Launching a New Undergraduate Program: How IR can Contribute to Telling the Story

Jun Xiang, Senior Research Analyst Jung-Sun Park, Professor

CSUDH



Agenda

- I. University Profile
- II. Program Overview
- III. Rational
- IV. Other roles of IR
- V. Q&A?









- CSUDH: a public comprehensive university in Carson, CA; part of the California State University 23-campus system
- 47 Bachelor degree programs & 28 Master degree programs
- Student Body (Fall 2020):
 - 15,873 undergraduate
 - 1890 post-bac/graduate



	CSUDH was founded	Established Asian Pacific Studies Program	Hired first tenure-track faculty in APP	BA in Asian Pacific Studies
Asian Pacific Studies	1960	1992	1999	2020

CSUDH



"The dynamic needs of the surrounding communities" US Census (2010):

- Carson: 25.26%
- Torrance: 38.2%
- Irvine: 43.3%
- Garden Grove: 38.6%

Pacific Islander in Carson & surrounding area: Samoan, Tongan, Marshallese, Hawaiian, Cambodian, Hmong, Laotian, Fijian



Asian and Pacific Islanders

- IPEDS standard
- Expanded to include international students, multiple races, Hispanic of Asian & Pacific Islander descent

CSUD

Asian Students (IPEDS)

Asian Students (expanded)

