

**REACH of Central Florida
Presidents' Report
May 2023 - May 2024**

Executive Board

Co-Presidents: Colin Poon and Ashley Ding

VP Communications: Jason Hu

VP Community Service: Meira Lee

VP Public Relations: Connie Huang

Secretary: Alvin Li

Treasurer: Mike Wong

Historian: Kaetlyn Singh

Webmasters: Vandana Manchikanti and Catherine Tang

Advisors: Ibrahim Itani

High School Coordinators

Lead Coordinators - Heiley Duong, Landon Lam, & Nathan Kwok

Apopka HS - Matthew Nguyen, Irene Lawitzke, & Gordon Lawitzke

Bishop Moore HS - Mikayla Flores, Kelli Le, Kiefer Salva, Kayla Kho, & Matthew Nguyen

Doctor Phillips HS - Joann Ng, Vivien Zheng, & Sumeera Goolie

East River HS - Adam Dinh

Hagerty HS - Charitey Li

Lake Nona HS - Medha Gollakoti, Anikait Gollakoti, & Vihaan Manchikanti

Orlando Science HS - Diya Behal

Oviedo HS - Hersh Patel

Timber Creek HS - Sarah Bullock, Kayla Bullock, Elvie Valmores, Urvi Behal, John Ruiz,
Leana Aquino, Anusha Gupta, & Brandon Pho

Trinity Preparatory School - Eva Chong

University HS - Gillian Tibon

Windermere HS - Britney Wu

Winter Park HS - Lydia Lin, & Jordina Wang

REACH Events

1. Induction Ceremony

- *Pauline's Home in Geneva*
- June 10th, 2023: 10:30 am to 1:30 pm
- Committees for decorations, awards, food/drinks, games, and donations were run largely by pre-existing officers who were staying for the 2023-2024 term
- Both inducted new members (not too many due to the time of year and distance) and awarded prior term officers; the day itself was quite hot and humid
- Bolay social was held at the Alafaya Trail location: raised some money

2. Duanwu Festival

- Orlando Rowing Club: 2200 Lee Road, Orlando, FL 32810
- June 17th, 2023: 8:30 am to 12:30 pm
- Was too rainy and windy to paddle, but it was meant to be an introduction to dragon boating for prospective REACH dragon boat team members

3. Make Us Visible Florida Celebration in Orlando

- June 24th, 2023: 2:30 pm to 5:00 pm
- Celebration of AAPI History Bill passing; REACH supported the bill and MUV
- REACH members were interviewed, but not many members were interested

4. College Q&A with Alex Tao

- *Virtual: on Zoom*
- July 2nd, 2023: 4:00 pm to 5:30 pm
- Insightful advice was given and many students appreciated the guidance

5. Summer Celebration (REACH Out)

- *Blue Jacket Park: 2501 General Reeves Ave, Winter Park, FL 32814*
- July 23rd, 2023: 9:00 am to 12:30 pm
- New officers were given their first opportunity to truly lead a committee
- Was very hot (maybe schedule more exclusively for the morning in terms of the actual event and have an online meeting before or after this event)

6. Moon Over Avalon

- *Avalon Town Park: 3651 Avalon Park E Blvd, Orlando, FL 32828*
- September 23rd, 2023: 5:00 to 9:00 pm
- Organized a booth and sold merchandise; introduced new merchandise
- Didn't help with overall volunteering efforts, but REACH could in the future

7. Helping the Homeless Initiative

- *Distribution Location: Lake Eola Park in Downtown Orlando*
- Seasonal Distribution Dates: September 10th 2023,
- Season distribution times (approximately): 11 am/12:00 pm to 2:00 pm
- Average amount of sandwiches made per distribution: 300
- Goods provided: socks, toothpaste, menstrual products, water, etc...
- Lacks an “Asian” cultural component however

8. Dragon Boat Festival & Asian Cultural Expo

- *Turkey Lake at Bill Frederick Park: 3401 S Hiawassee Road Orlando, FL 32835*
- October 14th, 2023: 8:00 am to 5:00 pm
- Dragon Boat Festival
 1. Leadership: Meira Lee (captain), Mike Wong (sub-captain), and Kaetlyn Singh (sub-captain)
 2. Accomplishment: won the premier mixed B division consolation match
 3. Noteworthy Details: start practicing early in the year and find dedicated members (especially for the 24-25 term for a possible youth match)
- Asian Cultural Expo
 1. Expo was on a smaller budget this year
 2. John Ruiz sang and some other volunteers did other cultural performances

9. Winter REACH Out

- *Howell Branch Preserve Pavilion: 1205 Howell Branch Rd, Winter Park, FL 32789*
- December 9th, 2023: 2:00 pm to 5:00 pm
- Functions largely as a get together of REACH officers to mark a half-way point in the term with a Christmas-/winter-themed event
- Committees: food, decoration, sound/music, secret santa, games, and venue
- Feedback:
 1. Booked venue months in advance: should continue this practice
 2. Venue was nice overall, but mosquitos were an issue
 3. Organizing committee meetings are good for coordination
 4. Overall good event, just be sure that all ICs are bringing ALL materials that may be necessary for their duties (tape, utensils, etc...)
- Overall a very fun and successful event!

