

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

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**CSUDH**

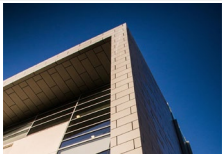
DIRECTORY

**CSUDH**

CALIFORNIA STATE UNIVERSITY  
DOMINGUEZ HILLS

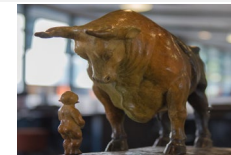
# Agenda

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



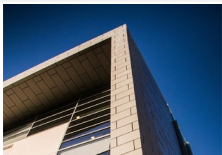
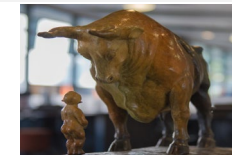
# University Profile

- 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



# Program Overview

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



“The dynamic needs of the surrounding communities”

US Census (2010):

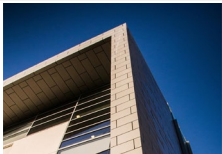
- Carson: 25.26%
- Torrance: 38.2%
- Irvine: 43.3%
- Garden Grove: 38.6%

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



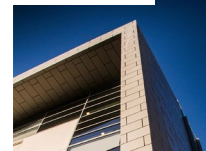


## Pacific Islanders (IPEDS)

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Carolinian							1 2.22%	1 2.33%
Fijian	4 7.02%	6 10.00%	6 11.11%	4 8.70%	3 7.14%	7 16.28%	7 15.56%	9 20.93%
Guamanian or Chamorro	4 7.02%	3 5.00%	4 7.41%	2 4.35%	3 7.14%	2 4.65%	2 4.44%	4 9.30%
Mariana Islander	1 1.75%	1 1.67%	1 1.85%	1 2.17%				
N/A	3 5.26%	4 6.67%	1 1.85%	2 4.35%				
Native Hawaiian	5 8.77%	4 6.67%	2 3.70%	3 6.52%	2 4.76%	1 2.33%	3 6.67%	
Other Pacific Islander	9 15.79%	10 16.67%	9 16.67%	6 13.04%	5 11.90%	8 18.60%	10 22.22%	6 13.95%
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%
Tongan	10 17.54%	10 16.67%	10 18.52%	6 13.04%	5 11.90%	4 9.30%	2 4.44%	3 6.98%
<b>Grand Total</b>	<b>57</b> <b>100.00%</b>	<b>60</b> <b>100.00%</b>	<b>54</b> <b>100.00%</b>	<b>46</b> <b>100.00%</b>	<b>42</b> <b>100.00%</b>	<b>43</b> <b>100.00%</b>	<b>45</b> <b>100.00%</b>	<b>43</b> <b>100.00%</b>

## Pacific Islanders (expanded)

	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%
Chuukese	1 0.96%	1 0.91%						
Fijian	6 5.77%	8 7.27%	6 6.32%	5 5.15%	9 9.00%	13 11.82%	10 10.00%	12 13.33%
Guamanian or Chamorro	9 8.65%	6 5.45%	6 6.32%	5 5.15%	7 7.00%	8 7.27%	7 7.00%	11 12.22%
Mariana Islander	1 0.96%	1 0.91%	1 1.05%	1 1.03%				
Marshallese	1 0.96%			1 1.03%	1 1.00%	1 0.91%		
N/A	3 2.88%	4 3.64%	1 1.05%	2 2.06%				
Native Hawaiian	20 19.23%	26 23.64%	18 18.95%	16 16.49%	16 16.00%	22 20.00%	24 24.00%	14 15.56%
Other Micronesian	1 0.96%	1 0.91%						
Other Pacific Islander	18 17.31%	16 14.55%	17 17.89%	23 23.71%	22 22.00%	23 20.91%	22 22.00%	16 17.78%
Other Polynesian	1 0.96%	1 0.91%	1 1.05%	3 3.09%	1 1.00%		1 1.00%	
Papua New Guinean		1 0.91%	1 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%						
<b>Grand Total</b>	<b>104</b> <b>100.00%</b>	<b>110</b> <b>100.00%</b>	<b>95</b> <b>100.00%</b>	<b>97</b> <b>100.00%</b>	<b>100</b> <b>100.00%</b>	<b>110</b> <b>100.00%</b>	<b>100</b> <b>100.00%</b>	<b>90</b> <b>100.00%</b>





- Minor Enrollment

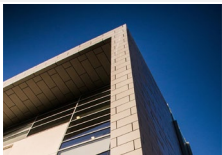
Year	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Enrollment	15	14	27	23

- 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



# Rationale: Workforce Demand

top 10 trading partners:

- China, Japan, South Korea, India (US Census

Asian Americans' buying power (Nielson.com)

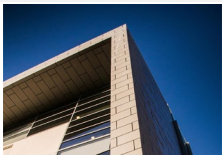
US workforce demand (EMSI):

- Diversity awareness
- Diversity management
- Asian culture



## 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.



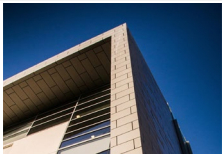
Asian Pacific Studies and the process of getting the major approved.

**Dr. Jung-Sun Park**



“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**





# Questions

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## Q&A

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