



HELP ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS: A CALL TO ACTION FOR CAMPUS ADMINISTRATORS, HIGHER EDUCATION LEADERS, AND POLICYMAKERS

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. Launched in March 2013 by the **Asian & Pacific Islander American Scholarship Fund** and the **National Commission on Asian American and Pacific Islander Research in Education**—the leading AAPI student- and research-focused organizations, respectively—the 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** project.

AAPIs and Higher Education

The face of American education from K–12 to higher education is at the crossroads of a tremendous demographic change. According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. AAPI students are undoubtedly a rapidly growing population; and, therefore, supporting them can only produce greater civic engagement, economic growth, and leadership development.

Unfortunately, college completion remains elusive for many young AAPI students. This student population experiences harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. Although nearly half of all AAPI students enrolled in higher education are attending community colleges, they are more likely to enter with lower levels of academic preparation in English and mathematics. For example, 55.2 percent of AAPI students entering two-year colleges in 2003 had never taken a math course beyond Algebra II in high school, compared to only 12.7 percent of AAPI students entering four-year institutions in that same year.

A CALL FOR ACTION

The “We’re the Changing Face of America” campaign urges campus administrators, higher education leaders, and policymakers to take immediate action:

- **ACTION STEP #1: Invest more in colleges and universities that serve AAPI students.** Asian American and Native American Pacific Islander-Serving Institutions, or AANAPISIs, enroll and confer degrees to a large concentration of the nation’s AAPI undergraduate students. It is essential to build capacity to better understand and respond to these institutions’ unique needs.
- **ACTION STEP #2: Increase federal and state financial resources for widespread AAPI student access and success.** America’s colleges and universities must prepare adequately for the large and growing 1.3 million AAPI student population, particularly because these students often have the lowest educational attainment rates and some of the highest poverty rates in the country.
- **ACTION STEP #3: Give more attention to understanding AAPI students.** Policymakers and higher education leaders should expand their knowledge about and be more responsive to the AAPI community, rather than believe and act upon longstanding stereotypes and perceptions that hinder AAPI students from gaining access to higher education and/or earning a college degree.

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



FACTS ABOUT ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS

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. Launched in March 2013 by the **Asian & Pacific Islander American Scholarship Fund** and the **National Commission on Asian American and Pacific Islander Research in Education**—the leading AAPI student- and research-focused organizations, respectively—the 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** project.

Asian American and Pacific Islander Students by the Numbers, by the Numbers

The face of American education from K–12 to higher education is at the crossroads of a tremendous demographic change. According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. AAPI students are undoubtedly a rapidly growing population; and, therefore, supporting them can only produce greater civic engagement, economic growth, and leadership development.

Figure 3. AAPI Public K-12 Enrollment (Actual and Projected)

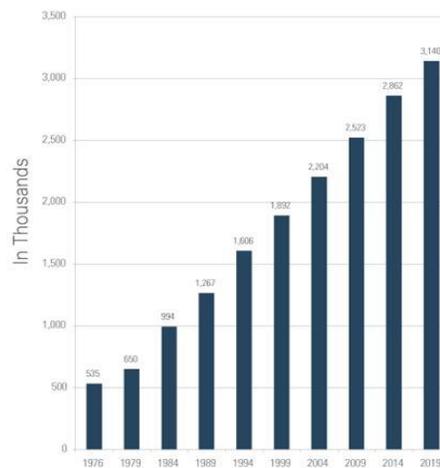
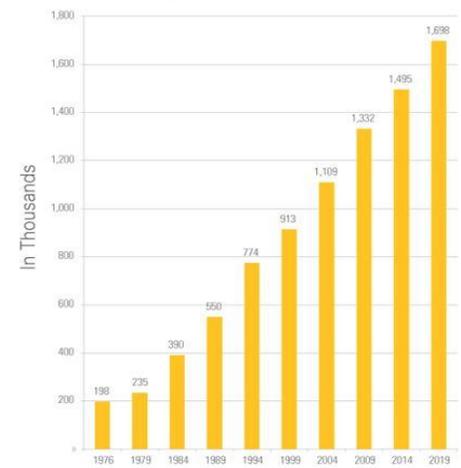


Figure 4. AAPI Undergraduate Enrollment (Actual and Projected)



Note: Actual data, 1979-2009; projected data, 2014 and 2019.

