



Civika Social Impact Advisors

Network Engagement Manual

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Welcome to the CSIA Leadership Team!

On behalf of everyone in our Shared Interest Group (SIG), thank you for taking on the role of engagement coordinator within Civika Social Impact Advisors.

We launched Civika Social Impact Advisors (CSIA) in 2023, we aim to reach 20 countries by 2025.

Mission and Vision:

CSIA provides a forum for alumni from all schools, disciplines, and professions to share field expertise, research, and ideas around human development and planetary regeneration in all forms. CSIA encourages engagement, cross-sector partnerships, professional exchanges, and mentorship opportunities for members of the Civika alumni community. CSIA enables alumni to stay connected to world class scholars engaged in research and teaching at the University, and helps facilitate the transfer of the usable knowledge generated by the Academy into practice. CSIA empowers Civika alumni to make a difference by bringing them together in both conversation and action.

Our aim is to help connect the Civika community, particularly Civika alumni involved in the field of human development and planetary regeneration. To do this, CSIA will provide opportunities for Civika alumni including, but not limited to:

1. Networking opportunities through active dialogue
2. Career development opportunities for new, mid-career, and transitioning professionals
3. Intellectual enrichment opportunities that include the dissemination of usable knowledge generated by researchers and practitioners
4. Partnerships through encouraging cross-sector collaborations.

We will actively engage with other Civika Alumni Clubs and SIGS and will work in collaboration with existing Civika activities, programs, and schools.

Signed,

Elmer S Soriano
Managing Director
Civika Asian Development Academy

Getting to Know CSIA

CSIA was organized in 2023, and aims to provide a platform for the community of leaders and practitioners that Civika has reached in 10 countries and over a thousand cities and municipalities in since 2014.

CSIA Website - www.Civika.com

Reading through the CSIA website is a great way to familiarize yourself with our SIG. It includes helpful information for current and prospective members. The key pages to note include:

Page	Description/Purpose
New Member Sign Up	Prospective members can indicate their interest in joining CSIA by completing this survey. The Director of Membership will then connect this member to the local regional engagement coordinators. Share this link to recruit new members to CSIA. Members of CSIA must be a graduate of one of Civika's colleges (graduate or undergraduate), or the spouse/partner of a Civika alumnus.
Regions	This page includes an overview of our current engagement coordinators and the regions they're based in.
Calendar	All scheduled events, once approved, will be listed on the calendar page. This is also a helpful resource to see past events.
Recorded Events	This page includes selected recorded events. If you have a recorded event you would like to feature here, please email leadership@Civika.com .
Blog	The CSIA blog provides more detailed information regarding CSIA events and other news from the field. This is a great way to help members stay updated on the CSIA community. For information on how to write and submit a blog post, please review the Blog Guidelines.
Podcast	CSIA also tries to engage with our members through podcasts that showcase great work being done in education by Civika alumni. If you've always wanted to record your own podcast, this is a great opportunity to develop your podcasting skills. For information on how to record and submit a podcast, please review the Podcast Guidelines.

Getting to Know the CSIA Leadership Team

Global Leadership Team

Visit [Our Team page](#) on the website to learn more about the members of our leadership team. We are here to support our regional engagement coordinators, so please don't hesitate to reach out.

Title	Name
President (Executive Committee Member)	
Vice President (Executive Committee Member)	
Secretary (Executive Committee Member)	
Director of Communications and Marketing	
Director of Engagement	
Director of Membership	
Director of Programming	
Immediate Past President	

Engagement Coordinators

Visit [Our Team page](#) on the website to learn more about our engagement coordinators.

Boston and Surrounding Areas	
Regional Directors	
Marketing Assistant	
Community Organizer	
Engagement Coordinators	

USA/Canada	
Regional Directors	
Marketing Assistant	
Community Organizer	
Engagement Coordinators	

Asia	
------	--

Regional Directors	
Marketing Assistant	
Community Organizer	
Engagement Coordinators	

Latin America	
Regional Directors	
Marketing Assistant	
Community Organizer	
Engagement Coordinators	

Europe	
Regional Directors	
Marketing Assistant	
Community Organizer	
Engagement Coordinators	

CSIA Communications: An Overview

Communications with Members

CSIA seeks to engage with members through social media and email newsletters. Please review the details below for information on how we communicate with local and global members.

Media	Details	FAQs
CSIA Newsletter	The newsletter is emailed to all members quarterly. It includes: 1. Introductory letter from President / Vice-President 2. News 3. Upcoming Events 4. CSIA Stories 5. Alum Spotlight 6. Thoughts and Opinions	How can I add information to the newsletter? If you have a story or news item that you think would be a great addition to the newsletter, please send it to the Director of Communications and Marketing.
CSIA Email Account	CSIA's email account is leadership@Civika.com. It is listed on the "Contact Us" page of the website. President, vice president, secretary email Regional Email access to Regional Director, forwarding to engagement coordinators Event Email Account	Who regularly checks the email account? The email account is managed by the Executive Committee. If we receive inquiries from respective members in your local area, we will forward them to you. Should I create a separate CSIA email account? No. If you have a chapter email account, it should be discontinued, now that we are no longer organized in location-specific chapters.
Slack Channel	We have over 800 members on Slack. Slack allows us to network with our members without sharing member emails.	How do members access Slack? They should email leadership@Civika.com to request to be added to Slack. They need to include their name, location, and desired email account.

