

COUNCIL OF KOREAN AMERICANS

The Next Chapter



COUNCIL OF
KOREAN
AMERICANS



Building Strong

Strategic Vision for the Next 5 Years

COUNCIL OF KOREAN AMERICANS

Introduction:

Our Unique Opportunity



We are living in a Surreal Moment

**The Visibility of
Korean Culture & Korean
American Community is
unprecedented**

With the rise of K-Culture and greater visibility of Korean Americans across the country, we are in a rare moment where the community is respected and celebrated.

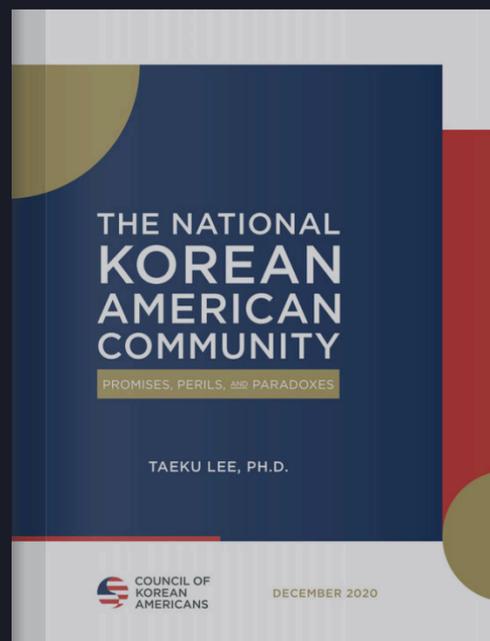
The uncertainty is how long this goodwill will last.

NEXT

Under the Glamorous and Surface

The glamorous portrayals of K-dramas do not represent the experiences of Korean Americans. Recent research by CKA has shed light on the challenges within the Korean American community. Below are some selected findings.

Korean Americans need to address many societal challenges.



Highly educated but fall behind in economic earning levels

Large number of Korean Americans especially the elderly face poverty

88% Korean Americans indicate that they have faced some form of racial discrimination in the last 3 years

Korean Americans are the most ethnically isolated group among the AAPI communities

Korean Americans are under-represented in leadership roles across sectors

Anti-Asian American discrimination and violence are still at an all-time high

We have a unique opportunity



The Council of Korean Americans (CKA) is positioned to empower the Korean American community, leading to a stronger national presence and effective solutions for societal challenges.

For over a decade, CKA has been dedicated to uniting leaders and allies across various sectors and geographies on a national scale.

We are ready to propel into the next chapter, building the institutional capability to exert influence at a national level.

Here's what CKA brings to the table.

National Recognition	Powerful Membership	Strong Network
Trust & Goodwill	World Class Talent	Access to Resources

Our Next Chapter

To be heard and represented at the highest levels of society, we need to be better mobilized and organized to exert power as a Korean American community.

CKA has identified key capabilities that need to be built to develop these forces to be a national player.

Join us to build this vision.

**Imagine what we can do working together?
Partner with us to build this VISION.**



1

Be the **Chief Advocate** defending the community's interest

2

Be a **National Hub** mobilizing key KA organizations across sectors & regions

3

Be the **Ambassador and Bridge builder** across ethnic/ racial communities

4

Be the **Top Thought Leaders and Research Experts** on KA Issues

5

Be a **Media Powerhouse** to share our stories, perspectives, and experiences

Interested to join us?

We share our 5-year plan:



SECTION 1

Overview of our Roadmap



SECTION 2

Execution Plan for the Capability Phase



SECTION 3

Appendix: More Details about our 5-Year Execution Plan - OKR

COUNCIL OF KOREAN AMERICANS

Section #1:

Overview of our Roadmap



OUR MISSION

THE COUNCIL OF KOREAN AMERICANS HAS EXPERIENCED RAPID GROWTH OVER THE PAST 10+ YEARS WITH ONE CLEAR MISSION.

