Pacific. We welcome all Red Hat allies to join us.

The Asian Network focuses on accelerating the advancement of Asian employees at Red Hat, building community, advocating for greater representation, championing equity, and celebrating diversity.

The North America chapter launched in February 2021. In addition to the core mission, the North America chapter raises awareness and provides education about issues specific to Red Hat associates of East Asian, Southeast Asian, South Asian, Central Asian, and Pacific Islander identity.

Community Vision

The long term vision of the Asian Network is to provide a global space for all associates with heritage and identity from countries in Asia Pacific. We look forward to a future where chapters around the world support the unique needs of associates wherever they may live.

We recognize the intersectionality of our members. The Asian Network advocates for the underrepresented and marginalized members within our communities and within Red Hat. We are dedicated to working in solidarity with other Red Hat D+I communities.

Why focus on Red Hatters of Asian heritage?

Asians comprise only 6% of the US population but anywhere between 20–38% of software jobs.*

Largest Red Hat underrepresented group in US.†

Underrepresented in the tech leadership.‡

Red Hat

Red Hat

Global headcount: 17,002
Average age: 40

Ethnicity
(U.S. only)

- **76%** – White
- **12%** – Asian
- **5%** – Hispanic/Latino
- **4%** – Black
- **2%** – 2+ Races
- **1%** – Other

Gender
(Global)

- **74%** – Male
- **26%** – Female

Location
(Global)

- **42%** – North America
- **29%** – Europe, Middle East, and Africa
- **24%** – Asia Pacific
- **5%** – Latin America

Work environment
(Global)

- **67%** – On-site associates
- **33%** – Remote associates

7

Source: https://www.redhat.com/en/about/our-culture/diversity-equity-inclusion

Demographics in the U.S.

Asian Americans are not a demographic monolith.

Asian American census distribution, %

|	East Asian	35		Native Hawaiian or Pacific Islander	8		South Asian	26		Southeast Asian	31
	Chinese[1]	23		Other Pacific Islander	3		Asian Indian	22		Filipino	15
	Japanese	8		Polynesian	2		Pakistani	3		Vietnamese	10
	Korean	4		Micronesian	1		Bangladeshi	1		Burmese/ Myanma	2
				Native Hawaiian	1		Nepalese	< 1		Cambodian	1
				Guamanian or Chamorro	< 1					Hmong	1
				Samoan	< 1					Laotian	1
										Thai	< 1
										Indonesian	< 1

Macro race key: **AANHPI** Asian American, Native Hawaiian, and Pacific Islander   **AI** American Indian   **B** Black   **HL** Hispanic Latino   **W** White
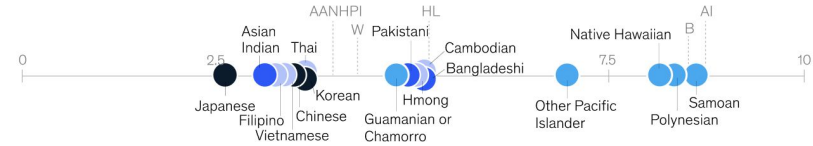
Demographics in the U.S.

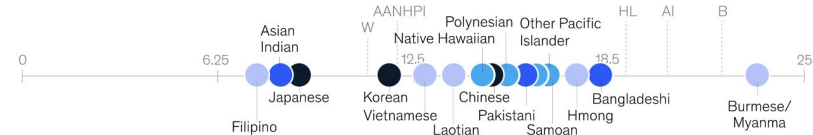**Asian Americans experience a wide range of socioeconomic outcomes.**