10. Celebrate Lunar

- *Luminary Park in Downtown Orlando, February 24th, 2024, 9am - 5pm*
- ~14 Volunteers (including officers)
- First time that REACH volunteered at this event

- Overall, it was a well-run event and officers voted to continue our involvement with Celebrate Lunar in future years
 - i. REACH made a lot of profits from selling merchandise
 - ii. Well-designed venue
- Comments for future years
 - i. We would like to have the booth in a more noticeable area if possible
 - ii. Parking locations and tent locations need to be clarified
 - iii. Need a set-up and take-down group
 - iv. Define the IC and volunteer positions
 - v. Reduce the number of volunteers or allocate them more towards the general event volunteers such as staging, tent set-up, registration, etc.

11. Dragon Parade

- *Mills Avenue, February 25th, 2024, 11am - 12pm*
- ~46 Volunteers (including officers)
- REACH officers/volunteers helped organize and manage the parade
 - i. Route Set-up and Clean-up
 - ii. Staging and Registration of Parade Performers
 - iii. Direction of Traffic (Moving Barriers)
 - iv. MC and Sound Control
 - v. Flag Performance
 - vi. Lion Dance Performance
 - vii. REACH Vehicle Decoration
- Officers/ICs utilize Messenger and Zello (walkie-talkie app) to communicate
- Some issues identified in past years were clarified such as having too many volunteers. While some hiccups came up during the event such as no yard sticks and parade participant parking confusion, they were resolved promptly by the officers. In the future, there should be at least one meeting with all Dragon Parade volunteers to provide more information leading up the event (providing documents, maps, lists, etc.).

12. Avalon Park Spring Festival

- *Avalon Park, March 10th 2024 (rescheduled date due to weather), 11:00 am - 6:00 pm*
- 11 Volunteers (including officers)
- Merchandise Booth, Dragon Dance, AAPI Voting Education
- Went smoothly, focused on the REACH booth because there were already other volunteers at the event. In the future, we should either reduce the number of REACH booth volunteers or coordinate with event organizers to have them become general volunteers

- Merchandise sold well, especially the plushies and water bottles
- AAPI Voter Education didn't do as well as hoped. There should be some sort of interactive activity besides just handing out pamphlets and asking questions.

13. Helping the Homeless

- *Lake Eola, March 10th 2024, 11:00 am - 4:00 pm*
- 11am - 12:30pm was at Ms. Pauline's office
- Winter Park - 100 sandwiches
- Windermere - 100 sandwiches
- Apopka - 100 sandwiches
- Bishop Moore - sock donation drive
- Hagerty - donation drive
- Apopka/Lake Nona - feminine hygiene supplies
- Olympia & Oviedo- water donations
- Timber Creek - donations/hygiene items
- Carpool form ensured that everyone had a ride from Ms. Pauline's office to Lake Eola
- Overall, this distribution was a success as most of the supplies were given out from both groups and schools had a streamlined process of making sandwiches
- In the future, the distribution at Ms. Pauline's needs to be more organized (assembly line), drawstring bags should be given out rather than tote bags, single use toiletries should be bought instead of multipacks, and schools should get dry shampoo.

14. Asian Cultural Festival

- *Ocoee Lakeshore Center, May 18th, 2024, 9 am-5 pm*
- ~60 volunteers (including officers)
- First event of the new term and the last event of the old term; the New REACH Officer Board took the lead on most tasks
 - i. Set-up
 - ii. REACH Booth
 - iii. Vendor/Performer Check-In
 - iv. Stage (MCs: Ashley Ding, Colin Poon, Vandana Manchikanti)
 - v. Photo/Video
 - vi. Teardown
 - vii. Lion Dance Performance
- Strict food ticket list, better clean-up efforts, KPMG being in charge of outdoor vendor check-in

Strategies and Duties Evaluation

1. Public Relations: Level of Outreach Through Socials and Events

- Socials: two socials were done this year, both of which were at Frosty Fox, and earned REACH approximately \$. We plan on hosting more socials this year.
- Summer and Winter REACH Out: both events went well, where finding a venue months in advance was key to the events' success
- Socials Advice: work to diversify where our socials are to gain more interest in them, increase their frequency where possible, and work to go to establishments where our profit rate is at least 15% (but preferably 20-25% if possible)
- REACH Out Advice: in the future, REACH needs to either re-brand these events or simply move when they occur, as they were originally for "REACHing" out to prospective members, which currently isn't feasible considering we don't truly have "members" any more. The Summer REACH Out could be used as the first event for new officers to showcase their potential and the Winter REACH Out could be used more as a relaxing end of the year party (with the latter simply needing a name change as it largely already serves the aforementioned purpose)