To advance
the national voice and
influence of the Korean
American community

INSPIRE

LEADERS FOR GREATER IMPACT

OUR PLAN FOR THE FUTURE

CKA IS DEDICATED TO SUSTAINABILITY AND ENHANCING ITS CAPABILITIES TO LEAD IN PROTECTING THE KOREAN AMERICAN COMMUNITY AND SHAPING ITS FUTURE.

This roadmap outlines the accomplishments of the last five years and explains the goals for the next five years.



2019 -2023
Alignment Phase

2024 -2028
Capability Phase

2028+
Strength Phase

Alignment Phase

During the last five years, CKA has focused on **mobilizing a national community, gaining credibility, and building trust.**

We are now ready for the next chapter...

2019 -2023
Alignment Phase

2024 -2028
Capability Phase

2028+
Strength Phase

Capability Phase

The next five years will focus on **developing the organizational infrastructure, recruiting exceptional talent, and forming strong partnerships** to establish an effective national organization capable of growing our influence and projecting power.

This is our vision →

NEXT

2019 -2023
Alignment Phase

2024 -2028
Capability Phase

2028+
Strength Phase

DEMONSTRATING LEADERSHIP & INFLUENCE

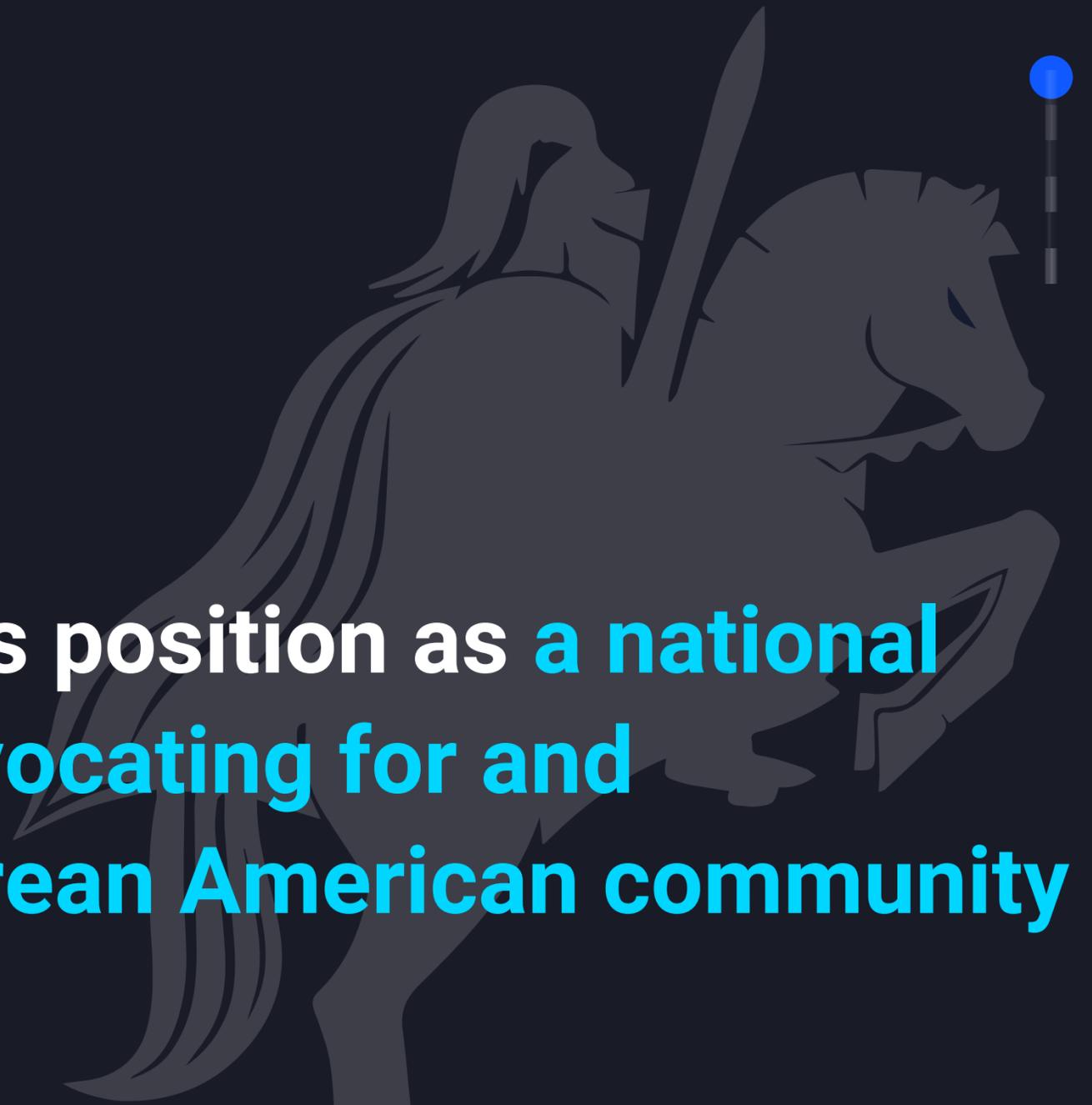
Strength Phase

The vision for CKA is to solidify its position as **a national powerhouse network, actively advocating for and protecting the interests of the Korean American community throughout the United States.**

2019 -2023
Alignment Phase

2024 -2028
Capability Phase

2028+
Strength Phase



COUNCIL OF KOREAN AMERICANS

2023 CKA
ENVISION SUMMIT

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Section#2: Execution Plan for the Capability Phase





Building Goals for the Next 5 Years

During this critical phase, CKA has determined that the organization will direct its development efforts towards three key priority areas, encapsulated in the following phrases

- 1** **Owning our Narrative:**
Being a Powerful Platform for Korean American Stories & Experiences
- 2** **Activating our Community**
Connecting our National Community and Serving as a Cross-Boundary Ambassador
- 3** **Amplifying our Voices**
Engaging National Media and National Powerbrokers/ Influencers

● **Owning Our Narrative**

CKA will be the premier national platform for articulating key stories, trends, conditions, experiences, and perspectives of the Korean American community.

Priority#1: Build Data-Driven Research & Form a Thought Leadership Capabilities

