

Southern Methodist University

SMU Scholar

Research

Asian Studies and Asian American Experiences
Research Cluster

Spring 4-8-2022

The Organizational Communication and Readiness Matrix: How Communication Technologies Help Support a Group of Asian Faculty During the Rise of Anti AAPI Hate Crimes

Kerk F. Kee
Texas Tech University

Follow this and additional works at: https://scholar.smu.edu/dcii_smuappi_research

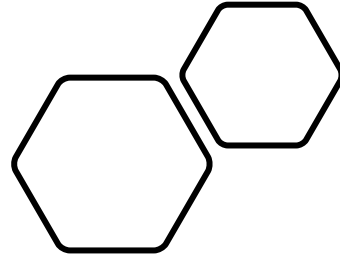
Recommended Citation

Kee, Kerk F., "The Organizational Communication and Readiness Matrix: How Communication Technologies Help Support a Group of Asian Faculty During the Rise of Anti AAPI Hate Crimes" (2022). *Research*. 3.

https://scholar.smu.edu/dcii_smuappi_research/3

This document is brought to you for free and open access by the Asian Studies and Asian American Experiences Research Cluster at SMU Scholar. It has been accepted for inclusion in Research by an authorized administrator of SMU Scholar. For more information, please visit <http://digitalrepository.smu.edu>.

The Organizational
Communication and
Readiness Matrix: How
Communication
Technologies Help
Support a Group of Asian
Faculty During the Rise of
Anti-AAPI Hate Crimes

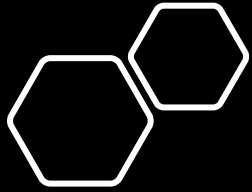


- Kerk F. Kee
- Associate Professor
- College of Media & Communication
- Texas Tech University

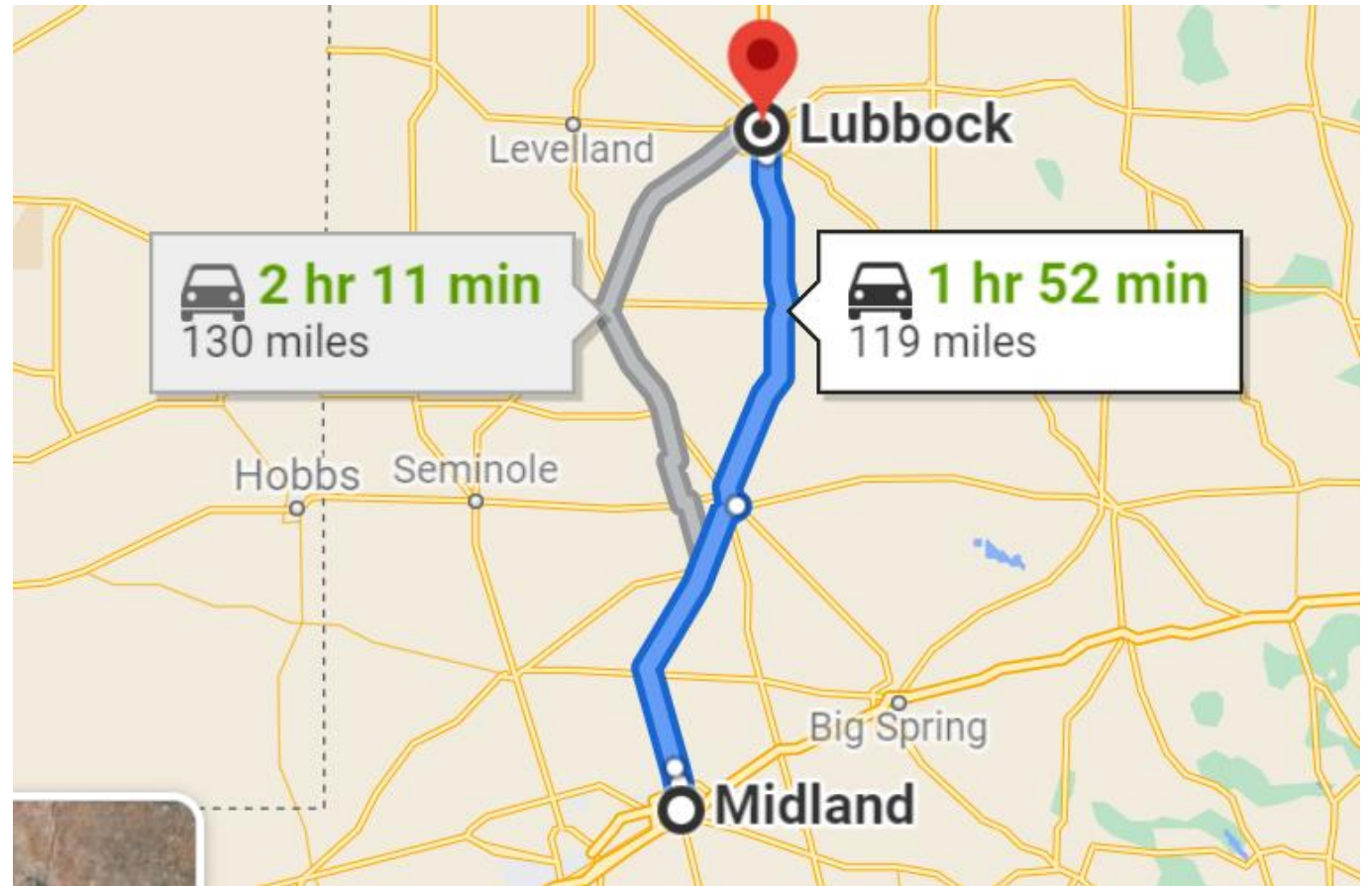
A Case of Wrongful/Mistaken Racial Backlash

