Who: River, Isa, Christina, Bonnie, Bonnie, Fran
What: Brainstormed desired outcomes that answered the following two questions: What does an engaged EEAC member look like? What does an engaged EEAC member do?

The outcomes were then grouped into four behaviors that are hallmarks of engaged EEAC members:
1. They take full advantage of the benefits of organizational membership
2. They play an active role in (or in service to) the organization
3. They are personally invested in improving the organization
4. They champion and value the organization

For each desired outcome, we then identified a specific strategy (the what) and associated tool (the how).

TAKE ADVANTAGE OF MEMBERSHIP BENEFITS

Strategy (What)	x	Tool (How)	=	Desired Outcome
Considered event communication strategy (before and after event)		Use a template/webmail service like mailchimp to make event emails look official/ different from listserv messages; follow-up event with a recap, next steps, and satisfaction survey		Attends events and annual meeting
Considered outreach strategy (target audience, where we are advertising)		Development of a marketing/outreach plan		
keep attendance records; review the data for impact and goal setting purposes 4x a year		Data tracking and quarterly review		
Reach out to membership to see what events they want		Survey members and non-members		
Make events accessible		Virtual events, events in different boroughs, different formats (e.g. skill share vs lecture vs hands-on)		
Keep website up-to-date/reflective of work we are doing		Active website management		Visits website
Build awareness of website as a resource		Promote website as a resource on listserv and via social media; drive traffic to website through event registration		
Build member awareness of EEAC as tool to use for career advancement		Promote benefits of membership on listserv and in social media on website; Target student populations (HS to Graduate) to become members or attend events; curate job postings from the EE field (people can submit and we collect and share--listserv? website?)		Uses EEAC network to advance career through jobs, tools, learning
Ask members how they use/what they want from listserv		Member survey/focus group		Contributes to/uses Listserv
Build member awareness of opportunities to participate		Promote opportunities/benefits of subcommittee participation and provide clear asks via listserv and on website; responsiveness on part of subcommittee lead		Participates in or runs a subcommittee
Ask members how they use/what they want from newsletter		Member survey/focus group		Reads newsletter
Build overall awareness of EEAC		Increase name recognition and visibility through tabling at EE events, presentations at EE orgs		Connects EEAC to EE in NYC
Ask members what resources would be valuable		Member survey/focus group		Shares/promotes EEAC resources

PLAY AN ACTIVE ROLE IN THE ORGANIZATION

Strategy (What)	x	Tool (How)	=	Desired Outcome
Provide low-cost/free, relevant resources and programming		Survey members/focus group on what would be useful/beneficial		Recruits peers to join/promotes in personal networks
Remind members to share resources, programs, etc and articulate the benefits		Periodic reminder (website, social, listserv) with guidance for what information to include/where info should be submitted		Shares opportunities with EEAC network e.g. submits to calendar, submits to listserv
Provide transparency and clarity in how to join sub-committees Steering Committee.Clearly articulate benefits of Steering Committee membership		Benefits of membership/Steering Committee membership clearly visible on website; Descriptions of each subcommittee posted on website; Periodic promotions (listserv, social media, etc.)--perhaps long-standing members/Steering Committee members can provide a testimonial to the benefit (?);		Self-nominates for SC
Clearly articulate benefits of lifetime membership--e.g. Cost savings				Becomes a lifetime member
Provide transparency and clarity in how to join sub-committees. Describe volunteer opportunities to members with an array of commitment levels). Make members aware there are ways to get involved that are less time intensive than joining SC (and not everything has to be accomplished through working meetings).. Provide funding to individuals presenting on behalf of EEAC at conferences		Host quarterly meet and greet sessions for new and emerging volunteers; embed EEAC volunteer form on the website (assign people to review regularly + standardize response language -- an opportunity to share our mission up front with new members); opportunities and clearly-defined asks/tasks posted on website, social media, in listserv in a timely manner; new opportunities are called out; multiple ways to meet and collaborate (virtual + in-person)		Volunteers for a subcommittee
				Volunteers to represent and /promote EEAC at professional events
Effective posting of content; posts that are questions or discussions(?)		Comprehensive social media plan (facebook, instagram, linkedin, eventbrite, constant contact? etc.); more active EEAC facebook page.. creation of event posts that members can share		Engages with EEAC social media
Outline process/steps for members to submit program/project ideas to EEAC (virtual suggestion box?)		Periodic reminder (website, social, listserv) with guidance for what information to include/where info should be submitted		Proposes new projects/ideas for EEAC to consider
Orient new members to organization		create a welcoming committee of Steering Committee members; create new members packet		O/A ENGAGEMENT

INVESTED IN IMPROVEMENT

Strategy (What)	x	Tool (How)	=	Desired Outcome
set expectations that feedback requests are a regular occurrence and are important to organization (EEAC as a learning org?)		Surveys for feedback (prompt, tagged to end of event/thank you email, etc.); succinct and to-the-point; accessible language (no jargon); reminder/follow-up; Easy-to-use feedback mechanism		responds to requests for feedback/ suggestions for org. Improvement; offers solutions, not just complaints
Members are asked to provide feedback (aka How are We Doing?)		Perhaps the creation of a virtual "suggestion box", and members are asked to help develop the solutions (this assumes that we have enough people to help oversee/manage discrete projects)		challenge the organization to practice what it preaches -- keeps it accountable
SC Members and subcommittee leads are clearly identified to membership--who to go to for what		on the website, SC/Subcommittee cheat sheet is prominent; in the new member packet, this list is included; on listserv, this list is published--comms should also be tracked		Comfortable reaching out to a Steering Committee rep for more information and get a prompt and helpful response
SC Members make an effort to introduce themselves to new members; SC members are seen as approachable and engaged in membership		perhaps a yearly/twice-yearly new members meetup / orientation hosted by SC; SC buddies can also help with this		Has met or interacted with at least one member of the steering committee
SC Members are charged to oversee processes that need accountability and follow-through and are held accountable themselves		clear procedure and point people for our action items		General increase in overall membership and inquiries; member engagement
opportunities for members to contribute (subcommittees, discrete tasks, EEAC support)		clearly defined menu of opportunities via listserv, on website		attend ongoing meetings and engagements for members outside of Steering Committee
dedicated website team who manages content, updates, features, highlights; tasks clearly defined and distributed to web team so work can be done independently		web team structure that allows for equitable workload distribution		has a website that is up to date and helps members jump into what's next

VALUE/CHAMPION ORGANIZATION

Strategy (What)	x	Tool (How)	=	Desired Outcome
Information about resources is easy to access and understand		Website, social media, listserv clearly present/point to resources		Looks to EEAC for professional resources: job openings, networking, PD
Make sure events are professionally impressive/valuable, fun, and engaging		Survey membership about programming--what they want/need from EEAC; networking events that lead to new partnerships,		Puts on their resumes
				Is proud to be a member of EEAC and recommends membership to peers
				sees EEAC as vital to professional development
				Uses participation in EEAC to build professional skills
				Organizational Members: staff are encouraged to attend EEAC events
				Wants to participate in EEAC because it's fun and they like it
members know how they can participate, contact information is readily accessible, programs and meetings are well advertised		Website calendar, website "about" page, listserv, social media		speaks up (feels welcomed and invited to participate)
Develop vision statement with input from membership and post to website		Virtual Visioning Trip		excited about the future of the organization--excited to contribute