Be the foremost authority on the present and future trends for the Korean American community. Expand CKA's current research national survey efforts into a long-term capacity to consistently deliver valuable data trend analyses. Organize forums focused on trends within the KA & AAPI Community.

Priority#2: Champion Three Critical Policy / Societal Issues

Identify and prioritize the three most critical issues that CKA will regularly develop viewpoints on and publish pieces through traditional media, social platforms, and other communication channels. Connect CKA's credibility and influence to concern(s).

● **Activating our Community**

CKA will build a wide national network of organizational partners, collaborators, and allies that crosses sector, geographical, generational, and racial/ethnic boundaries

Priority#3: Be the National Hub networking Critical Regional and Sectoral KA Organizations

Be the national hub engaging and collaborating with regional, industry-specific, and cross-generational organizations to solve societal problems and strengthen the Korean American community

Priority#4: Be the Bridge-builder & Ambassador of Cross-Race/Ethnic Alliances

Foster active engagement and partnerships with national leaders and organizations representing various races and ethnicities to advance diversity, equity, and inclusion, as well as to cultivate stronger inter-community connections.

● **Amplifying our Voices**

As the primary national representative for the Korean American community, CKA will effectively communicate with mainstream media and advocate for the community's interests across government, civic, and private sectors.

Priority#5: Be the National Spokesperson to Mainstream Media

CKA is recognized as a primary source of information by national media outlets for its authoritative insights into the KA/AAP community.

Priority#6: Be the Top Advocate within the U.S. Government, Private, and Civic Sectors

Foster vital connections with US Congressional, Executive Branch, State-level, Business/Corporate, and Civic allies to act as a valuable resource and champion for KA issues.

- Our Goal at the End of this 5-years

**Be the Preeminent
National Korean
American Leadership
Organization**

We need **PARTNERS** to reach our vision for the Korean American Community

We need to raise additional **\$2 million** each year to help us build the needed infrastructure and reach our strategic vision.

We are also planning to raise an endowment of **\$20 million** as well.



