

# eNGAGEMENT

**Connecting the Korean American community  
and mobilizing them for action**

Starting in 2019, CKA will launch six critical initiatives entitled, “**Engage, Enlighten, Enrich, Elevate, Empower, and Envision**” (6Es) to achieve this mission. These endeavors focus on developing meaningful networking and leadership development opportunities.

Our goals are to promote unity among Korean American leaders, strengthen our community through education and advocacy, and empower Korean Americans to be more impactful in their communities to ensure that our voices are part of the national discourse.

This document is an overview of the **Engagement Initiative**. Join us as a sponsor of this important effort.



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To mobilize the Korean American community, two ingredients are essential: **Communication** and **Organization**. Engagement is designed to address these two underlying needs in the following ways:

## Creation of Digital Community Platform for Members

For the first time, CKA will launch a LinkedIn-type web community platform to provide CKA members and stakeholders a way to: **1)** communicate with each other through a common channel; **2)** hold community forums to discuss complex issues beyond email listservs; and **3)** track our members through geo-tagging.

This initiative gives members a powerful tool to connect with each other and organize organically and regionally. It also provides a platform where users can contribute content and actively engage the CKA community.

The technology used is an off-the-shelf, white-labelled product called Hivebrite, which will be customized as a CKA product at **ckacommunity.org** starting June 1.

## Launch Action Task Forces (ATF)

To expand and deepen the participation of CKA's growing membership, we will launch a number of Action Task Forces to organize volunteer groups of passionate members for specific purposes and program goals. These action task forces will recruit volunteers, will specify one impact goal (or program to achieve), and can apply for a CKA action grant (up to \$5,000).

CKA Action Task Forces (ATF) are:

- 1) **Associate Members ATF** - Find innovative ways to better integrate associate members into CKA
- 2) **Women's Leadership ATF** - Find new ways to promote women leadership and mentorship
- 3) **Inter-community ATF** - Find new ways to strengthen connections between CKA and other racial / ethnic communities



We understand that every individual and corporation is unique and welcome the opportunity to create a plan that fits with your priorities. For more information about sponsorship opportunities, please contact CKA's Development Associate Yeona Choi at **yeona.choi@councilka.org**