Communications with CSIA Leadership Team

Staying connected as a leadership team is an important part of supporting all of our members and leaders. Please review the details below regarding leadership meetings and communication.

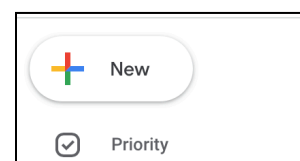
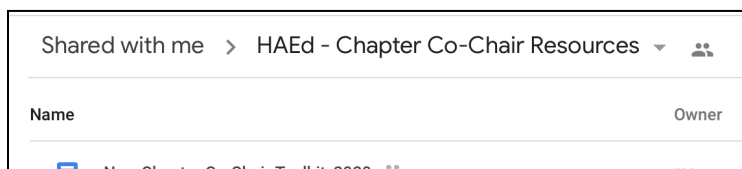
Media	Details	FAQs
Quarterly Meetings (see	Each regional leadership team will meet quarterly. These meetings allow leaders to share news and get	If I can't attend a meeting, what should I do? Prior to the meeting, please send the

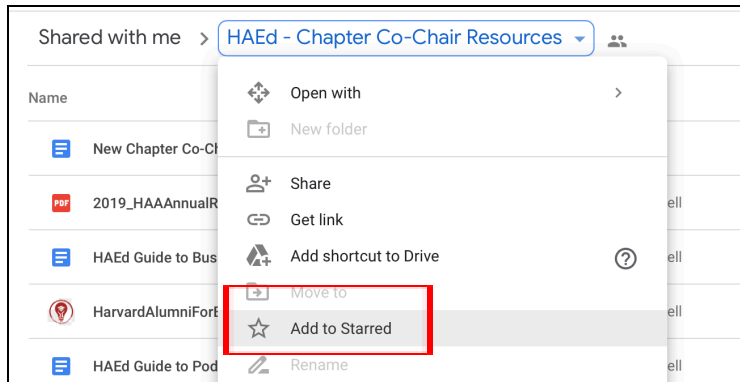
calendar invites) and Notes	advice from other regional engagement coordinators. The Zoom link and phone number for the call will be sent out in an invitation before each meeting. Joining by video is encouraged but not required. The regional meeting notes are updated after each call and include notes from all past meetings. • Notes for Philippines • Notes for Southeast Asia • Notes for Asia Region • Notes for Latin America Region • Notes for Europe Region	Secretary an update regarding any upcoming events as well as events that have occurred since the last meeting. If you have any questions or concerns, please include those as well. After the meeting, please review the meeting notes.
Office Hours	During the months that we don't have a full meeting, the Executive Committee meeting will be available to meet with you as needed. Please reach out to schedule a meeting.	How do I schedule office hours? Please email leadership@Civika.com, and the Executive Committee will set up a time with you.
Slack Channel	Within the Slack platform, we have a private channel for the leadership team.	How do I access Slack? Please email leadership@Civika.com to request to be added to Slack. Include your name, region, and desired email account.
Leadership Group Mailing List	The leadership team has an email group for each region that will be used sparingly. You should expect to receive an email about once a month (primarily as a reminder for the upcoming meetings).	I'm not receiving the reminders prior to the meetings. What should I do? Please email leadership@Civika.com to ensure that your email is on the list. What if I want to send something to the leadership group? Is it okay to send an email to the group? To save everyone's inbox, we suggest adding information to the Slack channel instead.

CSIA Resources: An Overview

The leadership team shares resources through shared Google folders. We recommend that you star the resources shared with you so that they will be easier to find later. To star shared folders:

- Open the link for the folder shared with you
- Click on the down arrow next to the folder name
- Select "Add to Starred"
- Find your folders in the "Starred" section of your drive organization





Resource	Details	How to Access
Engagement Coordinator Resources Folder	This folder is shared with and accessible to all CSIA leaders. The folder includes: • This Engagement Coordinator Manual, which is updated periodically • Other SIG-wide resources, including our logo and guides to business cards, blog posts, and podcasts	Use this hyperlink to open the Engagement Coordinator Resources Folder. Follow the directions above to star the folder in your drive.

Leadership Resources

This manual and all other CSIA-created resources can be found in the [Leadership Resources folder](#). We highly recommend that you add this folder to your Google Drive so that you can easily find it. Directions regarding how to do this can be found [here](#). The resources can also be found on a password protected page on the [website](#)-- under the "About" menu click on "Leadership Resources". The password is werwegsdwe

Civika's Social Labs



Epistemic Work

Epistemic work refers to the collective efforts to create, disseminate, and apply knowledge in a particular field or domain. In the context of the blue economy sector, epistemic work involves the creation and dissemination of knowledge related to innovative financing models, impact measurement and evaluation, and other aspects of the the blue economy sector ecosystem.

