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**COMMITTEE OF 100 | NEXT GENERATION LEADERS**

# **20 Million Project**

**The Asian Glass Ceiling:** An AAPI  
Diversity, Equity & Inclusion Project – *Using  
data research, story telling and social media to raise  
awareness and reach new audiences*

By Dustin Ling, Allen Chen, Marrian Zhou

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# Project Name: 20 Million

Twenty million is the number of Asian Americans and Pacific Islanders (AAPI) in the US, which represents 6% of the total US population. The project name illustrates the importance of AAPI *representation*.

The AAPI community is not a monolith. It is represented by a multitude of cultures and languages, largely made up of three subgroups; East, Southeast and South Asians. It also has the *greatest disparity* between prosperity and poverty. This group is also the *fastest growing* minority group and is expected to *double* in the next two decades. *However*, the AAPI community has also experienced long-standing *racism* and a *lack of representation* at senior levels across sectors.

*Note:* Today, AAPIs make up 13% of the US national workforce and are 6% or less at the executive levels depending on industry.



# Project Summary & Call to Action

## ***Problem Statement:***

There is a rich set of AAPI data and research that exists as “white papers”, but a lack of awareness about the key representation facts and figures in a consumable way for the AAPI and non-AAPI communities to digest and leverage.

## ***Project Goal:***

Produce a digital asset as a public good to increase awareness of key AAPI facts and themes using new and innovative channels (e.g. social media). ***Theme of Choice:*** “The Asian Glass Ceiling” *Note: Reach new audiences.*

## ***Project Solution:***

Produce digital asset with key AAPI representation facts and figures leveraging quantitative and qualitative research for distribution. There will be four key components: (1) research, (2) narrative, (3) production and (4) engagement

## ***Project Outcome:***

Increase awareness of key themes with data using “explainer-style” video to highlight AAPI senior representation issue and inspire *self-advocacy, across AAPI-advocacy and allyship.*

## ***Project Ask: Call to Action***

Promote this video within your organization with AAPI and non-AAPI networks (DEI Office, managers) and ***amplify*** this message to promote inclusion. The video is a public good and can be used by any and all as a conversation starter.

# About Next Generation Leaders (NGL)

Launched in 2014, Committee of 100's NGL program convenes an exceptional group of change-makers and rising leaders from diverse sectors, leveraging a collective sense of service and purpose to elevate the impact of each individual.

*Next Generation Leaders Class of 2022*

## **20 Million Project Producers**

**Dustin Ling**, *Director & Senior Banker, Citi*

Dustin Ling is a senior banker in Citi's Banking Capital Markets & Advisory and is responsible for managing global public sector clients specializing in supranational and development finance institutions.

**Allen Chen**, *Managing Director & Partner, BCG*

Allen Chen joined Boston Consulting Group in 2018. He leads product and engineering for BCG GAMMA's data science platform, Source AI. H

**Marrrian Zhou**, *Journalist, Nikkei Asia*

Marrrian Zhou is a Beijing-born Californian living in New York City. She is a journalist covering U.S.-China relations and Asian America. Zhou graduated from Columbia University Graduate School of Journalism.

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# About Committee of 100



## *Committee of 100*

*Committee of 100* is a non-partisan leadership organization of prominent Chinese Americans in business, government, academia, and the arts. The concept of founding the Committee came from the renowned architect, the late [I.M. Pei](#) and Dr. Henry Kissinger, 56th U.S. Secretary of State in 1988. Kissinger discussed with Pei the notion of organizing an influential group of Chinese Americans to address issues of international concern between the United States and China.

**Mission:** *The Committee of 100's purpose is to provide leadership and act as a constructive force in the dual mission of promoting the full participation of all Chinese Americans in American society and acting as a public policy resource for the Chinese-American community and advancing constructive dialogue and relationships between the peoples and leaders of the United States and Greater China.*