Vision Fund Donors are partners & investors who believe in CKA's future

Vision Fund Donors are committed to CKA's strategic plan and its programs over the next three to five years. They are part of a special community that will stand alongside with the board and leadership to ensure the organization achieves its capability-building endeavors.

CKA is also preparing for a \$20,000,000 endowment to ensure long-term sustainability of the organization.

Vision Fund Annual Commitments (3 year+ giving)

- \$25,000+ - Ambassador Circle
- \$50,000+ - President Circle
- \$100,000+ - Chair Circle

Endowment Commitment

- \$1,000,000+ - Endowment Circle

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Section #3 - Appendix:
Details about the
Execution Plan - OKR

Priority #0: Hire Leadership Team

Each Project is broken down into Objectives and Key Results

Objective

Hire a group of top talent to build and manage the growth of CKA over the next 5 years,
Cost: \$2,975,000

Hire Director of National Relationship Management (Yr 2-5)

Hire a Director overseeing collaboration and engaging leaders from other organizations on behalf of CKA and its partners.

Hire Director of Policy Issues (Yr 2-5)

Hire a senior researcher and manager who will manage the research and policy outreach of the key issues and the data project. The director will hire one additional researcher to support effort.

Hire Director of Development (Yr 1-5)

Hire a Director providing leadership on fundraising and development efforts

Hire Director of Communication (Yr 2-5)

Hire a Director of Communication to oversee all CKA's communication to ensure program management, quality control, internal team management, and external communication management.

Priority #1: Build Data-Driven Research & Thought Leadership

Each Project is broken down into Objectives and Key Results

Objective

Be the foremost authority on the present and future trends for the Korean American community. Expand CKA's current research national survey efforts into a long-term capacity to consistently deliver valuable data trend analyses. Organize forums focused on trends within the KA & AAPI Community.

Cost Per Year: \$175,000 - \$225,000

Develop National Communication Strategy around Data Findings (Yr 1-3)

Work with the Communication / Research team to develop media and communication strategy to widely distribute key findings to mainstream and social media channels to shape KA perceptions and reporting. (Yr 1, 3, 5)

Organize Civic Advisory Committee to provide research feedback and insights (Yr 1-5)

Organize an advisory group to meet periodically to provide insights and wisdom on survey research direction and feedback on analytical output. Organize in-person symposiums and meetings.

Secure Survey Partnership to Collect Annual Survey on KA Community (Yr 2, 4)

Partner with the survey team to conduct research on the Korean American

Publish National Report on Key Findings from the Survey Research (Yr 2, 4)

Commission survey report based on new research findings. Design and Publish print and digital reports for national distribution to civic leaders, political leaders, media, and scholars.

Priority #2: Champion Three Critical Policy / Societal Issues

Each Project is broken down into Objectives and Key Results

Objective

Identify and prioritize the three most critical issues that CKA will regularly develop viewpoints on and publish pieces through traditional media, social platforms, and other communication channels. Connect CKA's credibility and influence to concern(s).

Cost Per Year: \$650,000

Form and Maintain Issue Committee (Yr 1-5)

Organize an issue committee consisting of board members and key experts to determine the key CKA issue(s), the baseline position, and the communication strategy for these issues. Once an issue is determined, subcommittees are formed to manage each issue.

Produce Regular Publications and Other Media Outreach on Key Issues (Yr 1-5)

Develop a communication strategy around promoting CKA's perspective on key issues. Produce regular print and video publications on issues. Organize webinars and online forums on issues.

Hire Director of Policy Issues & Team

Hire a senior researcher and manager who will manage the research and policy outreach of the key issues and the data project. The director will hire one additional researcher to support effort.

Organize an Annual In-Person Symposium (Yr 2 - 5)

Organize an annual event to promote CKA's key issues.