- March 14, 2020 in Midland, TX – Jose Gomez, 19 y/o, stabbed a Burmese American family of four at a Sam's Club, injuring the father, 2 y/o and 6 y/o sons (Wallace, 2020).

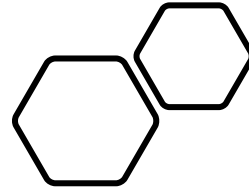




Midland, TX and Lubbock, TX



My Social & Cultural Positions



- Born to Chinese parents in Borneo, East Malaysia.
- Grew up witnessing racial struggles in the Chinese minority community.
- Moved from Southern California to West Texas in 2019, about 8 months before the pandemic.
- Raised to speak, read, and write Chinese.
- Became a member of Chinese Faculty & Staff Association (CFSA) in Spring 2020.

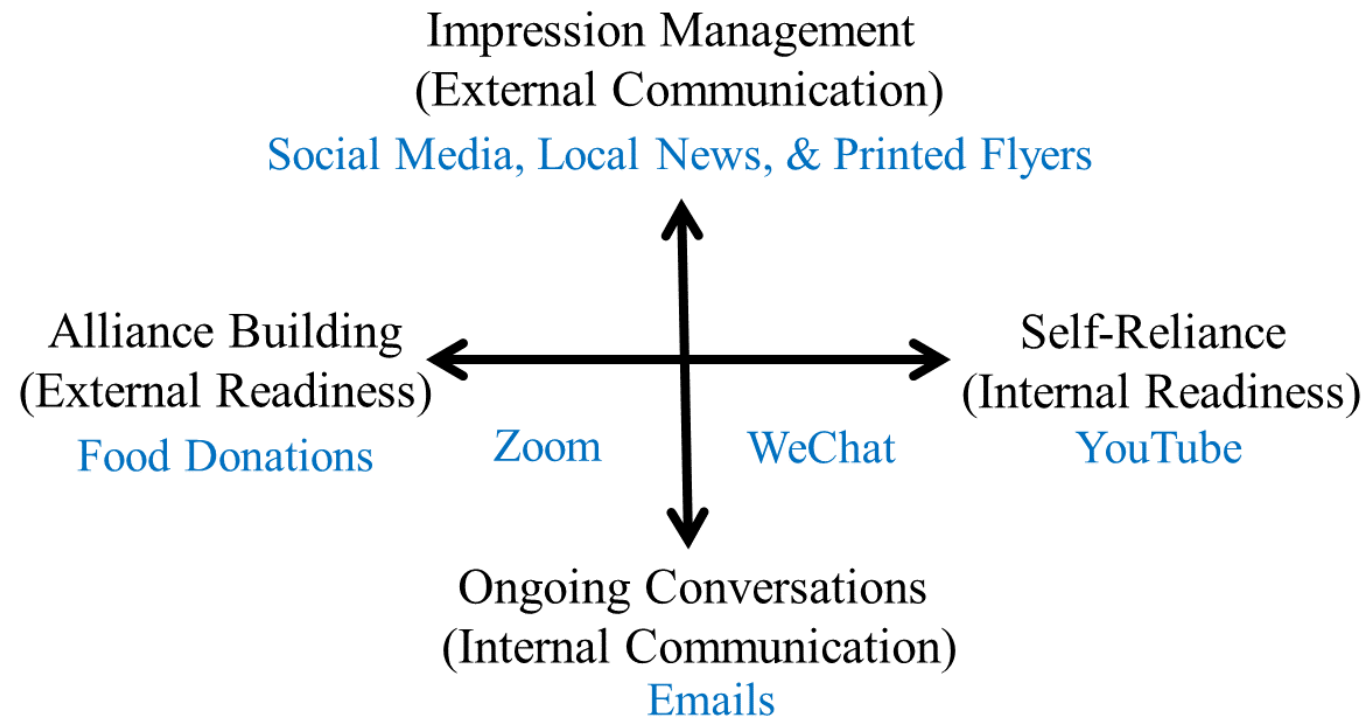


Disclaimers

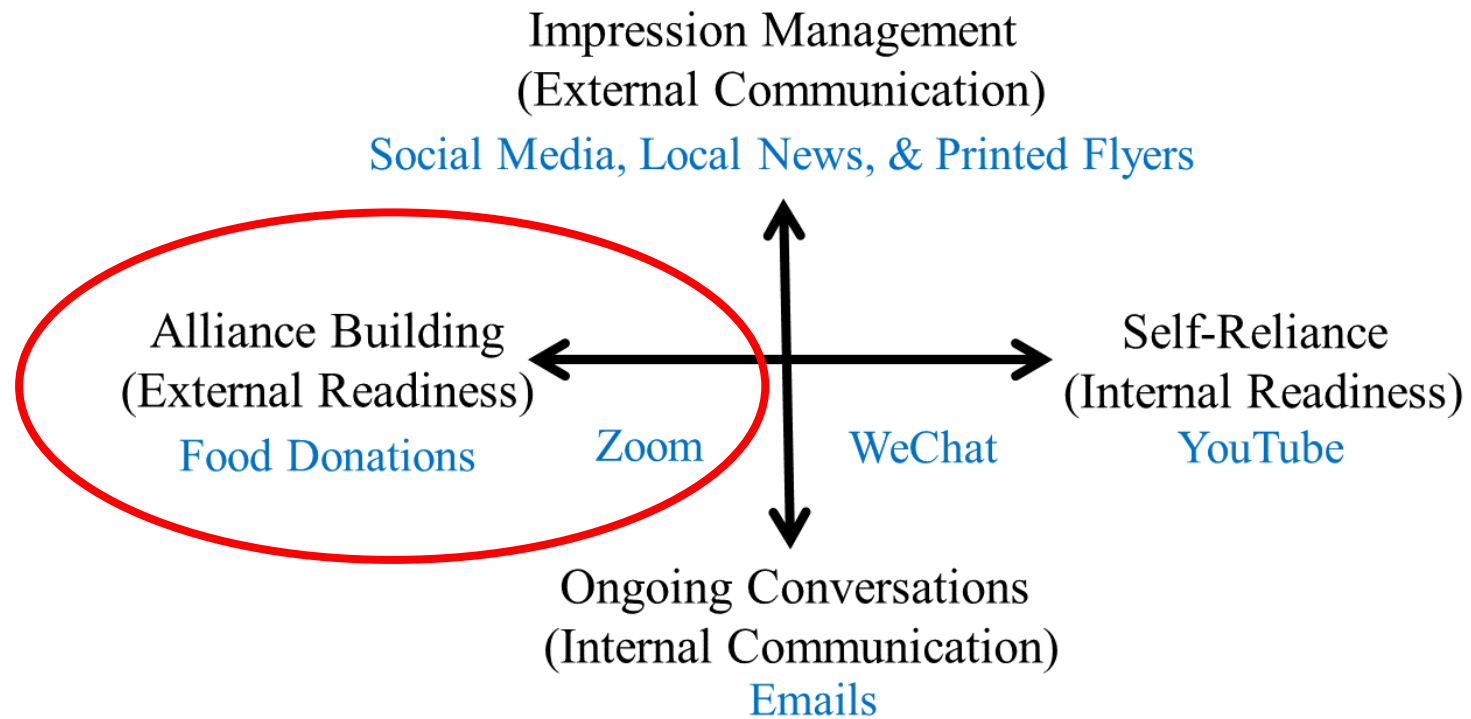
- Public organization with a lot of public information online
- Don't claim to represent the lived experiences of all CFSA members.
- The stories I share can shed light on how their ethnic and cultural identities created a complicated narrative during the pandemic.



