



SAMPLE QUESTIONS + ANSWERS

1. What is the “We’re the Changing Face of America” campaign?

The “We’re the Changing Face of America” campaign is a national public awareness effort dedicated to increasing access and completion among Asian American and Pacific Islander (AAPI) students, the fastest-growing student population in U.S. colleges and universities. The campaign was launched in March 2013 by the Asian & Pacific Islander American Scholarship Fund (APIASF) and the National Commission on Asian American and Pacific Islander Research in Education (CARE), the leading AAPI student- and research-focused organizations, respectively.

2. What’s the goal of the campaign?

The “We’re the Changing Face of America” campaign urges campus administrators, higher education leaders, and policymakers to take immediate action: (1) Invest more in colleges and universities that serve AAPI students, (2) Increase federal and state financial resources for widespread AAPI student access and success, and (2) Give more attention to understanding AAPI students.

3. How does it work?

The “We’re the Changing Face of America” campaign works through strategic partnerships with colleges and universities to help ensure that past access and success challenges experienced by the AAPI student population do not continue. The campaign supports the Partnership for Equity in Education through Research (PEER) project, which is directed by APIASF and CARE that launched in June 2012 to help improve educational outcomes for the AAPI student population.

4. How does the campaign help AAPI students?

The campaign serves and targets AAPI students who are the foundation of our efforts; however, because other students may be impacted, all students are invited to participate by sharing their stories and lending their voices. We know that uniting AAPI students, from across the country and the Pacific Island in this movement, is the best way to make the most significant change in their lives.

5. Does the “We’re the Changing Face of America” campaign target anyone specifically? Why is it important that they know AAPIs are “changing the face of America?”

Our campaign targets campus administrators, higher education leaders, and policymakers as well as anyone else who is interested in ensuring America is able to meet its overall education and economic goals. And as one of the fastest growing populations in the United States—expecting to reach 40 million people by 2050—AAPIs are *clearly* the changing face of America.

6. How can I get involved? Are there any costs associated with becoming a campaign partner?

This campaign is a call to action to get involved and stand with us. Together, we have the power to increase college access and completion for AAPI students. There are five Simple Ways you can take action and join this powerful movement, they include: (1) Making donation, (2) Becoming a partner, (3) Starting your own campaign, (4) Taking our pledge, and (5) Staying connected.

7. What is a campaign partner asked to do?

There are many ways you can take action and join this powerful movement. We are asking campaign partners to do the following: Provide your name and/or likeness and/or organization’s logo for inclusion in select campaign materials; learn and use key campaign messages and/or data points; share campaign information with your networks; highlight the campaign through your social media platforms; author/co-author opinion editorials and blogs highlighting the campaign; offer testimonials to various the campaign’s marketing materials; serve as a

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contributor to news stories, when asked; link the campaign website (including events calendar, announcements, and/or newsletters) to your and/or your organization's website; and commit to ongoing support for the next year and beyond.

8. Does the campaign partner with any colleges and universities?

Yes. The campaign works through strategic partnerships with three Asian American and Native American Pacific Islander-Serving Institutions (AANAPISIs)—a category of federally-designated Minority-Serving Institutions enrolling and conferring the largest concentration of degrees to the nation's AAPI undergraduate students. Those institutions are: De Anza College, City College of San Francisco, and South Seattle Community College.

9. In addition to the AANAPISIs, are other organizations and institutions involved with the campaign?

Yes. The campaign has partners at business, civil rights, community-based, and student- and youth-advocacy organizations are playing an important role in sharing information and messages. A few community partners include: Asian American Justice Center; Asian Pacific American Labor Alliance, AFL-CIO; Association of Asian American Studies; California State University, Sacramento; Coastline Community College; Leadership Education for Asian Pacifics, Inc. (LEAP); National Pacific Islander Educator Network; OCA; Santa Monica College; Thurgood Marshall College Fund; University of Guam; and University of Hawaii at Hilo. In addition, student partners are the foundation of the campaign.

10. How can I learn more about the campaign?

Additional information about the campaign can be found at www.changingfaceofamerica.com. The site serves as an online community that features AAPI student stories and voices directed at campus administrators, higher education leaders, and policymakers. It also provides fact sheets, template outreach materials, and various tools and resources for students and community partners looking for ways to take action and join the campaign.

**For more information about the “We’re the Changing Face of America” campaign visit:
www.changingfaceofamerica.com**