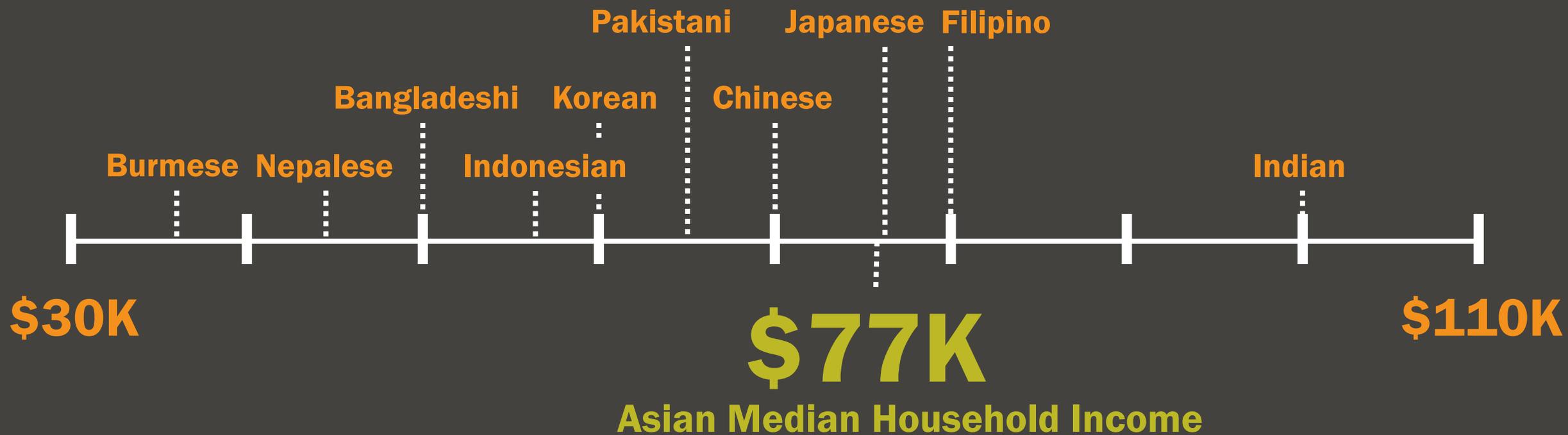


2019 ASCEND Hackathon: Endless Possibilities

Team	ignite
Members	Nicole Huie, Crystal Chen, and Alexandra Leonardo
Location	Arlington, VA
Project	Igniting the bamboo ceiling: <i>Uncovering the inequities amongst Asian subgroups to drive transformation and open the door to endless possibilities for underrepresented populations</i>



\$62K White
\$45K Hispanic
\$37K Black

22 million Asian Americans in the U.S.