Source: U.S. Department of Education, Common Core Data; U.S. Department of Education, IPEDS.

Population

- AAPIs have a high degree of representation in California (Los Angeles and San Francisco), Hawai'i (Honolulu), Illinois (Chicago), New York (New York City), Washington (Seattle), and Texas (Houston).
- It is well documented, however, that many AAPI ethnic groups have educational levels that are below the national average, with several ranking among the lowest in the nation.
- In addition, 13 percent of Asian Americans and 17 percent of Pacific Islanders live in poverty compared to 12 percent of the general population, with several Asian American ethnic groups having poverty rates significantly higher than many other ethnic groups in the United States.

College Attendance and Participation

- AAPIs have a wide variation in college participation and degree attainment that includes some subgroups (out of 48 ethnicities in the AAPI community) being more likely to attend community colleges and less selective institutions—resulting in significant differences in degree attainment rates within the AAPI student population.

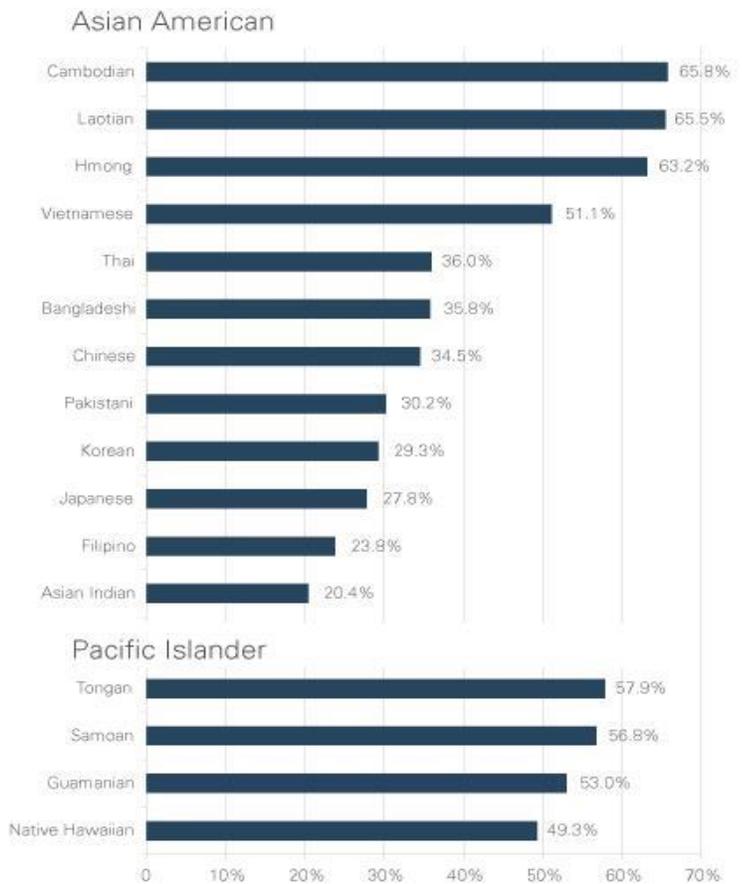
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- While more than four out of five East Asians (Chinese, Japanese, and Korean) and South Asians (Asian Indian and Pakistani) who enrolled in college earned at least a bachelor's degree, large proportions of other AAPI subgroups are attending college, but not earning a degree.
- Among Southeast Asians, 33.7 percent of Vietnamese, 42.9 percent of Cambodians, 46.5 percent of Laotians, and 47.5 percent of Hmong adults (25 years or older) reported having attended college, but not earning a degree.
- Similar to Southeast Asians, Pacific Islanders have a very high rate of attrition during college. Among Pacific Islanders, 47.0 percent of Guamanians, 50.0 percent of Native Hawaiians, 54.0 percent of Tongans, and 58.1 percent of Samoans entered college, but left without earning a degree. Southeast Asians and Pacific Islanders also had a higher proportion of college attendees who earned an associate's degree as their highest level of education, while East Asians and South Asians were more likely to have a bachelor's degree or advanced degree.