	Eall 2014	Fall 2012	Fall 2012	Term N		Fall 2010	Fall 2017	Fall 2010		Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
A since he die e	Fall 2011 72	Fall 2012 80	Fall 2013 84	Fall 2014 71	Fall 2015 65	Fall 2016 69	Fall 2017 86	Fall 2018 81	Asian Indian	75 4.37%	85 5.03%	95 5.45%	81 4.65%	72 4.15%	79 4.38%	96 5.41%	93 5.43%
Asian Indian	4.74%	5.40%	5.49%	4.65%	4.29%	4.37%	5.61%	5.47%		4.37%	10	5.45%	4.05%	7	4.38%	11	13
Bangladeshi	18	10	5	8	7	8	11	13	Bangladeshi	1.05%	0.59%	0.29%	0.46%	0.40%	0.44%	0.62%	0.76%
	1.18% 2	0.67%	0.33%	0.52%	0.46%	0.51%	0.72%	0.88%	Bhutanese	2							
Bhutanese	0.13%								Diracaneoe	0.12%		4	4	4	1	C.	0
Rumana	6	3	4	4	4	4	5	6	Burmese	/ 0.41%	4 0.24%	4 0.23%	4 0.23%	4 0.23%	4 0.22%	6 0.34%	8 0.47%
Burmese	0.39%	0.20%	0.26%	0.26%	0.26%	0.25%	0.33%	0.40%		101	106	99	95	83	88	90	95
Cambodian	99	105	99	94	82	87	85	90	Cambodian	5.88%	6.27%	5.68%	5.45%	4.79%	4.88%	5.07%	5.55%
Chinese (except	6.51% 130	7.09% 121	6.47% 124	6.16% 105	5.41% 103	5.51% 118	5.55% 105	6.07% 102	Chinese (except	150	147	145	125	126	139	121	117
Taiwanese)	8.55%	8.16%	8.10%	6.88%	6.80%	7.47%	6.85%	6.88%	Taiwanese)	8.74%	8.69%	8.32%	7.18%	7.27%	7.71%	6.82%	6.83%
	556	537	571	613	613	661	654	617	Filipino	631 36.75%	611 36.13%	646 37.06%	691 39.67%	703 40.57%	747 41.43%	746 42.05%	705 41.16%
Filipino	36.58%	36.23%	37.30%	40.17%	40.46%	41.84%	42.69%	41.63%		30.75%	50.13%	37.00%	39.07%	40.37%	41.43%	42.05%	41.10%
Hmong	4	5	4	6	4	5	6	8	Hmong	0.23%	0.30%	0.23%	0.34%	0.23%	0.28%	0.34%	0.47%
	0.26% 3	0.34% 7	0.26%	0.39% 1	0.26%	0.32% 2	0.39% 1	0.54%	Indo Chinese	3	7	7	1	1	2	1	2
Indo Chinese	0.20%	0.47%	0.46%	0.07%	0.07%	0.13%	0.07%	0.07%	indo crimese	0.17%	0.41%	0.40%	0.06%	0.06%	0.11%	0.06%	0.12%
Indonesian	7	10	9	8	7	10	7	7	Indonesian	12 0.70%	17 1.01%	16 0.92%	14 0.80%	12 0.69%	16 0.89%	13 0.73%	12 0.70%
muonesian	0.46%	0.67%	0.59%	0.52%	0.46%	0.63%	0.46%	0.47%		0.70%	1.01%	0.92%	0.80%	0.09%	0.89%	0.73%	0.70%
Iwo Jiman	17 1.12%	5 0.34%							Iwo Jiman	0.99%	0.30%						
	92	95	105	95	71	85	85	78	Japanoso	139	150	159	145	110	129	140	137
Japanese	6.05%	6.41%	6.86%	6.23%	4.69%	5.38%	5.55%	5.26%	Japanese	8.10%	8.87%	9.12%	8.32%	6.35%	7.15%	7.89%	8.00%
Korean	135	130	120	104	114	104	97	113	Korean	148 8.62%	146 8.63%	137 7.86%	120 6.89%	127 7.33%	118 6.54%	109 6.14%	124 7.24%
Korean	8.88%	8.77%	7.84%	6.82%	7.52%	6.58%	6.33%	7.62%		8.62% 7	8.63%	7.86%	6.89%	7.33%	0.54%	6.14%	14
Laotian	6	0 24%	4 0.26%	8 0.52%	11 0.73%	11 0.70%	10 0.65%	12 0.81%	Laotian	0.41%	0.35%	0.23%	0.46%	0.63%	0.67%	0.68%	0.82%
	0.39% 2	0.34% 4	0.26%	0.52%	0.73%	0.70%	0.65%	0.81%	Malaysian	2	4	6	3	2		3	5
Malaysian	0.13%	0.27%	0.33%	0.20%	0.13%		0.20%	0.34%	Malaysian	0.12%	0.24%	0.34%	0.17%	0.12%		0.17%	0.29%
N/A	29	28	15	17	13	7	5	4	N/A	29	28	15	17	13	7	5	4
N/A	1.91%	1.89%	0.98%	1.11%	0.86%	0.44%	0.33%	0.27%		1.69% 5	1.66%	0.86%	0.98%	0.75% 3	0.39% 3	0.28% 1	0.23%
Napalese	5 0.33%	6 0.40%	6 0.39%	8 0.52%	3 0.20%	3 0.19%	1 0.07%	1 0.07%	Napalese	0.29%	0.35%	0.34%	0.46%	0.17%	0.17%	0.06%	0.06%
	0.33%	0.40%	0.39%	0.52%	0.20%	0.19%	0.07%	0.07%	Okinawan	4	2	2	1	1	2	2	1
Okinawan	0.13%	0.07%	0.07%	0.07%		0.06%			Okinawan	0.23%	0.12%	0.11%	0.06%	0.06%	0.11%	0.11%	0.06%
Other Asian	42	45	52	48	43	41	20	22	Other Asian	51	52	61	63	61	61	38	37
e cher Abium	2.76%	3.04%	3.40%	3.15%	2.84%	2.59%	1.31%	1.48%		2.97% 17	3.08% 20	3.50% 17	3.62% 22	3.52% 22	3.38% 20	2.14% 23	2.16% 22
Pakistani	16 1.05%	19 1.28%	16 1.05%	20 1.31%	20 1.32%	19 1.20%	23 1.50%	22 1.48%	Pakistani	0.99%	1.18%	0.98%	1.26%	1.27%	1.11%	1.30%	1.28%
	1.05%	1.2070	1.05%	1.3170	1.3270	1.2070	1.50%	1.40%	Singanovaan	1	1	1				1.0070	1
Singaporean	0.07%	0.07%	0.07%				0.07%	0.07%	Singaporean	0.06%	0.06%	0.06%				0.06%	0.06%
Sri lakan	4	5	9	8	12	9	10	6	Sri lakan	5	5	9	8	12	10	11	6
Girlanan	0.26%	0.34%	0.59%	0.52%	0.79%	0.57%	0.65%	0.40%		0.29%	0.30%	0.52%	0.46%	0.69%	0.55%	0.62%	0.35%
Taiwanese	32 2 1 1 %	24 1.62%	28 1.83%	26 1.70%	28 1.85%	21 1.33%	23 1.50%	24 1.62%	Taiwanese	35 2.04%	28 1.66%	28 1.61%	27 1.55%	29 1.67%	23 1.28%	25 1.41%	25 1.46%
	2.11% 24	1.62%	23	1.70%	1.85%	1.33%	1.50%	1.62%		2.04%	25	25	20	23	18	14170	13
Thai	1.58%	1.48%	1.50%	1.18%	1.32%	1.01%	0.72%	0.74%	Thai	1.51%	1.48%	1.43%	1.15%	1.33%	1.00%	0.79%	0.76%
Vietnamese	216	214	239	260	292	299	283	258	Vietnamese	228	221	252	275	307	312	300	270
victianese	14.21%	14.44%	15.61%	17.04%	19.27%	18.92%	18.47%	17.41%		13.28%	13.07%	14.46%	15.79%	17.71%	17.30%	16.91%	15.76%
Grand Total	1,520 100.00%	1,482	1,531 100.00%	1,526 100.00%	1,515	1,580	1,532	1,482	Grand Total	1,717 100.00%	1,691 100.00%	1,743	1,742 100.00%	1,733 100.00%	1,803	1,774 100.00%	1,713
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Pacific Islanders (expanded)