20+ countries of origin

50+ languages

Countless stories



Asian Americans from different backgrounds are on different points on this path

Dismantle the notion

Recognize the diversity

Understand the stories

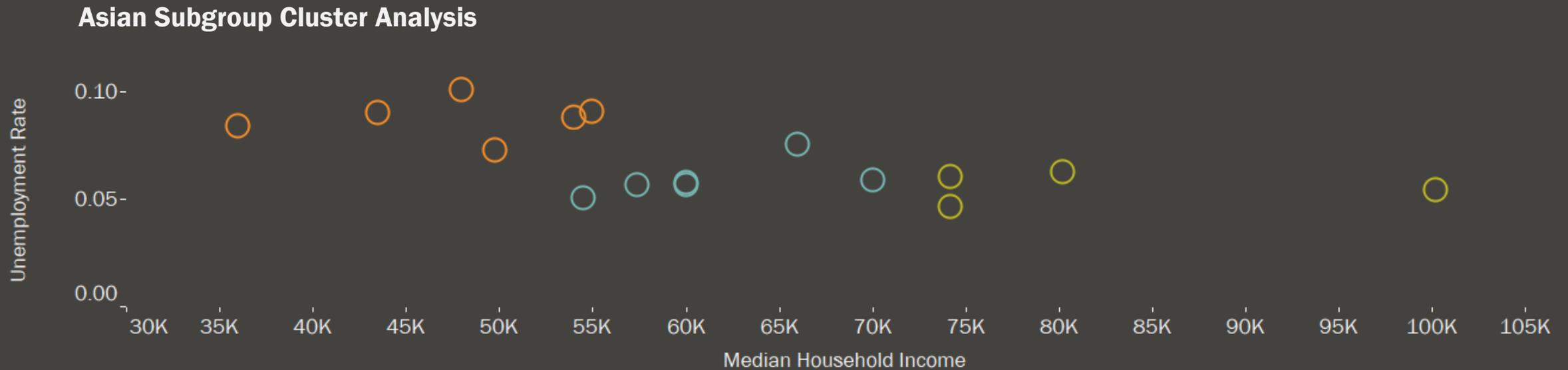
Eliminate obstacles

Reach the executive level

When we move the needle for each group, we make success achievable for all

Asians Americans.

To better understand the differences among subgroups, k-means clustering in Tableau was utilized on median household income, unemployment rate and English proficiency.