Community College Attendance and Participation

- The largest sector of AAPI college enrollment, at 47.3 percent, was in the community college sector in 2005. While AAPIs made up less than five (5) percent of the national population in 2007, they represented nearly seven (7) percent of all community college students.
- AAPI community college students were also more likely to enter college with lower levels of academic preparation in English and mathematics. In 2003, 55.2 percent of AAPI students entering two-year colleges had never taken a math course beyond Algebra II in high school, compared to only 12.7 percent of AAPI students entering four-year institutions in that same year.
- AAPI community college students are concentrated in a small number of institutions; 80 percent attend institutions in just eight states (see the list of states above), with the majority concentrated at community colleges in California, Hawai'i, and New York.

Figure 5. Percentage of Adults (25 Years or Older) Who Have Not Attended College, by AAPI Ethnicity 2006-2008



Note: Data includes individuals with high school attainment as their highest level of education. It does not include individuals with some college and no degree.
 Source: American Community Survey, 3-Year Public Use Microdata Sample (PUMS)

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

SOURCE: *The Relevance of Asian Americans and Pacific Islanders in the College Completion Agenda 2011*, National Commission on Asian American and Pacific Islander Research in Education.



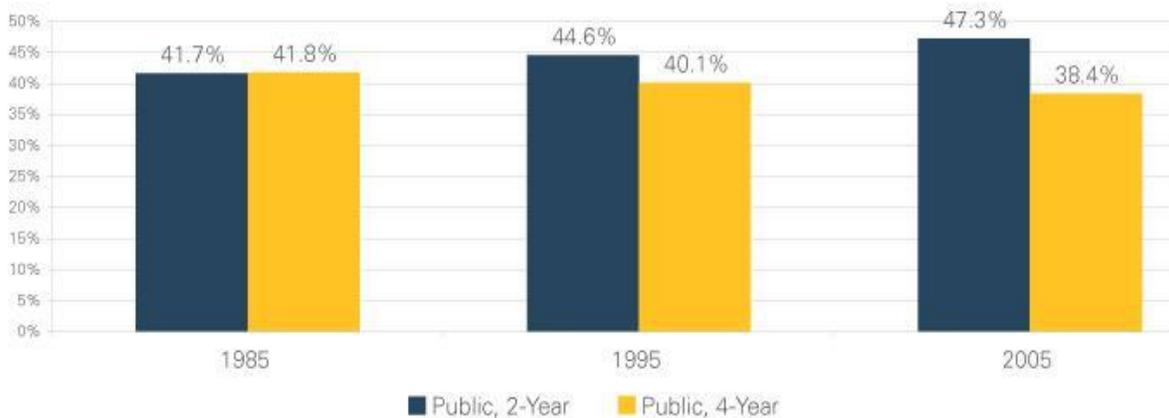
FACTS ABOUT ASIAN AMERICAN AND NATIVE AMERICAN PACIFIC ISLANDER-SERVING INSTITUTIONS

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. Launched in March 2013 by the **Asian & Pacific Islander American Scholarship Fund** and the **National Commission on Asian American and Pacific Islander Research in Education**—the leading AAPI student- and research-focused organizations, respectively—the 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** project.

Asian American and Native American Pacific Islander-Serving Institutions, by the Numbers

The face of American education from K–12 to higher education is at the crossroads of tremendous demographic changes. According to the National Commission on Asian American and Pacific Islander Research in Education, Asian American and Native American Pacific Islander-Serving Institutions (AANAPISIs) are responding to this 21st century challenge. AANAPISIs are Minority-Serving Institutions designated by Congress that have at least a 10 percent enrollment of students and have a significant number of AAPI students who are Pell Grant eligible, among other criteria.

Figure 6. Percent of AAPI Total Enrollment in Public Two-Year and Public Four-Year Institutions, 1985 to 2005



Source: U.S. Department of Education, IPEDS.

- There are 21 AANAPISIs that have received federal funding and a total of 150 that meet the criteria set by Congress. Most AANAPISIs are two year institutions—combined they enroll 41 percent of all AAPI undergraduates and conferred 47.3 percent of associate’s degrees.
- AANAPISI institutions are critical sites for addressing the most significant challenges facing AAPIs in higher education.