2. Communications: Status of REACH's Social Media and Website

- Social Media: Jason, the current Vice President of Communications, has done a tremendous job of coordinating social media efforts, where posts have been done when and where needed
- Website: announcements were consistently posted on events and opportunities (good for when applying for grants); eight blogs were posted (largely regarding our Help the Homeless Initiative)
- Secretarial Duties: meeting minutes have sometimes come out inconsistently and should come out more consistently (within 72 hours of when the meeting occurred) in the future and be placed within the proper REACH google folder
- Social Media Advice: while posts have been created consistently when asked to do so, there has been a lack of collaborative and consistent effort in standardizing our social media presence in terms of having a standard template (color, design, etc...) to use, which could be improved by future webmasters creating such template designs and coordinating well thought out posts
- Website Advice: REACH is currently at a fork in the road, where we may either continue to ask for blogs from our members despite lack of interest or we may work find alternatives to blogs/ways to make blogs, such as making Instagram posts with "slides" that visually and verbally showcase student experiences on a standard template created by our public relations team (which REACH could still post as "blogs" per say on our website while making them more engaging).

3. Community Service: Engagement with Schools and the Community

- School Engagement: eighteen schools have participated in REACH for the 2023-2024 term; six schools either joined REACH for the first time or were returned to participating REACH after a year or more of not participating in REACH events
- Event Engagement: all traditional REACH events were executed well, and REACH also became involved in numerous new events such as Moon Over Avalon and Celebrate Lunar, where we hope to further our engagement
- Community Engagement: REACH continued its involvement with the Help the Homeless Initiative for its 2nd year, and improved the types of supplies that REACH provides on a seasonal basis based on need
- Engagement Advice:

4. Changes to Policy/Positions

a. Social Media Roles

- i. This past term, we had two webmasters. One was in charge of social media and the other was in charge of the website. While this idea sounded more organized in theory, we found that it was not as necessary since this job could be done by one person.
- ii. The Vice President of Communications position merged with the Vice President of Public Relations position to a single Vice President of Public Relations role that focuses on all aspects of REACH communications and relations with our REACH family and the larger community

b. New Vice Presidential Role: Vice President of Cultural Programming

- I. Created for the 2024-25 term to spearhead REACH's efforts in leading events related to recognizing/promoting Asian culture specifically
- II. Will also lead REACH's efforts to create a REACH Lion Dancing team

c. New Coordinator Policy

- I. Starting in the 2023-2024 school year, REACH's Co-Presidents decided to remove the cap on the number of coordinators that can come from each school
- II. Pros: has led to a more meritorious system that doesn't confine students from schools with a large amount of Asian students
- III. Cons: many students from one school will sign up and many won't ever come back, or won't necessarily do their job (possibly because they believe that another person could simply
- IV. Effects: we have a greater number of officers than we ever had before, meaning that we have had to start charging a \$5 fee for each REACH shirt, and has led to over-involvement at some events that are mandatory

Overall Notes

- This year, REACH set many records! We had a record-breaking number of events this year. Despite REACH's many events, organization efforts, volunteer coordination, and new collaborations were streamlined very effectively this year. In the future, we hope to better define our executive board positions since many of the responsibilities were done by our Co-Presidents.
- Additionally, our dragon boating team won the Premier Mixed B Division Consolation Match, which is an incredible accomplishment considering our high school paddlers were going against world-class dragon boat experts who have been practicing for years.
- Furthermore, REACH expanded its Helping the Homeless Initiative to include more schools and volunteers. REACH received its grant from Synchrony Financial for the second year. This year, we had over 600 donations and our schools collectively made over 1200 sandwiches.

Awards

- Leadership Award: Ashley Ding and Colin Poon
- REACH's Most Awarded Officer: Kaetlyn Singh
- REACH's Most Awarded School: Timber Creek High School
- REACH Star Award: Meira Lee
- Most Involved Underclassmen: Heiley Duong and Nathan Kwok
- Most Involved Upperclassmen: Kaetlyn Singh,
- Executive Officers Outstanding Award: Meira Lee and Connie Huang
- Dragon Boat Captains: Meira Lee, Mike Wong, and Kaetlyn Singh
- Best Paddling Spirit Award: Joann Ng
- Best Dragon Boat Attendance Award: Colin Poon
- Helping the Homeless Initiative Award - Connie Huang/Timber Creek High School, Landon and Alvin/Olympia High School, Mike Wong/University High School
- Best Blogs Award: Jordina Wang, Joann Ng, Charitey Li, Colin Poon
- Lunar New Year Parade Award: Timber Creek High School, Apopka High School, and Dr. Phillips High School
- Asian Cultural Festival Award: Gillian Tibon, Jordina Wang, Kaetlyn Singh, Charitey Li, and Colin Poon

President Report By:

Colin Poon and Ashley Ding

Co-Presidents 2023-2024

May 25th, 2024