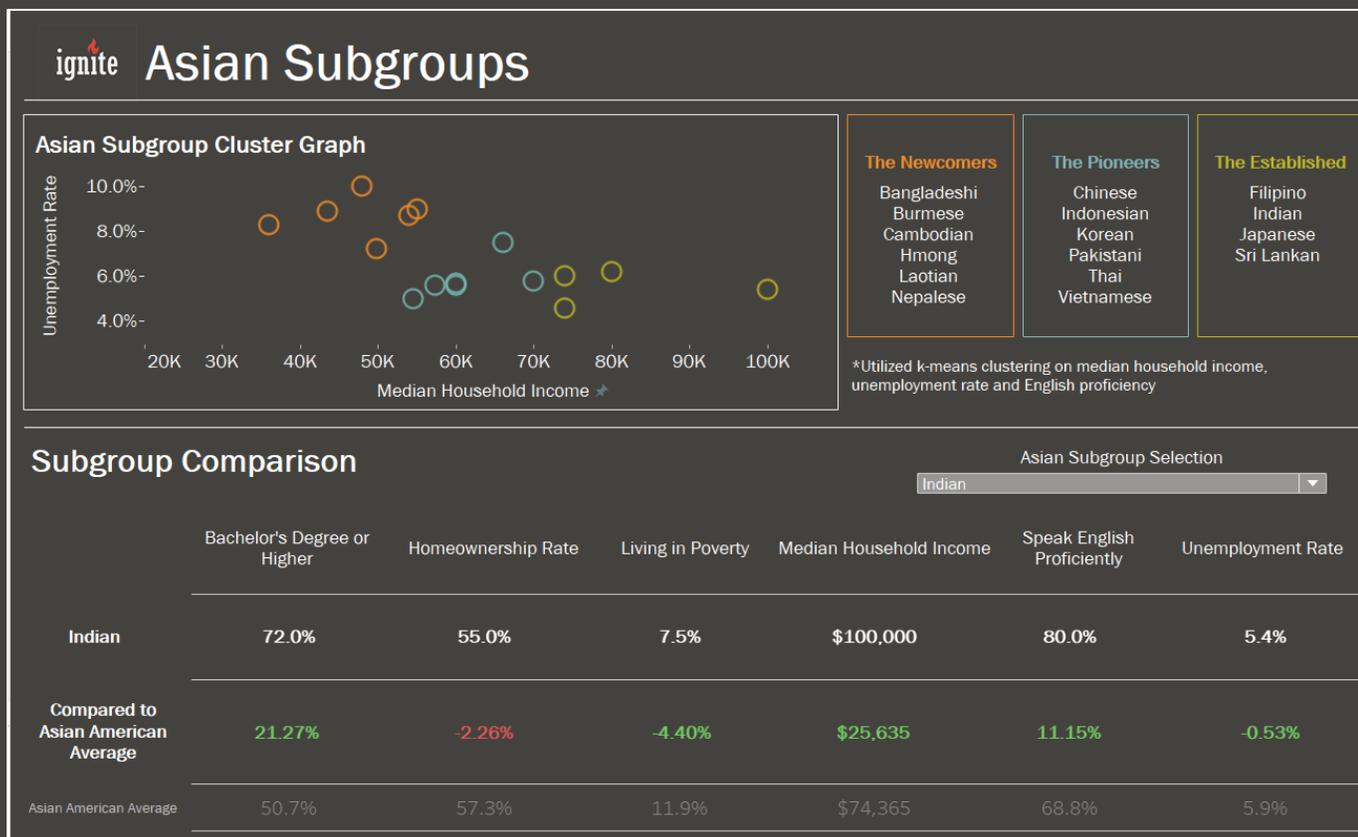


The Newcomers
Burmese • Hmong • Nepalese
Bangladeshi • Cambodian • Laotian

The Pioneers
Thai • Indonesian • Vietnamese
Korean • Pakistani • Chinese

The Established
Sri Lankan • Japanese
Filipino • Indian

Dashboard Screenshot



“It doesn’t really make sense to compare recent Chinese, Korean or Pakistani immigrants who are working in tech and engineering jobs to people who came as refugees in the 1980s and their working-class descendants,”

- Philip Cohen, professor at the UMD



EVALUATE



EMPOWER



ENGAGE

The Newcomers

Burmese • Hmong • Nepalese • Bangladeshi • Cambodian • Laotian

1.4M

Living in the US today

1970s

Migration of these people
to the United States

\$47K

Median household
income

23%

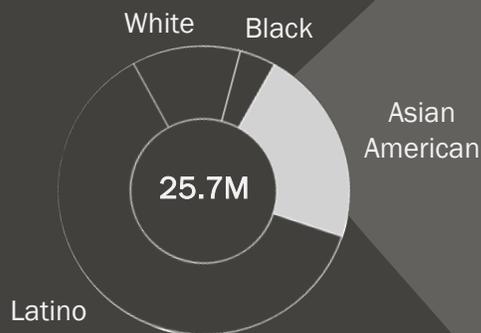
Individuals living in
poverty

EDUCATION

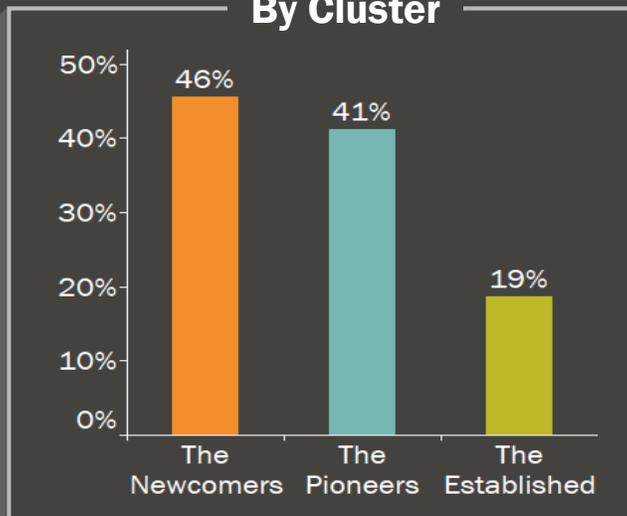


To drive change, we must work within the community to create opportunities that empower individuals to push themselves to success.

Limited English Proficiency



By Cluster



“I know they know that we exist, but I don’t think they know our needs. We resettled quietly, so we are now forgotten....There remains a lack of knowledge about our people.”
 - Maly Yang, Hmong American