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- They strive to understand and respond to the unique needs of low-income AAPI students.
- They are developing new and modifying existing programs to optimize the experiences and outcomes of AAPI students.
- They are in a unique position to design and test ways to monitor and track AAPI student enrollment and outcomes.
- AANAPISIs are critical sites for serving the most overlooked and underserved AAPI communities.
- AANAPISIs can help change how AAPIs are treated by the higher education community, including institutions, systems, states, and the federal government.

A CALL FOR ACTION

The “We’re the Changing Face of America” campaign urges campus administrators, higher education leaders and policymakers to take immediate action:

- **ACTION STEP #1: Invest more in colleges and universities that serve AAPI students.** Asian American and Native American Pacific Islander-Serving Institutions, or AANAPISIs, enroll and confer degrees to a large concentration of the nation’s AAPI undergraduate students. It is essential to build capacity to better understand and respond to these institutions' unique needs.
- **ACTION STEP #2: Increase federal and state financial resources for widespread AAPI student access and success.** America’s colleges and universities must prepare adequately for the large and growing 1.3 million AAPI student population, particularly because these students often have the lowest educational attainment rates and some of the highest poverty rates in the country.
- **ACTION STEP #3: Give more attention to understanding AAPI students.** Policymakers and higher education leaders should expand their knowledge about and be more responsive to the AAPI community, rather than believe and act upon longstanding stereotypes and perceptions that hinder AAPI students from gaining access to higher education and/or earning a college degree.

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

SOURCE: *The Relevance of Asian Americans and Pacific Islanders in the College Completion Agenda 2011*, National Commission on Asian American and Pacific Islander Research in Education.



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**



SAMPLE PARTNER OUTREACH LETTER

[INSERT DATE]

Dear [INSERT FIRST NAME],

According to the 2010 U.S. Census data, the Asian American and Pacific Islander (AAPI) population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, AAPI students often have the lowest educational attainment rates in the country and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

[INSERT ORGANIZATION'S NAME] and the “We’re the Changing Face of America” campaign wants to help increase access and completion among AAPI students. The campaign reminds campus administrators, higher education leaders, and policymakers to do their best to help ensure that past access and success challenges experienced by the AAPI student population cannot continue.

The “We’re the Changing Face of America” campaign is directed 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.

[INSERT YOUR ORGANIZATION'S NAME] is asking [INSERT PARTNER'S ORGANIZATION NAME] to partner with us to support and organize a local event and presentation to promote the important message of the “We’re the Changing Face of America” campaign.

[INSERT A PARAGRAPH DESCRIBING YOUR LOCAL EVENT.]

[YOU MAY A PARAGRAPH SUGGESTING YOUR PARTNERSHIP IDEAS OR FEEL FREE TO GET IDEAS FROM WWW.CHANGINGFACEOFAMERICA.COM.]

Please consider joining as a local partner and help us expand the campaign's reach to AAPI students in our community. Please visit the “We’re the Changing Face of America” website for more information at www.changingfaceofamerica.com.

We thank you in advance for supporting our efforts to help the U.S. higher education system equitably meet the unique needs of AAPI students.

Sincerely,

cc: The "We're the Changing Face of America" Campaign
c/o Asian Pacific Islander American Scholarship Fund
2025 M Street NW, Suite 610
Washington, DC 20036



LOCAL EVENT IDEAS

Use these ideas to join others across the country in conducting activities to raise awareness about Asian American and Pacific Islander (AAPI) students. Once you have an activity idea in mind, be sure to check out the campaign's Online Toolkit's promotional and educational materials—fact sheets, newsletter articles, news release and media advisory templates, pledge, partner outreach letter, and more—to help make the most of your event.