Pacific Is	Pacific Islanders (IPEDS)									Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Carolinian						1 0.91%	2 2.00%	1 1.11%
Carolinian							1	1		1	1				0.5170	2.0070	1.1170
	4	6	6	4	3	7	2.22% 7	2.33%	Chuukese	0.96%	0.91%						
Fijian	7.02%	10.00%	11.11%	8.70%	7.14%	, 16.28%	, 15.56%	20.93%	Fiiian	6	8	6	5	9	13	10	12
Guamanian	4	3	4	2	3	2	2	4		5.77%	7.27%	6.32% 6	5.15% 5	9.00%	11.82%	10.00%	13.33%
or Chamorro	7.02%	5.00%	7.41%	4.35%	7.14%	4.65%	4.44%	9.30%	Guamanian or Chamorro	9 8.65%	6 5.45%	6.32%	5.15%	7.00%	8 7.27%	7.00%	11 12.22%
Mariana	1	1	1	1					Mariana	0.0570	1	0.3270	1	7.0070	7.2770	7.0070	12.2270
Islander	1.75% 3	1.67% 4	1.85% 1	2.17% 2					Islander	0.96%	0.91%	1.05%	1.03%				
N/A	5.26%	4 6.67%	1.85%	4.35%					Marshallese	1			1	1	1		
Native	5	4	2	3	2	1	3		Mai silallese	0.96%			1.03%	1.00%	0.91%		
Hawaiian	8.77%	6.67%	3.70%	6.52%	4.76%	2.33%	6.67%		N/A	3	4	1 0.50	2				
Other Pacific	9	10	9	6	5	8	10	6	A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2.88% 20	3.64% 26	1.05% 18	2.06% 16	16	22	24	14
Islander	15.79%	16.67%	16.67%	13.04%	11.90%	18.60%	22.22%	13.95%	I I and the second second	19.23%	23.64%	18.95%	16.49%	16.00%	20.00%	24.00%	15.56%
Samoan	21 36.84%	22 36.67%	21 38.89%	22 47.83%	24 57.14%	21 48.84%	20 44.44%	20 46.51%	Other	10.2070	1	10.0070	10.1070	10.0070	20.0070	21.0070	10.0070
	10	10	10	47.65%	57.14%	40.04%	44.44%	40.31%	Micronesian	0.96%	0.91%						
Tongan	17.54%	16.67%	18.52%	13.04%	11.90%	9.30%	4.44%	6.98%		18	16	17	23	22	23	22	16
Grand Total	57	60	54	46	42	43	45	43		17.31%	14.55%	17.89%	23.71%	22.00%	20.91%	22.00%	17.78%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	Other	1 0.96%	1 0.91%	1 1.05%	3 3.09%	1 1.00%		1 1.00%	
									Polynesian Papua New	0.90%	0.91%	1.05%	5.09%	1.00%		1.00%	
									Guinean		0.91%	1.05%					
									Pohnpeian						1 0.91%	1 1.00%	
									Samoan	31 29.81%	32 29.09%	34 35.79%	35 36.08%	39 39.00%	37 33.64%	30 30.00%	33 36.67%
									Tahitian		1 0.91%						
									Tongan	12 11.54%	11 10.00%	10 10.53%	6 6.19%	5 5.00%	4 3.64%	3 3.00%	3 3.33%
									Yapese		1 0.91%						
									Grand Total	104 100.00%	110 100.00%	95 100.00%	97 100.00%	100 100.00%	110 100.00%	100 100.00%	90 100.00%









CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

• Minor Enrollment

Year	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Enrollment	15	14	27	23

• FTES (course)

Year	Fall 2016	Fall 2017	Fall 2018	Fall 2019
FTES	65.80	95.60	110.40	230.00

• Minors conferred

College Year	2016-17	2017-18	2018-19	2019-20
Minors	3	6	9	10



top 10 trading partners:

China, Japan, South Korea, India (US Census

Asian Americans' buying power (Nielson.com)

US workforce demand (EMSI):

- Diversity awareness
- Diversity management
- Asian culture

THE ONLY THING CRAZIER THAN LOVE IS FAMILY

CRAZY RICH

THEATERS THIS AUGUST

BASED ON THE BEST-SELLING NOVEL

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

Survey Methodology

- Design online survey together with APP
- Assess the experiences and needs of the Asian Pacific Islanders at CSUDH (n=522)
- Results: 58.68% and 56.48% of the respondents agreed that a major in Asian Pacific Studies and Asian/Pacific Islander American Studies, respectively, is needed. Approximately one out of four respondents answered that they were interested in majoring in the above-mentioned areas.

Asian Pacific Studies and the process of getting the major approved.

Dr. Jung-Sun Park





CSUDH



"Our new Asian-Pacific Studies major represents a giant leap forward in expanding our curriculum, affirming the field of instruction and research for our faculty, and providing students with opportunities to discover new information."

President Thomas A. Parham





CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS









Questions

Jun Xiang Senior Research Analyst jxiang@csudh.edu Jung-Sun Park Professor, Asian Pacific Studies jpark@csudh.edu

Q&A

"Please use the WHOVA Mobile App to rate this session. CAIR uses the session evaluations to determine the winners of the Best New Presenter, and Best Presenter awards each year."





