



Federal Asian Pacific American Council - U.S. Coast Guard Chapter

Strategic Intent

From the FAPAC-USCG President

The Federal Asian Pacific American Council - U.S. Coast Guard (FAPAC-USCG) Chapter *Strategic Intent* outlines the highest strategic priorities of career development, career advancement and education. These priorities are directly aligned with the Federal Asian Pacific American Council and the USCG Chapter Mission and Vision. The *Strategic Intent* sets a 10-year course to ensure that functions and processes in support of our pillars work together to ensure a thriving and effective Chapter prepared for the challenges of tomorrow.

The Executive Board and the Senior Advisory Board developed this strategic plan to ensure that FAPAC-USCG is established as a financially conscious and sustainable organization. This *Strategic Intent* is the result of collaborative efforts put forth by volunteers with common goals of sharing the Asian American & Pacific Islander (AAPI) heritage while also creating opportunities for our current and future members and their dependents. The document is the foundation for a comprehensive action plan. Our Goals and Objectives – 10 Year Plan identifies specific priority initiatives as well as the measure of progress and the effort required to achieve the goals.

I am honored to lead FAPAC-USCG's effort to move forward in its mission, along with the members, to achieve results that build on past successes and position the organization for its future endeavors. All of us, as members of FAPAC-USCG, wherever we sit, have a stake and responsibility to improve the lives that have impacted our own and those that come after us.



Frank Lim

FAPAC-USCG

President

Our Mission

At FAPAC-USCG, we passionately believe in community to forge career development, career advancement, and educational opportunities.

Our Vision

To build a vibrant community of AAPI leaders who are engaged locally, nationally coordinated and globally connected.

Our Pillars

Career Advancement

- **Develop & Deliver Training**
- **Facilitate Networking**

Career Development

- **Facilitate Mentorship**
- **Facilitate Career Coaching**
- **Develop & Deliver Workshops**

Education

- **Provide Grants/Scholarships**
- **Organize & Coordinate Internships**
- **Organize & Coordinate Fellowships**

Cultural Awareness

- **Serve as a conduit for National AAPI Outreach**
- **Maintain a record of significant AAPI in USCG History**

Our Stakeholders

Internal Stakeholders

- FAPAC-USCG Leadership
- Board of Directors (BoD)
- FAPAC-USCG Project Coordinators and Managers
- Regional Special Committees located throughout the Coast Guard

External Stakeholders

- FAPAC-USCG Members and Dependents
- All Members of the U.S. Coast Guard Family (Active, Reserve, Civilian, Contractor)
- Other AAPI Non-profit Organizations
- Donors
- FAPAC (national)

Strengths, Weaknesses, Opportunities, Threat (SWOT) Analysis

A. Strengths of FAPAC-USCG

- 501(c)(3) designation allows us to generate funding through donations.
- Chapter of 30+ year old organization.
- U.S. Coast Guard AAPI Executive Champion is a member of FAPAC.

B. Weaknesses of FAPAC-USCG

- Limited number of active chapter members, no recruiting plan and general awareness that chapter exists.
- FAPAC-USCG leaders and SAB are volunteers and professional/personal commitments constrain time available to manage chapter.
- Financial account is not sufficient for scholarships or travel.
- No communication plan to reach out to current or prospective members.
- Diffused member location around the United States, impediment to creating regional committees.

C. Opportunities for FAPAC-USCG

- Continue to foster partnerships with other AAPI organizations.
- Raise awareness of U.S. Coast Guard members of FAPAC-USCG chapter.
- Leverage social media to communicate with FAPAC-USCG members and stimulate interest.
- Facilitate internships/fellowships for the U.S. Coast Guard Academy and U.S. Coast Guard members.
- Develop corporate donors.

D. Threats to FAPAC-USCG

- Chapter financial reserves are inadequate.
- No donor pool.
- Potential customers do not know that we exist or what we provide.
- Change in leadership could derail progress for new chapter.

Goals and Objectives - 10 Year Plan

Goal	Description	Development	Advancement	Education	Cultural Awareness
2016-1	1-year – Increase financial reserves to \$5,000.	•	•	•	
2016-2	1-year – Increase membership to 30 paying members.	•	•		•
2016-3	1-year – Establish one (1) scholarship of \$500.			•	
2016-4	1-year – Establish one (1) internship for USCGA AAPI.	•			•
2016-5	1-year – Develop annual leadership symposium with APAICS.	•	•	•	•
2016-6	2-year – Establish grant writing team and identify 5 grants to pursue.	•	•	•	
2016-7	3-year – Establish Special Committees in New London, Portsmouth, and Alameda.	•	•	•	
2016-8	3-year – Increase financial reserves to \$20,000.	•	•	•	
2016-9	3-year – Increase membership to 100 paying members.	•	•		•
2016-10	3-year – Establish (3) scholarships of \$1,000.			•	
2016-11	3-year – Establish AAPI Congressional Fellowship for USCG Active duty or Civilian AAPI.	•			•
2016-12	5-year – Increase financial reserves to \$50,000.	•	•	•	
2016-13	10-year – Increase financial reserves to over \$100,000.	•	•	•	
2016-14	10-year – Achieve annual operating fund that allows the establishment of an Executive Manager position to run daily FAPAC-USCG operations.	•	•	•	