

# Member Engagement Program – DEI

ASAE partnered with its community to elevate diverse voices through authentic recognition campaigns, fostering engagement and long-lasting impact.





### **ASAE Community Voices** Member Engagement Program - DEI

### Program Overview

ASAE strives to build a more diverse, inclusive, and equitable industry. By amplifying real voices, ASAE moved beyond written DEI statements to drive meaningful engagement.

### Objectives

- Increase member engagement
- Provide authentic recognition and inspiration
- Elevate minority voices within the community

### What We Did

Our multi-channel strategy included:

- Promotion across:
  - Social media Ο
  - Ο
  - Email marketing Ο
  - $\bigcirc$

Community-led video content featuring real voices

Multi-year campaigns celebrating diverse groups

ASAE website: embeddable video galleries

Collaborate Community posts

### Results

ASAE's community-driven video campaigns successfully engaged members and amplified underrepresented voices, an effort that is still ongoing today.



### 60+ videos created and shared Authentic, community-led storytelling at scale

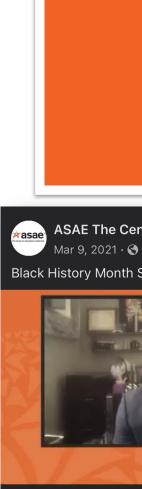
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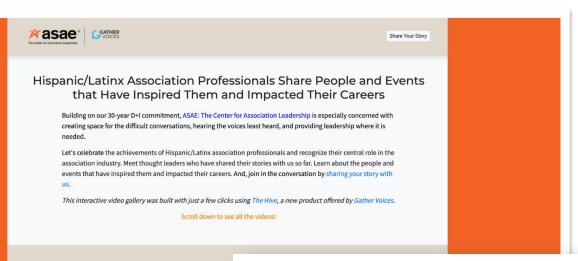
High engagement across platforms Content remained relevant over time

### **Community-led initiatives**

Passionate members drove the program forward



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ASAE Chair Lakisha Ann Woods, CAE, Executive Vice President & CEO of The American Institute of Architects (AIA), shares the following reflections with the ASAE community during Black History Month. Thank you for your leadership, Lakisha!



#### **#blackexcellence #blackhistorymonth** #leadershipdevelopment #ASAE



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## Schedule a **Discovery Session**

Let's do this!

Reach Out Anytime:



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