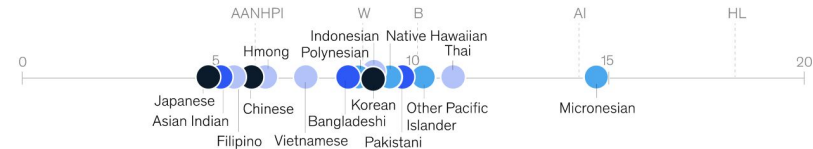**Education level less than high-school diploma,[2] %**
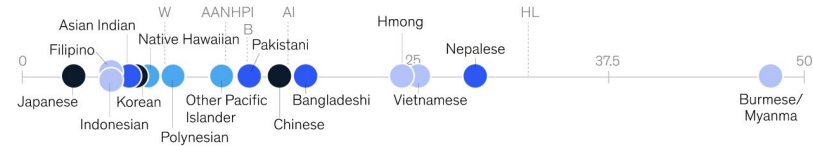
Unemployed,[2] %

Income below poverty rate,[2] %

Individuals without health insurance,[2] %

Demographics in the U.S.

The Asian American population is projected to become the largest immigrant group in the United States by 2055.

Red Hat

Covid-19 Impact

With largest share of migrant nurses, entire U.S. Filipino community hit hard by COVID-19

More than a quarter of migrant nurses in the U.S. is Filipino, one of several reasons the group has been disproportionately affected by the coronavirus pandemic.

Data from American Public Media Research show that Blacks and Native Americans have suffered the highest rates of COVID-19-related deaths, while Pacific Islanders and Latinos have recently had their highest spikes in numbers of deaths. Meanwhile, Asian Americans, who account for 5.7 percent of the U.S. population, represent 4.2 percent of COVID-19-related deaths.

But in California, where Filipino Americans are about 25 percent of the state's Asian population, they represent at least 35 percent of coronavirus deaths in that group, according to data compiled by the Los Angeles Times.

https://www.nbcnews.com/news/asian-america/largest-share-migrant-nurses-entire-u-s-filipino-community-hit-n1237327

The long history of racism against Asian Americans in the U.S.

https://www.pbs.org/newshour/nation/the-long-history-of-racism-against-asian-americans-in-the-u-s

Pacific Islanders in US hospitalised with Covid-19 at up to 10 times the rate of other groups

https://www.theguardian.com/world/2020/jul/27/system-is-so-broken-covid-19-devastates-pacific-islander-communities-in-us

As the coronavirus spreads, so does online racism targeting Asians, new research shows

https://www.washingtonpost.com/technology/2020/04/08/coronavirus-spreads-so-does-online-racism-targeting-asians-new-research-shows/

The anti-China rhetoric used by the Trump administration and its supporters throughout the pandemic has left Asian Americans vulnerable to racist attacks, researchers have previously found. Fear, hatred and misinformation online has led to verbal assaults, boycotts of Asian businesses and sometimes violence. A coalition of Asian American groups, along with San Francisco State University, reported this summer that 2,120 hate incidents against Asian Americans have taken place since March.

https://www.washingtonpost.com/technology/2020/10/09/twitter-asian-americans-discrimination

Amid COVID-related harassment of Asian Americans, experts stress need for mental health care

https://cronkitenews.azpbs.org/2020/06/12/covid-harassment-asian-americans/

Bamboo Ceiling

Asian Americans Are the Least Likely Group in the U.S. to Be Promoted to Management

Asian Americans are the forgotten minority in the glass ceiling conversation.

This was painfully obvious to us while reading the newly released diversity and inclusion report from a large Silicon Valley company: Its 19 pages never specifically address Asian Americans. Asian men are lumped into a "non-underrepresented" category with white men (we'll say more about that below); Asian women are assigned to a category that includes women of all races. In contrast, the report addresses Hispanics, African Americans, and Native Americans as distinct categories. Ironically, the chief diversity and inclusion officer of the company remarked about its efforts, "If you do not intentionally include, you will unintentionally exclude."

But excluded from the report was the fact that Asian Americans are the least likely racial group to be promoted into Silicon Valley's management and executive levels, even though they are the most likely to be hired into high-tech jobs. This was a key finding in a 2017 report we coauthored for the Ascend Foundation ("The Illusion of Asian Success"), analyzing EEOC data on Silicon Valley's management pipeline.

