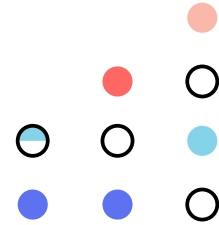


Conference on Asian Pacific American Leadership

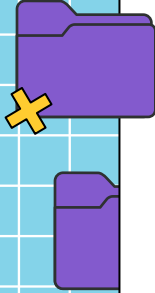
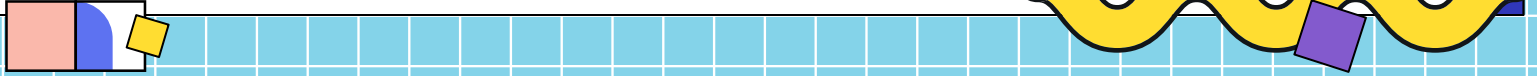
# APIAVote- Michigan



Presented by Tanya  
Decendario, Joel Hwang,  
Munahil Sultana



# What is APIAVote-Michigan?

- **What they do:** Since 2007, Asian & Pacific Islander American Vote-Michigan has been serving the community through a combination of voter education and outreach, and through offering community services. This is done through a direct and community-centered approach.
  - **Mission:** APIAVote-Michigan is a 501(c)3 nonpartisan organization committed to justice and equity for the Asian American community through grassroots mobilization, civic engagement, leadership development, and coalition building.
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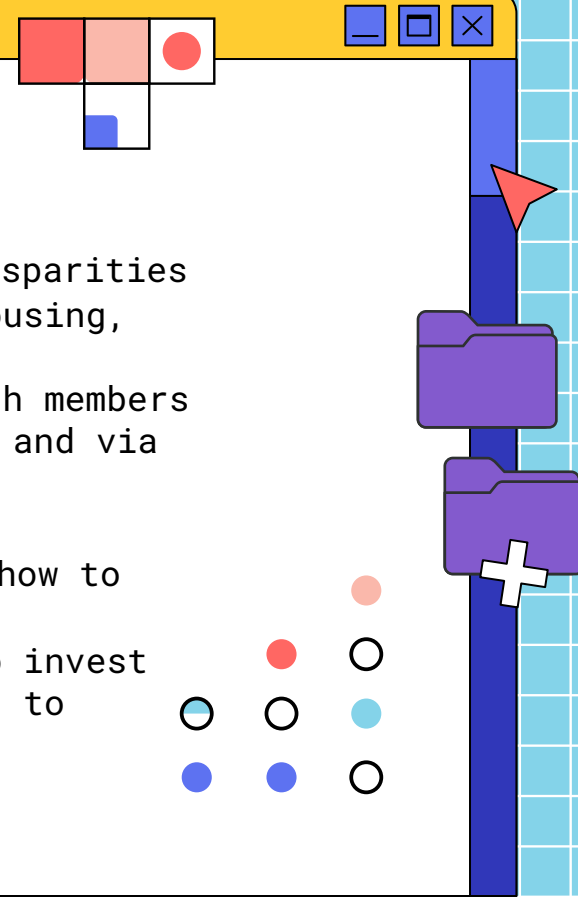
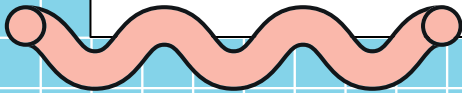
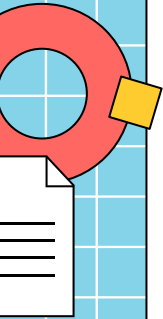
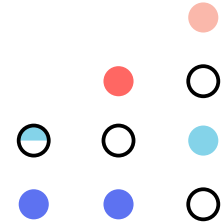
01

# Process

Purpose and Impact of  
APIA Vote-Michigan

# Process

- **Purpose:** Collect data to uncover socioeconomic disparities that affect AAPI communities, COVID-19 impact re-housing, healthcare and employment
  - Data Collection through conducting surveys with members of AAPI community over the phone, in-person, and via electronic form.
- **Impact:** This data may help many of us understand how to better support our communities and to help other organizations and funders understand why we need to invest more in supporting our AAPI communities with regard to racial equity.





