



**WHITE HOUSE INITIATIVE ON  
ASIAN AMERICANS AND PACIFIC ISLANDERS**

**Department/Agency:** Department of Defense

**Overarching Goal from E.O. 13515:** To work to improve the quality of life and opportunities for Asian Americans and Pacific Islanders through increased access to, and participation in, Federal programs in which they may be underserved. In addition, to work to advance relevant evidence-based research, data collection, and analysis for AAPI populations and subpopulations.

**HPPG or Program Goal 1:** Strengthen and improve support for AAPI (1) Wounded Warriors, (2) Transitioning Service Members (TSM), and (3) their Families and Caregivers.

**Objective 1.1:** Quantify needs or demands: collect baseline data; identify needs of AAPI Wounded Warriors, TSMs and their Families and Caregivers.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Identify total number of AAPI Wounded Warriors and TSMs and collect demographic information.	Year 1	Office of Wounded Warrior Care and Transition Policy (WWCTP); Wounded Warrior Programs (All Services)	a. Produce baseline numbers. b. Analyze demographics.
2. Identify total numbers of AAPIs seeking Wounded Warrior services and transition assistance.	Year 1	WWCTP, Wounded Warrior Programs (All Services)	a. Produce baseline numbers.
3. Identify AAPI specific needs in Wounded Warrior, TSM, Family and	Year 1	WWCTP, Wounded Warrior Programs	a. Collect data through appropriate means such as focus groups, agency leadership meetings,

Caregiver populations (e.g. mentorship & networking, language access, etc.)		(All Services)	and surveys.
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**Objective 1.2: Identify service supplier base for the AAPI Wounded Warriors, TSMs and their Families and Caregivers.**

1. Identify services that assist Wounded Warriors, TSMs, and their Families and Caregivers	Year 1	WWCTP, Wounded Warrior Programs (All Services)	<ul style="list-style-type: none"> <li>a. Generate list of support services/POCs.</li> <li>b. Enter into agency – service supplier agreements if needed and establish MOUs as required.</li> </ul>
2. Identify services that specifically target AAPI Wounded Warriors, TSMs, and their Families and Caregivers	Year 1	WWCTP, Wounded Warrior Programs (All Services)	<ul style="list-style-type: none"> <li>a. Generate list of support services/POCs.</li> <li>b. Enter into agency – service supplier agreements if needed and establish MOUs as required</li> </ul>

**Objective 1.3: Match needs with services to improve access and identify disparities where they may exist.**

1. Develop strategic communication plan to educate AAPI Wounded Warriors, TSMs, and their Families and Caregivers of opportunities available to them	Year 1 and annually	WWCTP, Wounded Warrior Programs (All Services), OSD Public Affairs	<ul style="list-style-type: none"> <li>a. Generate distribution list of eligible AAPI Wounded Warriors and TSMs.</li> <li>b. Develop strategic communication plan.</li> <li>c. Develop multilingual marketing materials and social media.</li> <li>d. Collect and disseminate success stories (print or video) through Public Affairs Offices. Leverage Asian American Month, Veterans Day and other high visibility events.</li> </ul>
2. Monitor and analyze AAPI services provided	Year 1 and annually	Wounded Warrior Programs (All Services)	<ul style="list-style-type: none"> <li>a. Conduct survey.</li> <li>b. Produce reports on AAPI population and subpopulation.</li> <li>c. Produce testimonials.</li> </ul>

**HPPG or Program Goal 2: Provide maximum practicable opportunity for AAPI small business participation in DoD acquisitions. (Supports EO 13515 Sec d.i, iii, iv, v, vi)**

**Objective 2.1: Collect and analyze data on AAPI contracting performance with DoD.**

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Identify points of contact for Office of Small Business Programs (OSBPs) Directors in OSD, the Military Departments, and Defense Agencies.	30 days draft; 60 days final; update annually	OSD AT&L/OSBP	a. Create a central list of all small business directors in the DoD, along with contact information for use by the AAPI small business community.
2. Collect and compile data on DoD contracts that have been awarded to AAPI owned small businesses for each of the Military Departments and Defense Agencies. Use FPDS data for the small business goaling report.	60 days; update annually	OSD AT&L/OSBP MilDeps	a. Produce data useful for developing a performance baseline for the AAPI small business companies in DoD acquisitions. Performance information should include specific fields such as Place of Performance (State), Military Department/Agency, type of small business program (such as Small Business Innovation Research, Mentor-Protégé Program), and by type of funding (e.g., R&D). Basic award information such as amount, contract number, NAICS code, Product Service Code (PSC) should be available.
3. Using the above data, analyze and characterize the participation rates and performance of the AAPI small businesses participating in DoD acquisitions.	60 days after data are available from 2.1.2.	OSD AT&L/OSBP	a. Establish historical information on AAPI small businesses. Identify weaknesses and strengths relative to the national average. Conduct assessments by geographic region and by NAICS and/or PSC.
4. Assess the quality of the data used for the assessment and any required improvements.	30 days after 2.1.3.	OSD AT&L/OSBP	a. Assess the data to identify any gaps or deficiencies that limit its usefulness in conducting the analyses.