KEY OPPORTUNITIES



TARGET OUTREACH



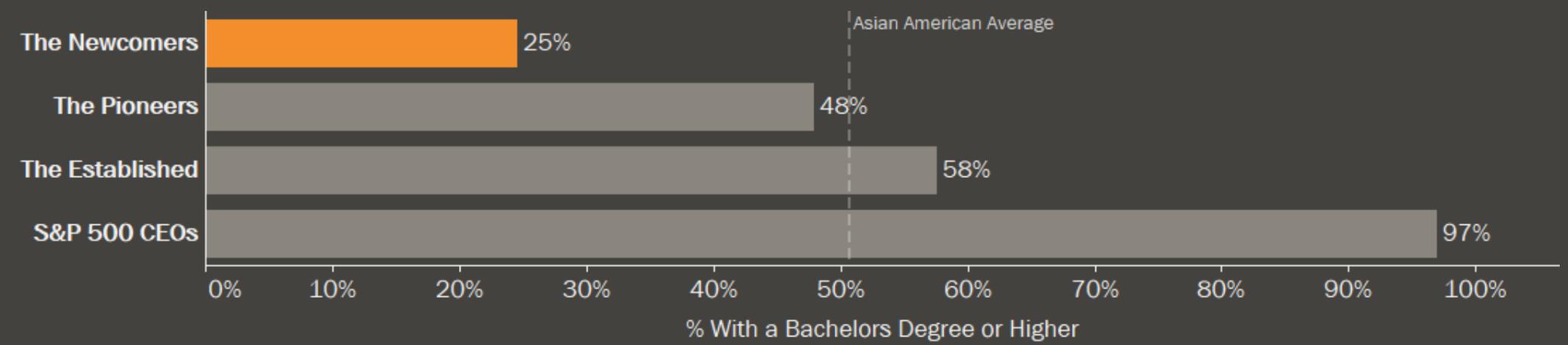
BUILD SKILLS



CULTIVATE GROWTH

Engagement from prominent organizations, such as the Ascend network, can help make every voice heard.

Percent of Subgroups With a Bachelors Degree or Higher



KEY OPPORTUNITIES



LEVERAGE SKILLS



SPONSOR & MENTOR



SHAPE NARRATIVE

In order to truly drive a transformational change in the workforce, the following next steps are needed to turn these ideas into a reality:



**CREATE
ROADMAP**



**DEFINE
SUCCESS**



**IDENTIFY
CHAMPIONS**

ignite

Through the passion and determination of many, may we ignite the possibilities for all Asian Americans

- Median Income by race
 - <https://www2.census.gov/programs-surveys/demo/tables/p60/256/table1.xls>
- Asian subgroup metrics
 - Provides numerous metrics, such as unemployment rate, living in poverty and bachelor's degree percentage, at the Asian subgroup level
 - Areas Utilized: Visualizations for PowerPoint slides 2, slide 7, slide 8, slide 9, slide 10
 - <https://www.pewresearch.org/fact-tank/2017/09/08/key-facts-about-asian-americans/>
 - <https://www.pewsocialtrends.org/2018/07/12/income-inequality-in-the-u-s-is-rising-most-rapidly-among-asians/>
- The Path to CEO:
 - <https://www.forbes.com/sites/christianstadler/2015/03/12/how-to-become-a-ceo-these-are-the-steps-you-should-take/#761b40d31217>
- Immigration History of Asian subgroups:
 - https://en.wikipedia.org/wiki/Asian_immigration_to_the_United_States
- Statistics about S&P 500 CEOs
 - Spencer Stuart, a leading executive search firm that annually conducts research on the backgrounds and professional experience of CEOs in the United States.
 - www.spencerstuart.com
- Statistics about Limited English Proficiency
 - Slide 11: <https://www.migrationpolicy.org/article/limited-english-proficient-population-united-states>
- Quotes:
 - Slide 8: https://www.washingtonpost.com/news/wonk/wp/2016/12/20/why-asian-americans-arent-as-rich-as-they-seem/?utm_term=.1bcdc1ffd985
 - Slide 9: <https://www.tandfonline.com/doi/abs/10.1080/00131725.2010.507117?scroll=top&needAccess=true&journalCode=utef20>
 - Slide 11: https://uwm.edu/hmong-diaspora-studies/wp-content/uploads/sites/327/2015/10/Hmong-Milwaukee-CEP-Report_Final-Report.pdf