12

The Leadership Representation Ceiling for Asian Americans

Asian Americans are often stereotyped as the "model minority" – wealthy, hard-working, and successful. Because of this perception, Asian Americans are often left out of discussions about discrimination in the workplace or breaking through the glass ceiling. Yet, research shows that this group is disproportionately held back from leadership roles, which is just one of the many indicators disproving the model minority myth.

Misconceptions and biases about Asian Americans, as well as cultural differences, are fueling a leadership perception gap. Companies can do more to address this through awareness training and shifts in existing diversity and inclusion programs.

Misconceptions, stereotypes, and biases about Asian Americans

The model minority myth hurts Asian Americans by holding them up as a model of success, erasing the struggles they face and ignoring the wide disparity among different Asian communities.

Although the U.S. Asian population is generally successful from an economic perspective, these results vary widely among specific groups. In fact, Asians have displaced African-Americans as the most economically divided racial or ethnic group in the U.S. From 1970 to 2016, income gains for lower-income Asians trailed far behind gains made by their counterparts in other racial or ethnic groups. In addition, one in seven Asian immigrants in the U.S. is undocumented. These struggles put many Asian Americans at a disadvantage, with a potentially negative impact on career development and consideration for leadership positions.

Red Hat

Challenges to Creation of Asian Network

- **Model Minority myth. "No need for a group for Asians because they're already successful."**
- Lack of formal support organizationally. Needed to be mostly volunteer-led and volunteer-run.
- Emotional labor of having to educate others and to place yourself in leading uncomfortable conversations with colleagues.
- Cultural discomfort with putting ourselves in the public eye. Collectivistic vs. individualistic viewpoint.
- Dealing with taboos and discomfort with mental health issues within the community despite mental health being identified as the top issue for members.
- Internalization of racism.
- Having to encompass a global mission with leaders being all in North America, specifically the Raleigh-Durham area.
- Trying to find a unified identity with the immense diversity of communities represented, including Pacific Islander groups. *

*Had to exclude term Pacific Islander from our group name

Red Hat

Opportunities Abound!

- **INTERSECTIONALITY! Collaboration with other DEI communities.**
  - Blacks United in Leadership and Diversity (B.U.I.L.D.)
    - Joint workshop planned for both Asian and Black communities
  - Native + Indigenous
    - Joint presentation on loss of indigenous identity
  - Neurodiversity
    - Mental Health Week
  - Diverse Abilities
  - Pride
  - Women's Leadership Community
  - Unidos
  - Military Veterans

Red Hat

Opportunities Abound!

- Creating new relationships that would have never been possible within the community and with allies, including those in senior leadership
- Uplifting and amplifying each other within the community and other communities
  - Celebrating as well as grieving
- Using external consultants for gaps
- Process of decolonization – acknowledging the devastating and detrimental effects of colonialism and white supremacy
  - Both learning and un-learning

Red Hat

Resources provided by RHAN

- Intranet (The Source) page
- GChat room - "Food Fridays"
- Mailing list
- Workshops and Presentations
  - Panel on Microaggressions with Dr. Kevin Nadal
  - Psychological safe space workshop with Jeanie Chang, LMFT after Atlanta shootings
  - Asian Pacific Heritage American Month
    - Coffee Hour
    - Cooking show
    - Happy Hour Bingo
    - Q&A with Helen Kim, Executive Sponsor
    - Recovering a More Expansive Sense of Self: Learning from Indigenous Wisdom with Dr. Lily Mendoza
  - The Weight of Wearing Two Masks with Justine Ang Fonte
  - Resilience and self-care workshop with Kay Fabella (forthcoming)

Red Hat Asian Network

[EVENT] Aug 31: The Weight of Wearing Two Masks

😊 Join our upcoming presentation on the intersection of Asian American mental health and the coronavirus pandemic on Aug 31 (Tue). Add it to your calendar here! 😊

Connect with us!

