



WHITE HOUSE INITIATIVE ON ASIAN AMERICANS AND PACIFIC ISLANDERS AGENCY PLAN

Department/Agency: Small Business Administration

Goal: Increase awareness, visibility, and reach of existing SBA programs to the AAPI community

Objective 1.1 (specific to AAPIs): Increase outreach and marketing efforts to AAPI community

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Participate in events targeted towards AAPI small business owners	12 months	Chris Chan, chris.chan@sba.gov	a. Coordinate with local Chamber of Commerce offices, small business organizations, and advocates around the country to promote SBA programs and services b. Participate in local events targeted towards AAPI small business owners
2. Identify and increase reach to relevant AAPI –targeted media outlets	12 months	Chris Chan, chris.chan@sba.gov	a. Identify print, radio, and online media opportunities b. Ensure that AAPI media in high-concentration areas receive and help promulgate information regarding SBA programs
3. Make translated materials in common AAPI languages more readily available	12 months	Chris Chan, chris.chan@sba.gov	a. Disseminate existing translated materials to field offices b. Utilize local, community-based (if available) and online resources to translate SBA materials
4. Encourage SBA principals to speak at events around the country that target the AAPI community	12 months	Chris Chan, chris.chan@sba.gov	a. Seek new opportunities to speak about SBA’s programs and services at events which target the AAPI small business community b. Encourage senior management to speak at AAPI targeted events in their local communities