Presented by the NAAAP Pride National Leadership Team

National Director
David Moore

Secretary
Anthony Hsu

Treasurer
John Ong

Communications & Marketing
Keith Nishida

Chapter Liaison
Terry Wang

Programming
Kim Liu

Community Outreach
Harris Zhao

NAAAP National Board Executive Advisor
Michael Gonzales
This document was created by the NAAAP Pride National Leadership Team as a resource, as you and your chapter work through the process of implementing NAAAP Pride within your local chapter. After a brief introduction to NAAAP Pride and the need for the program, we outline the benefits of bringing NAAAP Pride to your chapter. You will also find some suggestions on programming along with defined roles, responsibilities and expectations at the national and local levels. We conclude with onboarding info and a few immediate action items to get the process started.
Dear NAAAP Chapter Leaders,

NAAAP Pride’s journey began at a National Leadership Academy with a simple question:

“Where are the Gaysians?”

A casual chat at the 2018 NLA in San Jose ignited a critical conversation about LGBTQ+ inclusion and representation within our organization. Thanks to the persistent NAAAP Pride National Leadership Team, the generous full support from NAAAP National Board of Directors and the guidance from our Executive Advisor, Michael Gonzales, we officially launched NAAAP Pride as a national program five months later at the 2018 Leadership Convention in Atlanta.

Since officially launching, NAAAP Pride has made strides:

- Launched *Pride Talk*, a podcast featuring conversations with Asian American LGBTQ+ professionals and their allies to empower, educate, engage and celebrate this community.
- NAAAP Cincinnati led the *first-ever* Asian Pride group in the Cincinnati Pride Parade (an event with 46 years of tradition).
- Produced a YouTube Live event- *Pride Talk Live: Still Rising* - in celebration of the 50th anniversary of Stonewall.
- Invited to speak at SunTrust Pride Month event & the Diversity & Inclusion Consortium.
- Presented an inaugural NAAAP Pride Award at the Convention Gala.
- Improved Leadership Convention practices in 2019 to allow attendees to include their preferred pronouns on Convention badges.

I am proud of all the time, passion, energy and work that the NAAAP Pride National Leadership Team has accomplished in such a short amount of time. Some may ask:

“Why do it? Why is it important? Why at NAAAP?”

Here’s why- Our lesbian, gay, bisexual, transgender, and queer (LGBTQ) friends & colleagues within the Asian Pacific Islanders (API) community are minorities within a minority. Many corporations now offer programs/benefits/protections for its LGBTQ employees. However, a) many LGBTQ organization leaders are White, b) major API organization leaders are cisgender and heterosexual, and c) API LGBTQ voices, perspectives and opinions have yet to secure a seat at the table to make meaningful impact.

NAAAP was created to “inspire leaders to make a meaningful difference in government, education, business, and society.” We ask that you join us in practicing one of NAAAP’s Values: *Embrace a culture of inclusion and innovation*. Help empower the Asian American LGBTQ+ professional community and its allies by providing education, promoting visibility, and developing current and future LGBTQ+ leaders.

Please consider implementing the NAAAP Pride program within your chapters by using this Onboarding & Chapter Implementation Guidelines. We look forward to supporting you through the process.

David Moore
National Director- NAAAP Pride
A Brief Introduction

NAAAP Pride is a national program with a mission to empower, educate, engage and celebrate the Asian American lesbian, gay, bisexual, transgender & queer identified (LGBTQ+) professional community and its allies by providing education, promoting visibility and developing current and future LGBTQ+ leaders. We will accomplish this by: a) offering LGBTQ+ inclusive chapter programming resources and support to promote a safe, productive, and affirming work environment, and b) providing resources and support for those at all stages of the coming-out process so Asian American LGBTQ+ students and employees can live, work and study safely, openly and genuinely.