Visit our chat room and join our mailing list (VPN required to subscribe)!

< August   October >
September 2021
Sun Mon Tue Wed Thur Frid Satu
        1   2   3   4
5   6   7   8   9   10 11
12 13 14 15 16 17 18

Community Mission

The Asian Network is a D&I community for Red Hat associates across the world with heritage and identity from the countries in Asia Pacific. We welcome all Red Hat allies to join us.

The Asian Network focuses on accelerating the advancement of Asian employees at Red Hat, building community, advocating for greater representation, championing equity, and celebrating diversity.

The North America chapter launched in February 2021. In addition to the core mission, the North America chapter raises awareness and provides education about issues specific to Red Hat associates of East Asian, Southeast Asian, South Asian, Central Asian, and Pacific Islander identity.

Community Vision

The long term vision of the Asian Network is to provide a global space for all associates with heritage and identity from countries in Asia Pacific. We look forward to a future where chapters around the world support the unique needs of associates wherever they may live.

We recognize the intersectionality of our members. The Asian Network advocates for the underrepresented and marginalized members within our communities and within Red Hat. We are dedicated to working in solidarity with other Red Hat D&I communities.

Questions?

Check out our Frequently Asked Questions (FAQ) page.

Search in this area

Leadership

Co-Chairs
Robin Chan
Jen Madriaga

Executive Sponsor
Helen Kim

Committees

Communications
Community Building
Awareness & Education
Sponsorship & Mentorship
Talent & Outreach
External Communities
LGBTQ+
DEI Center of Excellence contact

Why an ERG?

Recommendations from McKinsey report on engaging Asian Americans in workplace-diversity efforts

Inclusive and diverse business culture

In the private sector, stakeholders can harness this moment to engage Asian Americans, both within their organizations and among their consumers. We encourage companies to reflect on how they can include Asian Americans in their workplace-diversity efforts and serve a largely untapped population by taking several actions:

- The company has taken concrete steps to combat implicit bias, microaggressions, and overt xenophobia toward Asian American employees —for example, establishing clear inclusion guidelines in the workplace targeted toward Asian Americans, or implementing diversity and inclusion training that actively includes dialogue on Asian American issues for all employees.

- An employee resource group for Asian American colleagues offers robust mental-health support or office events based around the effects of the pandemic.

- The company has expanded access to and consumption of its services among Asian Americans—for example, by providing accessible language translation, tailoring credit offerings to Asian American small-business needs, and advertising to Asian American consumers.

- The company has implemented targeted efforts to support Asian-owned businesses— for example, by committing to supplier-diversity goals.

- The company has plans to measure Asian American representation in its overall diversity and inclusion strategy, especially in executive positions, acting to ensure these leaders contribute to COVID-19 recovery and reimagination.

"Diversity asks, 'Who's in the room?'

Equity responds: 'Who is trying to get in the room but can't? Whose presence in the room is under constant threat of erasure?'

Inclusion asks, 'Have everyone's ideas been heard?'

Justice responds, 'Whose ideas won't be taken as seriously because they aren't in the majority?'

Diversity asks, 'How many more of [pick any minoritized identity] group do we have this year than last?'

Equity responds, 'What conditions have we created that maintain certain groups as the perpetual majority here?'

Inclusion asks, 'Is this environment safe for everyone to feel like they belong?'

Justice challenges, 'Whose safety is being sacrificed and minimized to allow others to be comfortable maintaining dehumanizing views?" — Dafina-Lazarus Stewart

Keep in touch :)

Jennifer "Jen" Madriaga
E-mail: jmadriag@redhat.com
Twitter: @Jeninnovate
LinkedIn: https://www.linkedin.com/in/jenmadriaga

Thank you

in linkedin.com/company/red-hat

▶ youtube.com/user/RedHatVideos

f facebook.com/redhatinc

🐦 twitter.com/RedHat

Red Hat