NEW INITIATIVE CONSIDERATIONS:
CULTIVATION, INCLUSION, REFLECTION TO ACTION

CULTIVATION

1. **How will this initiative strengthen and develop the EE community in NYC, both on the individual and collective level?**
   For example, it…
   - addresses an expressed need of the community
   - provides information about current trends and best practices
   - creates opportunities for extended engagement about a specific subject
   - Builds the capacity and professional skills of ee community
   - exposure to new ideas and skills
   - Includes suggested next steps/further learning/connection building

2. **How will this initiative grow the EE community in NYC?**
   For example, it…
   - Explicitly targets new-to-EEAC/not-yet-members for audience and planning
     - *New to EE vs established in the field: is the invitation and content applicable to both or is it targeted to one specific group? Goals for different groups each year?*
   - Provides opportunities for collaboration and networking outside of traditional EE spaces
   - Introduces EE and related professions to new audiences
   - Maintains connection through post-experience outreach

3. **How will the invitation to join EEAC be folded into the event?**
   For example, it…
   - Is included in all communication about the event (pre/post)
   - Is verbally expressed during the opening/closing remarks
   - Is omnipresent during the event (e.g. info table, For more info...sign up sheet, quarter sheet flyers on chairs, etc.)

INCLUSION

1. **How is the experience welcoming to those outside of traditional EE spaces/new to EE?**
2. **How is the initiative's design inclusive?**
   For example, it…
   - Is offered multiple times/asynchronous access
   - Considers the needs of persons with visual/hearing impairment
   - Easily accessible via public transit or virtual platform
   - Clear pre/post communication
   - Is intentional in how/where power is held and by who/m

3. **How is the associated outreach inclusive?**
   For example, it…
   - Explicit outreach to groups outside of traditional EE spaces
   - Is inclusive in event language, tone, and messaging

REFLECTION TO ACTION

1. **How will success be defined and measured for the initiative?**
   For example...
   - The number of participants compared to number of registrants
   - Number of respondents to post-event survey
   - Qualitative assessment of feedback

2. **How will stakeholder feedback be collected?**
   For example…
   - What kind of information will be requested of organizers?
   - What kind of information will be requested of participants?
   - What channels for providing feedback will be provided?

3. **How will stakeholder feedback be used by EEAC?**
   For example…
   - How will EEAC apply what was learned for planning/execution of future initiatives?

- With whom will this be shared?
- How will this be shared?