Organizational Communication and Readiness Matrix



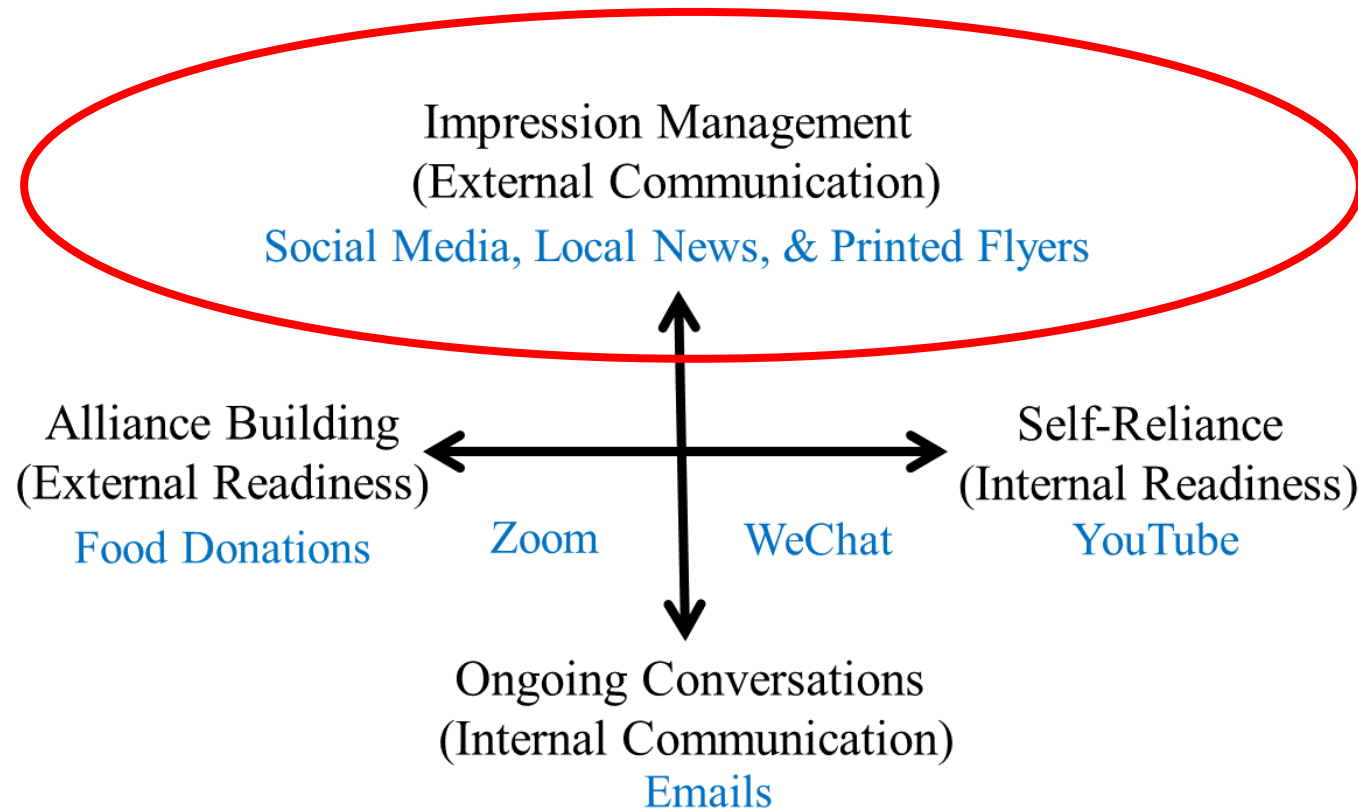
Organizational Communication and Readiness Matrix



Zoom Webinar with an LPD Sergeant

- March 28, 2020 – Zoom webinar with a sergeant from the Community Engagement Unit of the Lubbock Police Department (LPD)
- History of anti-Muslim hate crimes in Lubbock, following 911
- Q&A –
 - What qualifies as a hate crime?
 - A hate crime versus hate speech.
 - The use of video evidence following a hate crime.
 - De-escalation strategies during a hate incident.
 - The legality/consequences of using firearms.
- The then CFSA president shared about the LOVE Project!

