UPLIFT

The Power of Civic Engagement, Philanthropy, and Coalition Building

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Associate Dean, UC Riverside

@upliftproject @karthickr @aapidata

What is AAPI Data?
Growing Importance of Asian Americans

Rapid Population Growth

<table>
<thead>
<tr>
<th></th>
<th>2000 to 2010</th>
<th></th>
<th>2010 to 2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>43%</td>
<td></td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Latino</td>
<td>43%</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>NHPI</td>
<td>36%</td>
<td></td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>11%</td>
<td></td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>1%</td>
<td></td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
Sharp Changes in Migration Flows

- Latino Arrivals
- Asian Arrivals

Persons Obtaining Legal Permanent Resident Status by Region

Growing Share of Foreign Born

Source: Pew Research Center

<table>
<thead>
<tr>
<th>Year</th>
<th>Asian</th>
<th>Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>1975</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>1985</td>
<td>36</td>
<td>19</td>
</tr>
<tr>
<td>1995</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>2005</td>
<td>48</td>
<td>23</td>
</tr>
<tr>
<td>2015</td>
<td>47</td>
<td>26</td>
</tr>
<tr>
<td>2025</td>
<td>43</td>
<td>29</td>
</tr>
<tr>
<td>2035</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>2045</td>
<td>37</td>
<td>34</td>
</tr>
<tr>
<td>2055</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>2065</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

Important Part of Immigrant Vote

National

- White: 11%
- Latino: 25%
- Asian: 30%
- Black: 33%
- All other: 1%

California

- White: 20%
- Latino: 44%
- Asian: 33%
- Black: 33%
- All other: 1%

Share of Registered Voters Who Are Foreign Born

Purchasing Power

in billions

1990  113
2000  274
2010  599
2020  1100

Source: St. Louis Federal Reserve

Wealth Generation

Net worth relative to Whites

Source: St. Louis Federal Reserve
Business Formation

So What's The Problem?
Problem #1: Model Minority Myth

People assume that our community doesn’t need help or support

Data disaggregation is vital

*Without data, we cannot make our case*
Bachelor’s Degree or Higher (Asian Am)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taiwanese</td>
<td>75%</td>
</tr>
<tr>
<td>Asian Indian</td>
<td>70%</td>
</tr>
<tr>
<td>Mongolian</td>
<td>59%</td>
</tr>
<tr>
<td>Sri Lankan</td>
<td>52%</td>
</tr>
<tr>
<td>Malaysian</td>
<td>53%</td>
</tr>
<tr>
<td>Korean</td>
<td>50%</td>
</tr>
<tr>
<td>Pakistani</td>
<td>53%</td>
</tr>
<tr>
<td>Chinese</td>
<td>53%</td>
</tr>
<tr>
<td>Japanese</td>
<td>50%</td>
</tr>
<tr>
<td>Filipino</td>
<td>48%</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>48%</td>
</tr>
<tr>
<td>Indonesian</td>
<td>48%</td>
</tr>
<tr>
<td>Thai</td>
<td>44%</td>
</tr>
<tr>
<td>Nepalese</td>
<td>43%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>27%</td>
</tr>
<tr>
<td>Burmese</td>
<td>25%</td>
</tr>
<tr>
<td>Hmong</td>
<td>17%</td>
</tr>
<tr>
<td>Cambodian</td>
<td>17%</td>
</tr>
<tr>
<td>Laotian</td>
<td>14%</td>
</tr>
<tr>
<td>Bhutanese</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Analysis of 2015 American Community Survey Microdata

Bachelor’s Degree or Higher (Pacific Islanders)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melanesian</td>
<td>19%</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>17%</td>
</tr>
<tr>
<td>Guamanian</td>
<td>16%</td>
</tr>
<tr>
<td>Fijian</td>
<td>15%</td>
</tr>
<tr>
<td>Samoan</td>
<td>14%</td>
</tr>
<tr>
<td>Tongan</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Analysis of 2015 American Community Survey Microdata
Limited English Proficiency

- Bhutanese: 78%
- Burmese: 77%
- Vietnamese: 60%
- Thai: 58%
- Nepalese: 57%
- Chinese: 54%
- Korean: 54%
- Cambodian: 54%
- Japanese: 52%
- Mongolian: 51%
- Taiwanese: 49%
- Laotian: 48%
- Bangladeshi: 46%
- Indonesian: 44%
- Hmong: 43%
- Malaysian: 42%
- Filipino: 38%
- Pakistani: 35%
- Sri Lankan: 30%
- Asian Indian: 27%

Source: Analysis of 2015 American Community Survey Microdata

No Health Insurance

- Nepalese: 29%
- Korean: 29%
- Pakistani: 19%
- Burmese: 19%
- Thai: 19%
- Malaysian: 19%
- Bangladeshi: 17%
- Indonesian: 17%
- Bhutanese: 17%
- Cambodian: 16%
- Laotian: 16%
- Vietnamese: 16%
- Hmong: 15%
- Chinese: 11%
- Sri Lankan: 11%
- Filipino: 10%
- Asian Indian: 8%
- Taiwanese: 8%
- Japanese: 6%

Source: Analysis of 2015 American Community Survey Microdata
Protest in Rhode Island
A preemptive strike against an Asian Registry in Connecticut

By Linda Conner Lambeck. Updated 3:49 pm, Friday, March 9, 2018

Normalizing Racism
Lessons on Data Disaggregation

- We have to continually engage and educate
  - Internally
  - Externally

- We have to fight
  - We need to learn from others

Judge Mike Kwan (UT): “Truth is the greatest casualty of the current times. Don’t like the facts? Just call them fake and ignore them. Don’t like the messenger? Call them stupid liars.

