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
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.
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.

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20 Million Project Producers

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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.

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