Event Ideas

- Organize a "We're the Changing Face of America" event at a local college campus, mall, library, community center or movie theater.
- Start a "We're the Changing Face of America" walk, run or sports tournament. Organize a team to participate have them wear a campaign t-shirt!
- Launch a drive to distribute "We're the Changing Face of America" flyers across local college campuses as well as to community centers, libraries and shopping malls.
- Hold a "We're the Changing Face of America" breakfast or luncheon with local campaign partners.
- Plan a "We're the Changing Face of America" event for your place of worship. You can put a notice in the bulletin and distribute fact sheets.
- Work with the campus administrators, higher education leaders, and policymakers to take immediate action to the "We're the Changing Face of America" campaign's Call to Action.
- Ask your local library to set up a special exhibit or organize a special reading center focused on AAPI students.
- Partner with local colleges in your community or state to promote AAPI student access and completion awareness.
- Encourage your local colleges or universities to host a forum, utilizing the tools from the "We're the Changing Face of America" campaign website.
- Ask your local high school art club or art classes to design artwork and advertisements for your event.
- Celebrate the "We're the Changing Face of America" campaign for in the month of May in conjunction with Asian American and Pacific Islander Heritage Month.
- Focus a campus organizational meeting on AAPI student data to help educate others.
- Contact your campus diversity office to share campaign data and build a plan to better serve the needs of AAPI students on campus.

**For more information about the "We're the Changing Face of America" campaign visit:
www.changingfaceofamerica.com**



SAMPLE MEDIA PITCH

[INSERT DATE]

Dear [INSERT NAME OF TELEVISION MEDIA REPRESENTATIVE/EDUCATION PRODUCER/EDUCATION REPORTER]:

According to the 2010 U.S. Census data, the Asian American and Pacific Islander (AAPI) population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, AAPI students often have the lowest educational attainment rates in the country and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

The good news is [INSERT ORGANIZATION'S NAME] is partnering with a new public awareness effort, the “We’re the Changing Face of America” campaign, to help increase access and completion among Asian American and Pacific Islander (AAPI) students. We’re asking that you to consider writing a three-part series on AAPI students. Your broadcast will send a clear message about the need increase awareness and go a long way in prompting action among your viewers.

The requested series could explore the following themes:

- **Part I: The Problem**—An overview of the impact of longstanding stereotypes and misperceptions about the AAPI community.
- **Part II: The Risk Factors**—A look at America’s national college completion goals and how supporting AAPI students can help our nation achieve those targets.
- **Part III: The Solution**—A practical action plan campus administrators, higher education leaders, and policymakers can follow to help increase college access and completion among AAPI students.

The “We’re the Changing Face of America” campaign is directed 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. The campaign was created to help ensure that past access and success challenges experienced by the AAPI student population do not continue.

We urge you to embrace this issue and support America's fastest-growing population. Media coverage has proven to help raise awareness among its audiences and motivate change. Please consider including a series on AAPI student access and completion to your news programming to raise awareness about this critical issue.

For more information about the "We're the Changing Face of America" campaign, visit www.changingfaceofamerica.com.

Please contact [INSERT CONTACT'S NAME AND INFORMATION] to discuss the proposed series. Thank you in advance for your consideration.

Sincerely,



SAMPLE MEDIA ADVISORY

FOR IMMEDIATE RELEASE

CONTACT

[INSERT CONTACT'S NAME]

[INSERT CONTACT'S PHONE]

[INSERT CONTACT'S EMAIL]

[INSERT ORGANIZATION'S NAME] TO HOST [ACTIVITY] AS PART OF LOCAL EFFORT TO INCREASE COLLEGE ACCESS/COMPLETION AMONG ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS

The face of American education from K–12 to higher education is at the crossroads of tremendous demographic changes. According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. AAPI students are undoubtedly a rapidly growing population; and, therefore, supporting them can only produce greater civic engagement, economic growth, and leadership development.

Unfortunately, college completion remains elusive for many young AAPI students. This student population experiences harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. Although nearly half of all AAPI students enrolled in higher education are attending community colleges, they are more likely to enter with lower levels of academic preparation in English and mathematics. For example, 55.2 percent of AAPI students entering two-year colleges in 2003 had never taken a math course beyond Algebra II in high school, compared to only 12.7 percent of AAPI students entering four-year institutions in that same year.

WHAT:

[INSERT ORGANIZATION'S NAME] will host [INSERT EVENT'S NAME]. To raise awareness among local policymakers and higher education leaders that Asian American and Pacific Islander (AAPI) students often have the lowest educational attainment rates in the United States and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college. At the event, [INSERT ONE OR TWO LINES WITH MORE DETAILS ABOUT YOUR EVENT/ACTIVITY, IF NEEDED].