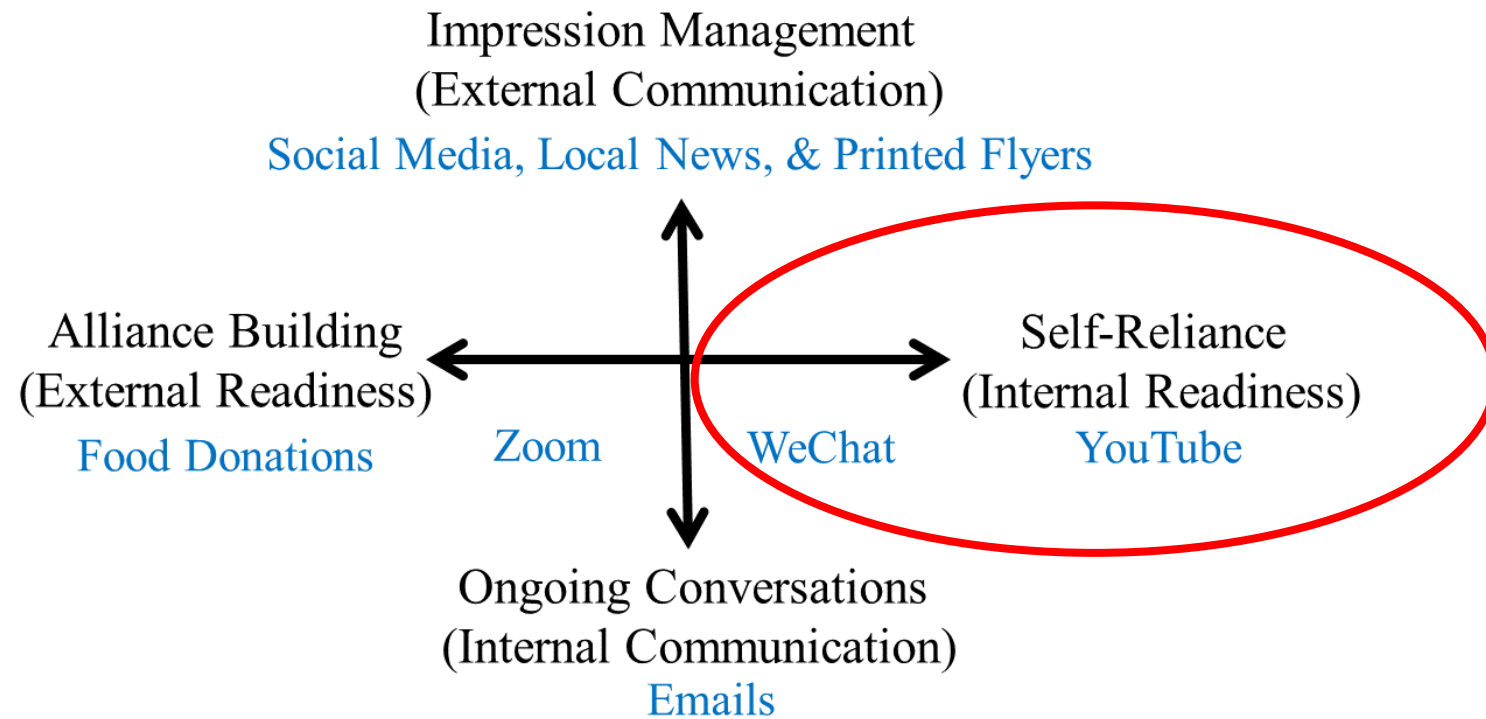
Organizational Communication and Readiness Matrix

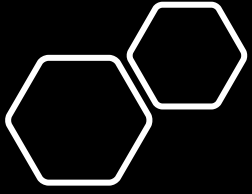


The LOVE (Lubbock cOVid-19 rElief) Project

- The LOVE-Medical/PPE project (\$3,672)
 - Donated 2,040 masks to the Health Sciences Center (HSC)
 - Purchased meals delivered to University Medical Center (UMC).
- The LOVE-Community project (\$4,294)
 - Donated food to the Lubbock Police Department (LPD) and Meals on Wheels (MOW)
 - Additional masks to LPD.
- Printed flyers, pictures for social media, local news!

