OVERLOOKED AND UNHEARD:
A NATIONAL STUDY OF AAPI GIRLS’ LEADERSHIP
WHAT IF THE VOICES OF AAPI GIRLS WERE HEARD AND THEIR LEADERSHIP FULLY REALIZED?

With the model minority myth, Asian Americans and Pacific Islanders (AAPI) are often unseen and unheard. But they’re the fastest growing ethnic group in the U.S., accounting for 7.7% of the nation’s total population at 24 million in 2020 — nearly double that of 2000.

Yet very little data exists on this disparate group that hails from more than 50 origin countries and speaks 100+ languages, much less accurate data for every subgroup. No research exists on AAPI girls.
WHY NOW

- In the mainstream media and news, AAPI experiences — especially those of AAPI girls and women — are often erased, tokenized, fetishized, stereotyped, or overlooked.
- Asian American women reported anti-Asian violence and discrimination during the pandemic at 2.2 times the rate of Asian American men.
- The economic impact of COVID further amplified the income disparity, disproportionately harming the lowest income groups, including Hmong, Cambodian, Burmese, and Pacific Islander communities.

The time to tell the story of our AAPI girls is long overdue.
WHY SHOULD CORPORATE AMERICA CARE?

The leadership of AAPI women is underrepresented across every sector in the workforce. And the challenges AAPI women face do not begin when they start working — they begin in girlhood.

- In corporate America, even though Asian American women are the demographic group most likely to have graduate degrees, they are the least likely to hold positions within three reporting levels of the CEO or to have line or supervisory responsibilities.

- In Silicon Valley, Asian Americans are the largest cohort (47 percent) of entry-level non-managerial employees with a college degree or higher ("professionals"), but they are only half as likely as White men and White women to hold positions within two reporting levels of the CEO.

- In law, Asian women outnumber Asian men among associates at U.S. law firms (54% vs. 46%), but Asian men are almost twice as likely as Asian women to become partners (64% vs. 36%).

“I feel I’m in a lose/lose situation. If I speak up, strongly express ideas or opinions, or disagree with my coworkers, I get a hostile reaction: a scowl, the cold shoulder, or being talked over. But if I play the deferential, ‘quiet and nice’ Asian woman role, I am treated courteously but my views are simply ignored. I don’t know what to do. I feel as though my talents aren’t going to be recognized no matter how I behave.”

– Stella, 35-year-old corporate employee
THE HARM OF THE MODEL MINORITY MYTH

- “Along with the model minority stereotype, there is this stereotype that Asian women are quiet and docile and that we don’t have opinions,” she says. “And so what ends up happening is that very few of us actually rise in rank and become managers and leaders of companies.”
  — Sung Yeon Choimorrow, Executive Director, National Asian Pacific American Women’s Forum (NAPAWF)

- Lack of data of AAPI girls and women, especially on subgroups, makes the work to dismantle the model minority stereotype even more challenging.
LONG OVERDUE RESEARCH ON AAPI GIRLS

Girls Leadership is embarking on a two-year study to learn how ethnicity and culture impact the leadership development of Asian American and Pacific Islander (AAPI) girls. This study will be co-led by a Research Director and a girls advisory board made up of youth who identity as AAPI and female or gender non-conforming.

The goal of this study is to understand the wide-ranging definitions and understandings of leadership within the communities and many subgroups of AAPI youth, as well as the external supports and barriers, so that teachers, schools, and community-based organizations can create greater equity in the leadership development of all girls.
JOIN OUR EXISTING PARTNERS

Morgan Stanley

The Asian American Foundation

Paul Weiss

Vodafone Americas Foundation

SurveyMonkey
SPONSORSHIP OPPORTUNITY

Our sponsors will have the opportunity to:

- Be a leading voice in a national study to equip businesses, policymakers, and educational leaders to understand the individual, cultural, and systemic factors that contribute a critical leak in the leadership pipeline.

- Better understand the diversity and complexity of their AAPI community through disaggregated findings that look at the intersections of gender, ethnicity, family structure, income level, education level, geography, and immigration status.

- Demonstrate commitment to the leadership of AAPI women and reinforce that their unique attributes are seen and valued.
TO MAXIMIZE IMPACT, GIRLS LEADERSHIP WILL

- Work with a nationally recognized Advisory Board and a communications firm to build a national campaign to tell a national story of AAPI girls, a group that is overlooked and erased from media.

- Publish a report to ensure that all policymakers, schools, and community-based organizations have the data and understanding that they need to support the voices, leadership, and power of AAPI girls.

- Build an AAPI LEADERSHIP microsite to house the study and resources for policymakers, schools, families, and community-based organizations.

- Consult with schools and community-based organizations to ensure that the findings effectively translate into curriculum and teaching methods that center the needs of AAPI girls.
## TIMELINE + BUDGET