[INSERT ORGANIZATION'S NAME] activities are in partnership with the “We’re the Changing Face of America” campaign, a national public awareness effort dedicated to increasing access and completion among AAPI students. The campaign is directed 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.

WHO:

[INSERT ANY LOCAL DIGNITARIES, CELEBRITIES, OR PROMINENT FIGURES]

WHEN: [INSERT DATE AND TIME OF ACTIVITY]

WHERE: [INSERT ADDRESS WHERE THE ACTIVITY WILL TAKE PLACE]

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

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[INSERT ORGANIZATION’S BOILERPLATE]

About APIASF

Based in Washington, D.C., the Asian & Pacific Islander American Scholarship Fund (APIASF) is the nation's largest non-profit organization devoted to providing college scholarships for Asian Americans and Pacific Islanders (AAPI). APIASF works to create opportunities for students to access, complete, and succeed after post-secondary education; thereby developing future leaders who will excel in their career, serve as role models in their communities, and will ultimately contribute to a vibrant America. Since 2003, APIASF has distributed more than \$60 million in scholarships to deserving AAPI students. APIASF manages two scholarship programs: APIASF's general scholarship and the Gates Millennium Scholars/Asian Pacific Islander Americans funded by a grant from the Bill & Melinda Gates Foundation.

About CARE

The National Commission on Asian American and Pacific Islander Research in Education (CARE), consisting of a national commission, research advisory group, and research team at New York University, aims to engage realistic and actionable discussions about the mobility and educational opportunities for Asian American and Pacific Islanders (AAPIs) and how distinctions of race, ethnicity, language, and other factors play out in the day-to-day operations of America's education system. Our goal is to provide much needed and timely research on key issues and trends related to access and participation of Asian Americans and Pacific Islanders in higher education.



SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT

[INSERT CONTACT'S NAME]

[INSERT CONTACT'S PHONE]

[INSERT CONTACT'S EMAIL]

**[INSERT ORGANIZATION'S NAME] JOINS NATIONAL MOVEMENT TO
HELP ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS**

*Grassroots Campaign Asks Campus Administrators, Higher Education Leaders,
and Policymakers to "Wake-up" and Pay Attention to Students who are the "Changing Face of America"*

[INSERT CITY, STATE] [INSERT DATE]—**[INSERT ORGANIZATION'S NAME]** is partnering with a new public awareness effort, the "We're the Changing Face of America" campaign, to help increase access and completion among Asian American and Pacific Islander (AAPI) students, the fastest-growing, but often the most overlooked and underserved student population at U.S. colleges and universities. The multi-layered, grassroots effort is directed 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.

As a campaign partner—along with other supporters at business, civil rights, community-based, and student- and youth-advocacy organizations—**[INSERT ORGANIZATION'S NAME]** plays an important role in sharing information and messages. In addition, the campaign works through strategic partnerships with three Asian American and Native American Pacific Islander-Serving Institutions: De Anza College, City College of San Francisco, and South Seattle Community College.

[INSERT ORGANIZATION'S QUOTE]

According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, college completion remains elusive for many young AAPI students because harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. For example, nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

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“As APIASF looks to strengthen communities across the country and in the Pacific Islands, this campaign provides a critical opportunity to help increase student success, support institutional capacity at the colleges and universities that are serving the highest concentrations of AAPIs and mobilize the public to change the national education dialogue to be more inclusive,” said APIASF President & Executive Director Neil Horikoshi. “The success of AAPI students is essential to reaching America’s goals of developing a pipeline of skilled workers to support our national economy, which makes us all invested in this campaign.”

In addition, further engagement and outreach will be made via the campaign’s newly-launched website, www.changingfaceofamerica.com. The site serves as an online community for campaign partners providing fact sheets, template outreach materials, and various tools and resources. Most importantly, the site features AAPI student stories and voices students directed at campus administrators, higher education leaders, and policymakers who are encouraged to take the following immediate actions:

- **Invest more in colleges and universities that serve AAPI students.** Asian American and Native American Pacific Islander-Serving Institutions, or AANAPISIs, enroll and confer degrees to a large concentration of the nation’s AAPI undergraduate students. It is essential to build capacity to better understand and respond to these institutions’ unique needs.
- **Increase federal and state financial resources for widespread AAPI student access and success.** America’s colleges and universities must prepare adequately for the large and growing 1.3 million AAPI student population, particularly because these students often have the lowest educational attainment rates and some of the highest poverty rates in the country.
- **Give more attention to understanding AAPI students.** Policymakers and higher education leaders should expand their knowledge about and be more responsive to the AAPI community, rather than believe and act upon longstanding stereotypes and perceptions that hinder AAPI students from gaining access to higher education and/or earning a college degree.