5. Identify areas of potential opportunities for AAPI small businesses, by NAICS and Military Department/Defense Agency.	120 days	OSD AT&L/OSBP	a. Provide data to Military Departments/Defense Agencies to assist them to enhance awareness of AAPI small business opportunities.
6. Ask the AAPI community to assess existing outreach materials on the OSBP website to ensure there are no barriers to AAPI participation in DoD contracts.	120 days	OSD AT&L/OSBP	a. Produce historic data that can serve to improve strategic communications with AAPIs.

**Objective 2.2: Conduct outreach to improve opportunities for AAPI participation in DoD acquisitions.**

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Sponsor and conduct outreach events that include AAPI small businesses.	Annually	OSD AT&L/OSBP	a. Leverage OSBP sponsored Small Business Innovation Research Program and Mentor-Protégé Program to reach small businesses that are also owned by AAPIs. Send invitations that include AAPI owned small businesses.
2. Participate in external (to OSBP) outreach events and emphasize the importance of maximizing small business opportunities in DoD acquisitions, including AAPI-owned small businesses.	Years 1-2	OSD AT&L/OSBP	a. Increase awareness of the importance of increasing opportunities for small businesses to include those owned by AAPIs, to contracting officers, program managers, large businesses, and other stakeholders.
3. Improve coordination with the Small Business Administration, Minority Business Development Agency, or other Agencies.	Years 1-2	OSD AT&L/OSBP	a. Coordinate with other Agencies to mutually leverage resources (informational, outreach, etc.) available for the AAPI small business community.

**HPPG or Program Goal 3:** Foster the recruitment, career development, and advancement of AAPIs at the Department of Defense.

**Objective 3.1:** Increase AAPI applicants to the Department of Defense.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Collect and analyze applicant flow data; monitor and analyze recruitment and hiring patterns/trends for AAPIs; develop, monitor, and report recruitment activities.	Year 1	P&R/ODMEO, P&R/PPP	a. Develop plan to increase applicant flow and pools for entry-level and mission critical positions.
2. Conduct outreach with AAPI community serving organizations for advice and support.	Year 1 and annually	P&R/ODMEO, P&R/PPP, WHLO	a. Create list of AAPI community groups. b. Develop outreach plan with regular communication plan.
3. Participate in national/regional job fairs designed to recruit AAPI candidates.	Year 1 and annually	P&R/ODMEO, P&R/PPP, WHLO	c. Identify job fairs and opportunities for participation. d. Increase participation in job fairs by 50% in 2011 and 2012.

**Objective 3.2:** Continue to promote applications of AAPIs in innovative internship and fellowship programs.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Continue Department's plan to encourage AAPI interest in paid internship and fellowship positions.	Year 1 and annually	P&R/ODMEO, P&R/PPP	a. Evaluate participation rate of AAPIs in departmental internship, fellowship and work-study programs b. Assess the recruitment of AAPIs through the Presidential Management Fellowship program.
2. Expand paid internship and fellowship programs.	Year 1 and annually	P&R/ODMEO, P&R/PPP	a. Expand paid internships and PMF participation by 2012.

**Objective 3.3: Increase applicants for Senior Executive Service (SES) positions.**

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Increase awareness and participation in leadership activities.	Year 1 and annually	P&R/ODMEO, P&R/PPP	<ul style="list-style-type: none"> <li>a. Initiate or expand SES Candidate Development Programs.</li> <li>b. Develop new general employee training and development programs.</li> <li>c. Expand opportunities for professional training, development, and advancement.</li> <li>d. Implement an agency-wide mentoring program.</li> </ul>
2. Analyze underrepresentation and barrier causes.	Year 1	P&R/ODMEO, P&R/PPP	<ul style="list-style-type: none"> <li>a. Conduct Department-wide survey to identify barriers, if any, to increasing AAPIO application for employment at DoD.</li> <li>b. Assess AAPIO participation rates at the mid-level and SES levels and across major job occupations.</li> <li>c. Assess promotion selection rates and patterns.</li> </ul>