<table>
<thead>
<tr>
<th>Phase</th>
<th>Time Frame</th>
<th>Description</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td>February – April 2022</td>
<td>Discovery, Planning, &amp; Design</td>
<td>$90k</td>
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<tr>
<td>Phase 2</td>
<td>April – May 2022</td>
<td>Recruit and Train Girls Advisory Board</td>
<td>$60k</td>
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<tr>
<td>Phase 3</td>
<td>June – August 2022</td>
<td>Instrument Development + Outreach</td>
<td>$90k</td>
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<tr>
<td>Phase 4</td>
<td>September 2022 – April 23</td>
<td>Qualitative and Quantitative Data Collection</td>
<td>$200k</td>
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<tr>
<td>Phase 5</td>
<td>May – August 2023</td>
<td>Data Analysis and Meaning Making</td>
<td>$90k</td>
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<tr>
<td>Phase 6</td>
<td>September – November 2023</td>
<td>Reporting and Solutions Building</td>
<td>$90k</td>
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<tr>
<td>Phase 7</td>
<td>December 2023 – February 2024</td>
<td>Prepare Launch</td>
<td>$190k</td>
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<tr>
<td>Phase 8</td>
<td>March – December 2024</td>
<td>Outreach, Events + Media Engagement</td>
<td>$150k</td>
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THIS STUDY WILL EXPLORE:

- How ethnicity and culture impact girls’ definition of leadership, their leadership identity, and skill development
- How leadership definition is impacted by intersections of family structure, income level, education level, language spoken at home, geography, immigration status, and generational status
- How parents and caregivers define leadership and identify as leaders
- How teachers perceive supports and barriers to leadership for AAPI girls
SPONSORSHIP LEVELS - TWO YEAR SPONSORSHIP

$40K
- Name + logo on final report
- Early access to report
- Branding on website + materials

$80K
- Custom internal virtual launch event
- Name + logo on final report
- Early access to report
- Branding on website + materials

$120K
- Limit to two sponsors at this level
- Advisory Board seat
- Recognition as sponsor in print and media
- Named sponsor launch event
- Custom internal virtual launch event
- Name + logo on final report
- Early access to report
- Branding on website + materials

$240K
- Exclusive lead sponsor of study
- Advisory Board co-chair
- Recognition as lead sponsor in print and media, with quote in press release
- Lead sponsor role in launch event
- Custom live and virtual internal launch event
- Name + logo on final report
- Early access to report
- Branding on website + materials
Girls Leadership teaches girls to exercise the power of their voice through programs grounded in social-emotional learning. We provide programs for girls, workshops for families, and professional development training for teachers, guidance counselors, and nonprofit staff.

Girls Leadership centers gender and racial equity in our work to address the internal and external barriers to agency and leadership development. Based in Oakland, CA, Girls Leadership impacts over 150,000 girls and gender expansive youth per year nationally. We are on track to impact one million girls by the end of 2023.
Evaluation Studio is an innovative and community-centered research and evaluation firm. Our model is more than just research; it’s about transforming knowledge creation by centering the experiences and voices of the communities we serve. We are a women-led organization grounded in helping girl- and BIPOC-serving youth development nonprofits craft the data-driven narratives they need. We are grounded in an integrated approach of using traditional and liberatory research methods (decolonized, feminist, and critical race theory). Our iterative process of discovery, discussion, and design help clients refine their data and knowledge creation processes to empower their stories of impact.
RESEARCH CABINET

Beckie Masaki  
Co-founder and Co-lead, Gathering Strength Collective

Cimone Satele  
Director of Research, Change Cadet

Dr. Deepali Bagati  
Partner, Brunswick Group

Laura Wronski  
Director of Research, Momentive

Natalie Demers  
Director of Research Initiatives & Programs, National Coalition of Girls’ Schools

Maria Kiskis  
VP, Strategic Program Management, LA28 Olympic & Paralympic Games

Margaret Lee  
Executive Coach
RESEARCH CABINET

Dr. Margo Okazawa-Rey
Professor Emerita, San Francisco State University

Pratima Sethi
President, Sethi Couture, Inc.

Rayna Wang
Social Worker & Co-Chair of New York Coalition for Asian American Mental Health

Regina Manzana-Sawhney
Program Manager for Corporate Engineering, Google

Sameen Shahid
California Board Member, Girls Leadership

Dr. Stephanie Wood-Garnett
President, Institute for Student Achievement (ISA)

Victoria Fan Azalde
Head of International Accounting and Statutory Reporting, Square
<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Discovery, Planning, and Design</th>
<th>Understand and situate existing data and research.</th>
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</thead>
<tbody>
<tr>
<td>Phase 2</td>
<td>Recruit and Train Girls Advisory Board</td>
<td>Recruit and train Girls Advisory Youth Counsel (GAYC) to develop genuine spaces and dialogue around shared leadership and decision-making.</td>
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<tr>
<td>Phase 3</td>
<td>Instrument Development + Outreach</td>
<td>Planning, outreach, development, and the dissemination of the quantitative and qualitative research instruments.</td>
</tr>
<tr>
<td>Phase 4</td>
<td>Qualitative and Quantitative Data Collection</td>
<td>Mixed-methods data collection. The qualitative data collection will be co-collected with GYLC.</td>
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<tr>
<td>Phase 5</td>
<td>Data Analysis and Meaning Making</td>
<td>Mixed-methods data analysis. The analysis and findings process will be co-created with GLYC.</td>
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<tr>
<td>Phase 6</td>
<td>Reporting and Solutions Building</td>
<td>Draft a report of data and analysis, and solutions for girls and their communities.</td>
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<tr>
<td>Phase 7</td>
<td>Prepare Launch for Day of the Girl</td>
<td>Design and prepare social media campaign, PR, website, and engagement strategy.</td>
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<tr>
<td>Phase 8</td>
<td>Outreach, Events, and Media Engagement</td>
<td>Conduct nine months of engagement via media, social media, conferences, events, and press.</td>
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If you are interested in learning more about this project as a sponsor, partner, or partner organization, please contact:

Catherine Stahl
catherine@girlsleadership.org