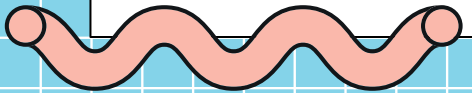
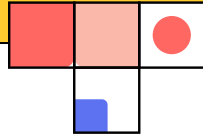
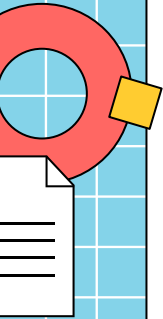
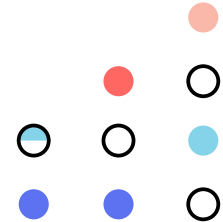
02

# Strategy

What was our strategy?

# Strategy

- **Qualitative vs. Quantitative Interviews** - emphasis on building a picture through story and eliciting in-depth responses by way of conversation vs. form fill
- Examples
  - Talking Style
  - Mirroring Audience
  - Form of Communication - Phone, Zoom, Google Form
- Why this strategy didn't work out?
- What can we improve on/learn from?
- What worked well?



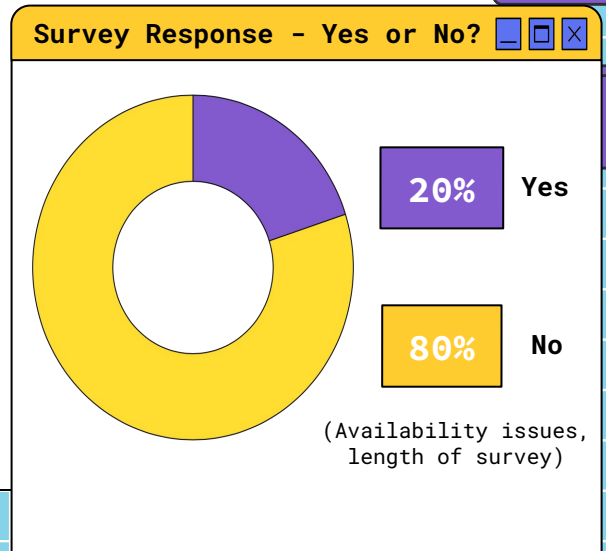
03

# Survey Response

Interview Results

# Results

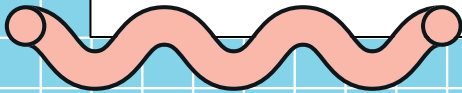
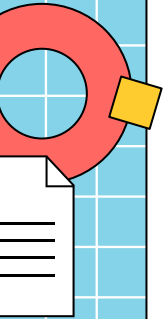
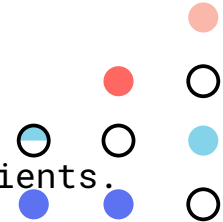
- Lack of survey response and interest
  - Availability conflicts
  - Revise our current approach
- Setbacks and adjustments to schedule and program due to scale vs. time





# Survey Modifications

- Interview practice was used to adjust and refine survey questions in order to condense main talking points and to adapt for a variety of survey collection methods.
  - Transitioned from primarily phone interviews to having options for phone and form-fill.
  - Planning on creating mobile in-person interview booths at community events.
- Changes in strategy for contacting potential survey recipients.





04

# Reflection

What could we have done differently?

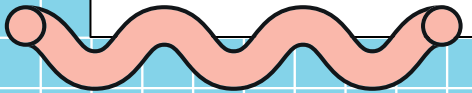
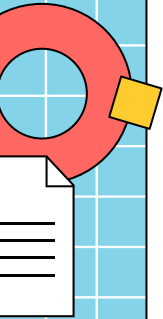
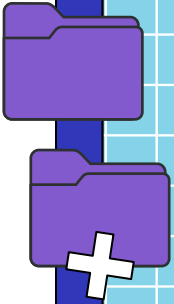
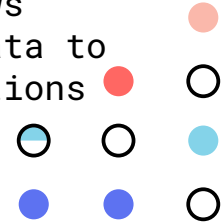
# Reflection

## Setbacks:

- Time Management
- Collaborative Efforts
- Recipient Sampling

## Continuing the Journey:

- We will be continuing to conduct surveys and interviews until we have sufficient content to create a map of data to observe trends that can be communicated with organizations to better serve our communities across the country.





# Thanks!



Questions?

**CREDITS:** This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**