The NAAAP Pride program aligns with the mission and purpose of NAAAP in three folds. First, by providing opportunities for API leaders to cultivate and empower themselves & others to foster an inclusive community. Second, by engaging in professional development opportunities, learn how to impact and advocate for workplace diversity/equity/inclusivity of LGBTQ+ identified professionals. Third, by means of community service and networking, amplify a collaborative culture.
Benefits to Local Chapters

- Positioning of the local chapter to attracting a greater range of corporate sponsorship.
- Become a go-to resource for topics on the API LGBTQ+ workforce.
- Cross-promotions from other LGBTQ+ organizations.
- Attract potential membership of millennial/centennials, a generation known to seek inclusive organizations in alignment with its values.
- On an individual-level, educate/promote within chapter members a deeper understanding of how to support an inclusive and equitable environment for a marginalized community of professionals.
- Potential to increase and retain membership.
- Increase potential collaboration opportunities with local, regional and national organizations interested in expanding service to their existing membership.
- Opportunity for chapters to lead and set a precedent as the first local Asian American organization to support LGBTQ+ communities/causes, increasing local awareness and credibility as an organization of leaders.
- Increase the number and diversity of events and professional development offerings to be included on the local chapter calendar.
NAAAP Pride
The Program

NAAAP Pride: Levels of Participation

This national program offers three levels of engagement to make it easier for local chapters to gradually implement NAAAP Pride into their program offering. This also allows each chapter to participate as much or as minimal as their resources allow. The NAAAP Pride National Leadership Team is available to help customize a program that will be successful for your chapter.

Level 1 - Educate
Level 1 requires basic engagement with the NAAAP Pride program and brand awareness by including the NAAAP Pride logo on chapter webpages, marketing materials and meeting/event signage.

Level 2 - Empower
Level 2 includes all of level 1 plus promoting and participating in programs provided by NAAAP Pride National Leadership Team. This includes Pride Talk live events, webinars, NLA & Leadership Convention sessions.

Level 3 - Elevate
Level 3 includes all of levels 1 & 2 plus providing original local NAAAP Pride programming.
NAAAP Pride: Programming Ideas

The following list is a basic list of idea-starters for ways to implement the NAAAP Pride program within your own chapter. There are many opportunities to partner with local LGBTQ+ organizations, which is a great way to gain chapter exposure while sharing resources and expenses. The NAAAP Pride National Leadership Team is here to assist in connecting you with local LGBTQ+ organizations and to collaborate in ideating original program content.

- Present workshops related to LGBTQ+ workplace/workforce issues, e.g. pronouns, inclusive language and culture, education on sexual orientation and sexual identity, intersectionality, etc.
- Host/sponsor/participate in local diversity & inclusion consortiums, summits, symposiums relating to LGBTQ+ issues and/or be the voice for LGBTQ+ individuals at such events.
- Partner with local LGBTQ+ ERG/BRG groups for panel discussions, speaker presentations, information sessions relating to workplace/workforce issues.
- Partner with local LGBTQ+ Chambers of Commerce.
- Host/promote/participate/social media support on US National Coming Out Day (October 11th) activities.
- Present LGBTQ+ issues at NAAAP National events, i.e. Convention & NLA.
- Actively recruit and include LGBTQ+ speakers, panelists, entertainers, vendors at chapter activities and events.
- Host/promote/participate/social media support Pride Month (June) activities.
- Host/organize/participate in local film screenings with LGBTQ+ themes.
- Partner with local LGBTQ+ ERG/BRG groups for panel discussions, speaker presentations, information sessions relating to workplace/workforce issues.
- Promote/participate in Pride Talk (NAAAP Pride’s podcast).
- Present LGBTQ+ issues at NAAAP National events, i.e. Convention & NLA.
- Promote/participate in NAAAP Pride national live events.
Roles, Responsibilities and Expectations

NAAAP Pride: National Leadership Team Roles

DAVID MOORE
NATIONAL DIRECTOR
NAAAP KANSAS CITY
david.moore@naaap.org

ANTHONY HSU
SECRETARY
NAAAP MINNESOTA
anthony.hsu@naaap.org

KIM LIU
PROGRAMMING
NAAAP MIAMI
kim.liu@naaapmi.com

KEITH NISHIDA
COMMUNICATIONS & MARKETING
NAAAP LOS ANGELES
keith.nishida@naaap.org

