



APCA Vision, Goals & Value Propositions

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December 28, 2008

(Presented at the APCA Strategic Planning Meeting, Dallas, Feb. 7, 2009)



Mission Statement

APCA is dedicated to creating alliances that enhance professional and leadership opportunities for its members to benefit AT&T and the community through:

- ◆ Education and member development
- ◆ Increasing diversity awareness within our corporation and community
- ◆ Organizational growth and influence on issues that impact Asian Pacific Americans



APCA's Value Propositions

- ◆ APCA has a long history of partnership with AT&T and takes pride for its contributions in:
 - Promoting AT&T products and services
 - Representing AT&T as ambassadors at sponsored community events
 - Assisting AT&T in its recruitment/staffing efforts
- ◆ APCA provides value for Members with opportunities for:
 - Professional & personal development
 - Networking
 - Giving back to the community
 - Cultural & social gatherings



APCA Vision Statement

Become the premier Employee Resource Group of AT&T as evidenced by a large and committed membership, robust programs, internal and external reputation and financial stability.



APCA 5-Year Goals

- ◆ Membership
- ◆ Chapters
- ◆ Programs
- ◆ Organizational
- ◆ Financial



APCA 5-Year Membership Goal

- ◆ Target 10% penetration of AT&T Asian American employee base in 5 years – from 348 to 1,500
- ◆ Target 25% of members to be Lifetime Members
- ◆ Annual targets for membership net increase are:
 - 100 in Year 1,
 - 200 in Years 2 & 3, and
 - 300 in Years 4 & 5



APCA 5-Year Chapter Goal

- ◆ Increase current # of APCA Chapters by 50% in 5 years – from 10 to 15
- ◆ Annual targets for new chapters are:
 - 1 to 2 new chapters in each of the 5 Years
 - Strong focus on new chapters at the Legacy Cingular locations



APCA 5-Year Program Goal

- ◆ Each APCA Chapter should plan a minimum of one event per quarter. Set events may include:
 - Lunar New Year (1Q)
 - Asian American Heritage Month (2Q)
 - Diwali / Dragon Boat Race (3Q)
 - End of Year Celebration (4Q)
- ◆ National will plan the Annual Conference / National Awards Banquet
- ◆ Develop National/Chapter programs on:
 - Mentoring
 - Career Advocacy



APCA 5-Year Organizational Goal

- ◆ Create new National Officer positions responsible for:
 - Membership & Chapter Development
 - Professional Development
- ◆ Create a National Quarterly Newsletter to enhance communications with APCA members
- ◆ Enhance marketing capability to improve effectiveness of membership drive
- ◆ Create a membership database



APCA 5-Year Financial Goal

- ◆ Target 90% enrollment of APCA members in the AT&T Employee Giving Campaign designating all or part of their donations to APCA
- ◆ Annual targets for the 5-year period are:
 - 20% in Year 1,
 - 40% in Year 2
 - 60% in Year 3,
 - 80% in Year 4, and
 - 90% in Year 5