“This campaign aims to encourage higher education practitioners and policymakers to be more mindful of and responsive to a rapidly changing demographic landscape,” said CARE Principal Investigator Robert Teranishi. “More specifically, we want to raise awareness about the extent to which the Asian American and Pacific Islander community exemplifies the changing face of America.”

For more information about the “We’re the Changing Face of America” campaign, email info@changingfaceofamerica.com or visit www.changingfaceofamerica.com. Also, follow the campaign on Facebook (www.facebook.com/changingfaceofamerica) and Twitter (www.twitter.com/aapichange).

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[INSERT ORGANIZATION’S BOILERPLATE]

About APIASF

Based in Washington, D.C., the Asian & Pacific Islander American Scholarship Fund (APIASF) is the nation's largest non-profit organization devoted to providing college scholarships for Asian Americans and Pacific Islanders (AAPI). APIASF works to create opportunities for students to access, complete, and succeed after post-secondary education; thereby developing future leaders who will excel in their career, serve as role models in their communities, and will ultimately contribute to a vibrant America. Since 2003, APIASF has distributed more than \$60 million in scholarships to deserving AAPI students. APIASF manages two scholarship programs: APIASF's general scholarship and the Gates Millennium Scholars/Asian Pacific Islander Americans funded by a grant from the Bill & Melinda Gates Foundation.

About CARE

The National Commission on Asian American and Pacific Islander Research in Education (CARE), consisting of a national commission, research advisory group, and research team at New York University, aims to engage realistic and actionable discussions about the mobility and educational opportunities for Asian American and Pacific Islanders (AAPIs) and how distinctions of race, ethnicity, language, and other factors play out in the day-to-day operations of America's education system. Our goal is to provide much needed and timely research on key issues and trends related to access and participation of Asian Americans and Pacific Islanders in higher education.



SAMPLE NEWSLETTER ARTICLE

Asian American and Pacific Islander (AAPI) students often have the lowest educational attainment rates in the United States and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

Despite these disturbing facts and statistics, most people choose to believe some of the longstanding stereotypes and misperceptions about the AAPI community that causes students to be overlooked and underserved by campus administrators, higher education leaders, and policymakers. The “We’re the Changing Face of America” campaign wants to help increase access and completion among AAPI students as well as remind everyone that past access and success challenges experienced by the AAPI student population cannot continue.

The face of American education from K–12 to higher education is at the crossroads of a tremendous demographic change. According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. AAPI students are undoubtedly a rapidly growing population; and, therefore, supporting them can only produce greater civic engagement, economic growth, and leadership development.

Unfortunately, college completion remains elusive for many young AAPI students. This student population experiences harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. Although nearly half of all AAPI students enrolled in higher education are attending community colleges, they are more likely to enter with lower levels of academic preparation in English and mathematics. For example, 55.2 percent of AAPI students entering two-year colleges in 2003 had never taken a math course beyond Algebra II in high school, compared to only 12.7 percent of AAPI students entering four-year institutions in that same year.

The “We’re the Changing Face of America” campaign is directed by the Asian & Pacific Islander American Scholarship Fund and the National Commission on Asian American and Pacific Islander Research in Education, the leading AAPI student- and research-focused organizations, respectively.

Campaign partners across the country—along with other supporters at business, civil rights, community-based, and student- and youth-advocacy organizations—are joining the “We’re the Changing Face of America” campaign to raise awareness about college access and completion among AAPI students. Educational materials are being

distributed at local events and presentations emphasizing how the U.S. higher education system can equitably meet the unique needs of AAPI students are being hosted across the country. Locally, [INSERT DESCRIPTION OF LOCAL EVENT].

To learn more about helping AAPI students, please visit the “We’re the Changing Face of America” website for more information at www.changingfaceofamerica.com.