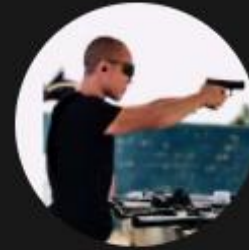
Organizational Communication and Readiness Matrix





Lubbock Chinese Friends of Guns

- A subset of CFSA members on WeChat.
- YouTube videos in Mandarin, teaching views about
 - basic and practical knowledge, federal laws and state regulations, and how to apply for a gun license
- A small group of Chinese faculty/staff went to local gun shops and purchased guns together.



TK Xu 青龙防御

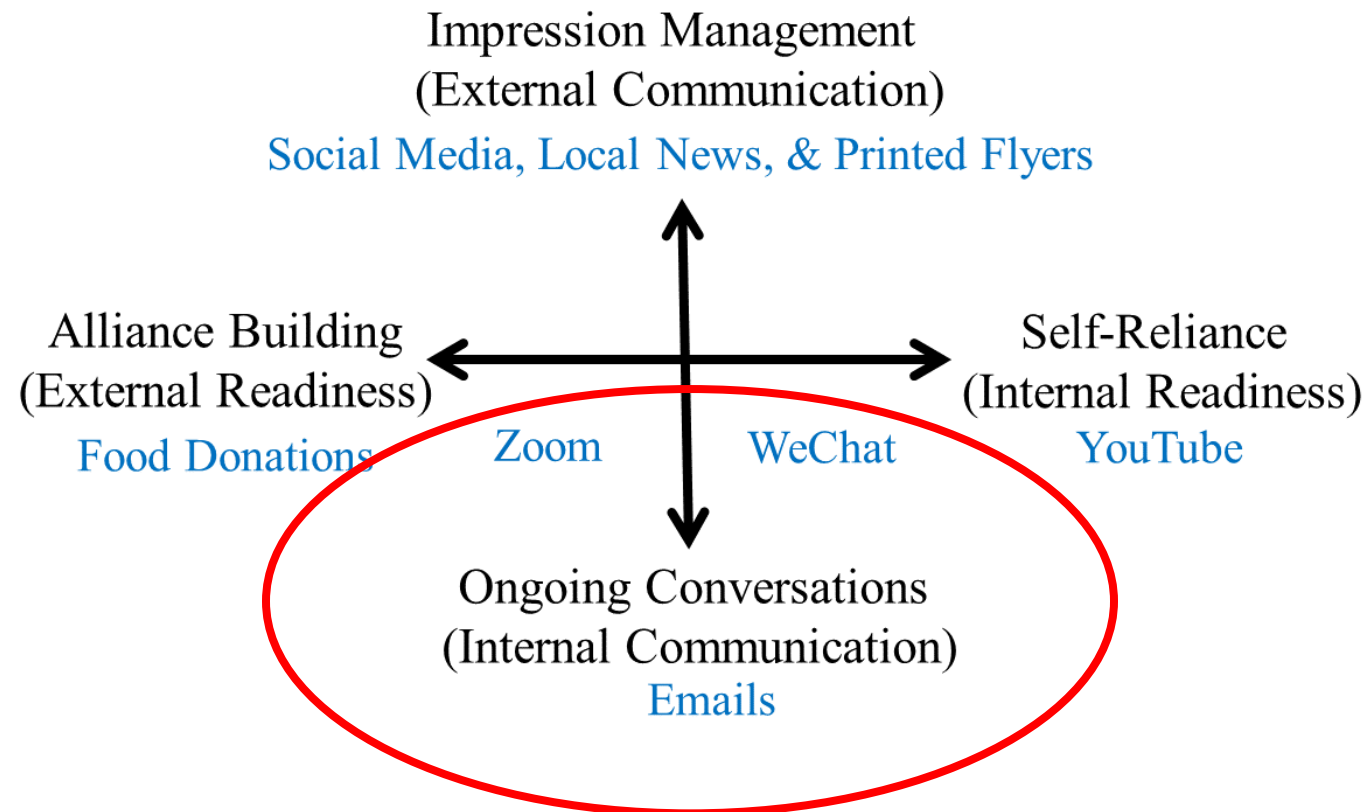
18.6K subscribers



Jun Wang

592 subscribers

Organizational Communication and Readiness Matrix

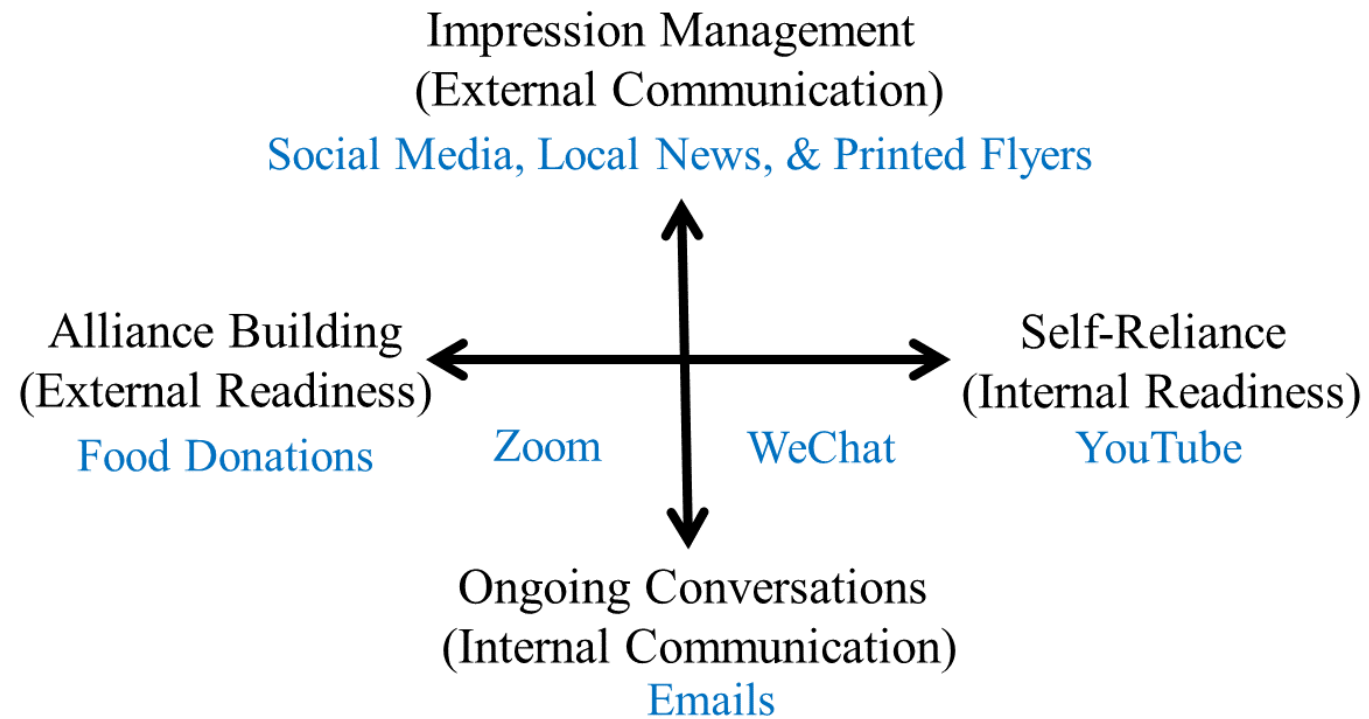


The Weekend Square

- On Zoom, every Friday, at 7 pm
- Casual conversations for about 30 mins.
- Informal connections



Organizational Communication and Readiness Matrix



Conclusion

- The Burmese man in Midland, TX – “I can forgive him (Gomez), but we cannot accept racism or that kind of terrorist attack” (CBSDFW.com, 2021).
- Atlanta Mayor Keisha Lance Bottoms when she said in response to the March 16 mass shooting in her city, “A crime against any community is a crime against us all” (Pagones, 2021).
- How can we move towards allyship to make our world a better place for all?





Questions?

- Kerk Kee
- kerk.kee@ttu.edu
- www.ekerk.com
- Texas Tech University