The simple truth that every community advocate who has ever sought funding for the community knows is that DATA = DOLLARS.

If you cannot demonstrate through data that a particular group is in need of assistance, they won’t get any.”
Lessons on Data Disaggregation

Need better labeling and framing

Labeling: Ethnicity data, or Accurate data

Framing: Remind people why this exists
No lumping
Get resources
Culturally competent outreach

Another Problem With This Narrative

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>1,103,587</td>
</tr>
<tr>
<td>2007</td>
<td>1,549,559</td>
</tr>
<tr>
<td>2012</td>
<td>1,917,902</td>
</tr>
</tbody>
</table>
Problem #2: Low Civic Engagement

Consequences

- Our economic contributions not recognized
- Perpetual foreigner
- Leadership and talent hit “bamboo ceiling”

Making Economic Contributions

Transcontinental railroad depended on Chinese immigrants
Written Out of History

Low Participation Means Less Influence, Less Respect
The AAPI community is the fastest-growing minority in America, but it's still -- (applause) -- well, that's good to cheer about, but it's still significantly underrepresented at the ballot box.

In 2012, just 56 percent of eligible AAPI voters were registered to vote.

Participation is Key To

Building Power
Fighting Racism
Being Seen As American
We’ve Got a LOT of Work to Do

Racial Gaps in Voting

2016 Election

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>65</td>
</tr>
<tr>
<td>Black</td>
<td>59</td>
</tr>
<tr>
<td>Asian Am</td>
<td>49</td>
</tr>
<tr>
<td>Latino</td>
<td>48</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>48</td>
</tr>
</tbody>
</table>

Asian Americans and the 2016 Election

**Registration**
- Indian: 68%
- Japanese: 67%
- Filipino: 59%
- Vietnamese: 56%
- Other Asian: 52%
- Korean: 55%
- Chinese: 48%

**Voting**
- Indian: 62%
- Japanese: 62%
- Filipino: 50%
- Vietnamese: 46%
- Other Asian: 46%
- Korean: 46%
- Chinese: 41%

Source: Analysis of Nov 2016 Current Population Survey data

How Do We Get to Parity?

Registration is 2x the Effect

- 27% Citizenship
- 24% Registration
- 49% Turnout


@upliftproject @karthickr @aapidata
Not Just Voting

Contacting Public Officials

Source: 2016 National Asian Am Survey
### Campaign Donations

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Pac Islander</th>
<th>Overall</th>
<th>Asian Am</th>
<th>Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Donations</td>
<td>33%</td>
<td>27%</td>
<td>26%</td>
<td>21%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: 2016 National Asian Am Survey

### Consumer Activism

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Overall</th>
<th>Pacific Islander</th>
<th>Asian Am</th>
<th>Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Activism</td>
<td>31%</td>
<td>25%</td>
<td>24%</td>
<td>22%</td>
<td>16%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: 2016 National Asian Am Survey
### Attending Public Meetings

- **Pacific Islander**: 35%
- **Black**: 30%
- **White**: 26%
- **Overall**: 24%
- **Latino**: 24%
- **Asian Am**: 14%
- **Cambodian**: 30%
- **Indian**: 27%
- **Japanese**: 16%
- **Vietnamese**: 16%
- **Hmong**: 15%
- **Filipino**: 14%
- **Korean**: 11%
- **Chinese**: 7%

(Source: 2016 National Asian Am Survey)

### Protest Activity

- **Black**: 14%
- **Latino**: 14%
- **Overall**: 12%
- **White**: 12%
- **Pac Islander**: 11%
- **Asian Am**: 8%
- **Vietnamese**: 18%
- **Cambodian**: 12%
- **Hmong**: 11%
- **Indian**: 8%
- **Chinese**: 8%
- **Filipino**: 6%
- **Japanese**: 6%
- **Korean**: 3%

(Source: 2016 National Asian Am Survey)
In fighting homeless camp, Irvine's Asians win, but at a cost
We Also Need to Advance in Philanthropy

Focus on our civic responsibility
- AAPIs get 1% of philanthropy dollars
- But, we need to step in giving, too

Asian Americans 32% of pop in SF and SM counties
28% of those with incomes > $100,000
2.7% of major donors; about 1% of giving
Solutions in Philanthropy

- **We need to step up our giving**
  - Charitable giving (56% for AA vs. 70% for whites)
  - Outreach by mainstream philanthropy would help

- **But we also need to innovate**
  - **Piloting a new initiative**
    - Project Uplift

AAPIs continue to be underrepresented in many sectors. Join us to *uplift* voices in every industry → projectuplift.co
Redefine Asian Success

Success ALSO means...

Civic Participation
Fighting for Equity
Philanthropy

Success of our community
AND the future of California depend on it
Civic Engagement Pioneers

Wong Kim Ark, 1898
Established birthright citizenship

Congressman Saund, 1956
First AAPI elected to Congress

Heroes from all communities

Fred Korematsu
Kawaipuna Prejean
Grace Lee Boggs

Larry Itliong
Bhagat Singh Thind
The Power of Coalitions

Democracy is not a spectator sport
Thank You!

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