TERRY WANG
CHAPTER LIAISON
NAAAP CINCINNATI
terry.wang@naaap.org

JOHN ONG
TREASURER
NAAAP KANSAS CITY
john.ong@naaap.org

HARRIS ZHAO
COMMUNITY OUTREACH
NAAAP BOSTON
harris.zhao@naaapboston.org

MICHAEL GONZALES
EXECUTIVE ADVISOR
NAAAP NATIONAL BOARD OF DIRECTORS
michael.gonzales@naaap.org
The NAAAP Pride National Leadership Team is committed to the success of the NAAAP Program at the National and local chapter level. We will provide the following resources to the local chapters. If there are additional needs, feel free to reach out to the Chapter Liaison for assistance.

- Digital onboarding packet available via the NAAAP Pride site.
- Digital files of approved NAAAP Pride logos for both print & digital (web, social media, etc.) use.
- Introductions to local LGBTQ+ leaders.
- Quarterly Youtube live NAAAP Pride events.
- Member of NAAAP Pride Leadership Team assigned to be liaison.
- One (1) physical NAAAP banner to participating chapters.
- Digital files/designs for branded flyers, business cards, social media posts.
- Directory of potential topics and speakers for NAAAP Pride events.
- Pride Talk Podcast.
- A history of NAAAP Pride, events, and accomplishments.
- Digital files/designs for basic NAAAP Pride info flyers.
- Guidance to chapter leaders implementing NAAAP Pride within their chapters.
- FAQ section on NAAAP Pride website pride.naaap.org.
- Online directory of local LGBTQ+ organizations.
- Send bi-monthly LGBTQ+ related issues, events, celebrations newsletters with particular emphasis on workplace related issues. Post bi-weekly social media content. (repost/share LGBTQ+ related issues)
NAAAP Pride: Chapter Commitment

The NAAAP Pride National Leadership Team requires that chapters implementing the NAAAP Pride program within their chapter agree to the following:

- Chapter will provide a safe space for LGBTQ+ attendees at chapter sponsored events, whether the event is LGBTQ+ related or not.

- Consider speakers, panelists, entertainers, vendors etc. from LGBTQ+ community- does not have to be LGBTQ+ focused event.

- Promote NAAAP Pride program in chapter wide events, meetings, etc.

- Delegate one (1) Active Chapter Member as Pride Chapter Liaison.

PRIDE CHAPTER LIAISONS WILL...

- Connect with NAAAP Pride National Leadership Team.

- Represent NAAAP Pride and LGBTQ+ community interests at chapter meetings and events.

- Create local program for NAAAP Pride events.

- Promote and participate in NAAAP Pride national events.

- Connect/outreach with local LGBTQ+ community.

- Connect/Outreach with local LGBTQ+ ERG/BRG groups.
HOW DOES A CHAPTER START THE ONBOARDING PROCESS?

Initial expression of commitment to lead the NAAAP Pride program within local chapter will start the onboarding process. Chapter leaders will email pridegroup@naaap.org (and state their designated Pride Chapter Liaison).

Note: If a chapter member is interested in starting/leading a NAAAP Pride program, he/she/they must first go through chapter leaders.

Contact: pridegroup@naaap.org

HOW LONG IS THE ONBOARDING PROCESS?

Varies depending on the level of chapter commitment, readiness and resources. It may take a few weeks to a few months depending on the level of participation. NAAAP Pride National Leadership Team is committed to working with chapter leaders/liaisons as long as it takes to get them up and running.
### Action Items

**NAAAP Pride: No Day But Today**

**Download**
Download and distribute a digital copy of this NAAAP Pride Onboarding & Chapter Implementation Guideline from the NAAAP Pride webpage and distribute among key chapter stakeholders.

**Include**
Add “NAAAP Pride” into your next chapter board meeting agenda.

**Discuss**
Review/discuss key info (programming types, responsibilities, expectations) as a chapter leadership team towards a commitment level.

**Connect**
Send us an email at pridegroup@naaap.org. Get any chapter-specific questions answered. Jumpstart process towards creating a more inclusive chapter!