Priority #3: Be the National Hub networking critical Regional and Sectoral KA Organizations

Each Project is broken down into Objectives and Key Results

Objective

Be the national hub engaging and collaborating with regional, industry-specific, and cross-generational organizations to solve societal problems and strengthen the Korean American community

Cost: \$650,000

Organize the National Civic Group Taskforce to manage cross-sector and regional engagements (Yr 1-5)

Organize an oversight task force to manage the engagement strategy and collaborations with various KA community groups.

Organize an Annual Gathering for National Groups (Yr 2 - 5)

Organize a national gathering with leaders from across communities and sectors to discuss issues important to KA community and support leaders heading various organizations

Establish a Digital Communication Platform (Yr 1-5)

Create a digital platform to facilitate communication and regular engagement across geography and sectors for Korean American community

Hire Director of National Relationship Management

Hire a Director overseeing collaboration and engaging leaders from other organizations on behalf of CKA and its partners.

Priority #4: Be the Bridge-builder & Ambassador of Cross-Race/Ethnic Alliances

Each Project is broken down into Objectives and Key Results

Objective

Foster active engagement and partnerships with national leaders and organizations representing various races and ethnicities to advance diversity, equity, and inclusion, as well as to cultivate stronger inter-community connections.

Cost Per Year: \$325,000

Organize the National Civic Group Taskforce to manage cross-race/ethnic groups (Yr 1-5)

Organize an oversight task force to manage the engagement strategy and collaborations with various non-KA community groups.

Organize regular programming and collaborative projects with partner groups (Yr 2-5)

Organize programming to help promote communication and engagement with non-KA partner organizations

Hire Director of National Relationship Management [Shared with Project #3]

Hire a Director overseeing collaboration and engaging leaders from other organizations on behalf of CKA and its partners.

Priority #5: Be the National Spokesperson to Mainstream Media

Each Project is broken down into Objectives and Key Results

Objective

CKA is recognized as a primary source of information by national media outlets for its authoritative insights into the KA/AAP community.

Cost Per Year: \$1.225 million

Organize Media Taskforce (Yr 1-5)

Organize an oversight task force to manage the engagement strategy with national media and develop a network of CKA Korea American experts to push in front of national media to promote representation

Establish Earned Media Relations Strategy & Media Team (Yr 2-5)

Establish a strategy to develop regular communication and relationship building with national media outlets to ensure CKA has access to its messages and KA speakers are put in front of media

Provide Media Training (Yr 2-5)

Provide media training for CKA members and key members.

Hire Director of Communication (Yr 2-5)

Hire a Director of Communication to oversee all CKA's communication to ensure program management, quality control, internal team management, and external communication management.

Priority #6: Be the Top Advocate within the U.S. Government, Private, and Civic Sectors

Each Project is broken down into Objectives and Key Results

Objective

Foster vital connections with US Congressional, Executive Branch, State-level, Business, and Civic allies to act as a valuable resource and champion for KA issues.

Cost Per Year: \$825,000

Form an Advisory Committee (Yr 1-5)

Organize an oversight committee to manage the strategy to engage executives and leaders at the highest level of government, business, and civil society. Organize meetings and engagement opportunities.

Organize Engagement Programs (Yr 2- 5)

Organize regular forums and meetings with senior leaders to discuss how to increase CKA influence and power project on behalf of the Korean American Community. Develop programs and partnerships to build key relationships with influencers, media groups, and powerbrokers.

Build the Syndicate (Yr 1-5)

Organize mission-focused circle groups to pursue certain policy, societal and/or issue goals.

Hire Director of Engagement and Team (Yr 2-5)

Hire a Director to oversee all CKA's policy and business leader engagements to ensure program management, quality control, internal team management, and external communication management. Hire additional policy team members to help organize programs.

A photograph of three smiling women, likely volunteers, at an outdoor event. They are wearing lanyards with 'VOLUNTEER' written on them. The woman on the right is wearing a white t-shirt with 'KOREAN MOVIE NIGHT' and a pink hat. The woman on the left is wearing a dark cap with 'KOREAN MOVIE NIGHT' and glasses. The woman in the middle is wearing sunglasses. They are sitting at a table with various items on it, including a can and some papers. The background is a blurred outdoor setting with trees and a building.

Thank you!