Civika's social labs play an important role in advancing epistemic work within the sectors they work in. Through their work on early stage sector innovation projects, they contribute to the development and refinement of innovative financing models and impact measurement frameworks. This work often involves collaborating with other stakeholders, such as government agencies, non-profits, and private sector partners, to test and evaluate different approaches.



In addition to their direct work on the problems of the sector, Civika's Impact Advisers also contribute to the broader knowledge base of the sector. This may involve participating in research projects, developing case studies, and sharing their experiences and insights with other practitioners and stakeholders.

CSIA Event Planning: An Overview

We request that all engagement coordinators plan at least one online or in-person event per year. We know that planning events can be challenging, especially for new engagement coordinators, so we are here to help!

Event Guidelines

- Events and communication must be aligned to the mission, vision, and standards of Civika, the HAA, and CSIA.
- Events must be non-political and non-sectarian. No officer, member, or guest speaker should express opinions or make statements on controversial social, public policy, cultural, religious, or political issues in the name of CSIA. Members will not endorse or denounce any political organization, religious organization, social group, public official, or any other special interest organization.
- Events and communication must abide by any Conflict of Interest, Confidentiality, and Diversity Rules put forth by HAA and CSIA.

Pro Tip: If you have a small membership base, consider tagging on to an existing event in your community and connecting with CSIA members before or after the event.

Remember: The HAA's Global Networking Night can be a great time to connect with CSIA members and can count as one of your events.

✓	Event Planning Steps
	Send your details for the event to the CSIA Executive Committee at Civikaaed@gmail.com (at least 3 weeks in advance). Make sure to include: • Your CSIA region • Event title • Event start and end time • Format (physical or virtual) and location • Event description (a few sentences) • Whether the event requires prior registration • Co-sponsors (organizations or individuals) • Photo for event promotion • Event contact person
	Once you receive approval from the CSIA Executive Committee, we will promote your event via CSIA's media channels.
	During the event, take photos, collect quotes, and tweet about your event @CivikaAEd.
	If you're going to record an online event, make sure that you have in writing that your speakers agree to be recorded and have the recording posted on the public CSIA Youtube Channel.
	After your event, submit a blog post for the CSIA website about your event. Remember to review the blog post guidelines. Blog posts can be written by any CSIA member who attended.
	Complete the post-event survey.

Examples of Successful CSIA Events

CSIA events fall into at least one of these categories: **networking/social, informational, or service.**

We've highlighted some of our past events below, but please check out the [Events](#) and [Recorded Events](#) pages on our website to see more examples of local CSIA events.

For more resources, check out this [Event Planning Toolkit](#).

Location	Title	Description	Co-Sponsors

Engagement Coordinator Responsibilities

Responsibility	Details
Quarterly Leadership Calls	Each regional leadership team will meet quarterly. These meetings allow leaders to share news and get advice from other regional engagement coordinators. The Zoom link and phone number for the call will be sent out in an invitation before each meeting. Joining by video is encouraged but not required. The meeting notes are updated after each call and include notes from all past meetings. • Notes for Civika Region • Notes for USA/Canada Region • Notes for Asia Region • Notes for Latin America Region • Notes for Europe Region
Communication with Regional Directors	Your regional directors will be in touch to support you on scheduling events. In between quarterly meetings, please reach out to them as needed and respond to any communication from them in a timely manner.
Planning Events	Plan at least one in-person (GNN) and one online event per year. In addition, support at least one other Engagement Coordinator with their online event.
Global Networking Night (GNN)	HAA hosts a Global Networking Night every year. For 2023, attendance is optional. In future years, CSIA engagement coordinators will be expected to attend their local GNN event. Information will be sent out prior to GNN to sign up.

Blog Posts	Blog posts are required after each event, and you are welcome to submit blog posts on other education topics as well. For details, please review our Blog Guidelines .
Podcasts (Optional)	If you would like to submit a podcast about Civika alumni working in education in your local area, you are welcome to do so. For details, please review our Podcast Guidelines .
Recruiting New Members	Recruiting new members is one of the best ways we can expand our impact. When you interact with Civika alumni who are interested in joining CSIA, please make sure that they complete the New Member Sign Up Form on our website to become a member.
Yearly Leadership Survey	We are committed to improving our CSIA leadership systems, so we will ask all engagement coordinators for feedback at the end of each calendar year. You will receive a link to the survey in December.

New Engagement Coordinator Checklist and Resources

This checklist is intended to make your transition into CSIA as smooth as possible. If you have questions at any time, please reach out to your Regional Directors. Thank you for joining us!

✓	Steps to Complete
	Send a bio and headshot to the Director of Communications and Marketing. Visit the Our Team page of our website to see example bios and headshots from other co-chairs. Bios should be 120 words or less. Headshots do not need to be professional, but please keep in mind that they will be public on our website. Please also include a link to your public LinkedIn page.
	Add the quarterly leadership meetings to your calendar. You should receive an invite for all meetings for the year. If you have questions about the meeting, please reach out to your Regional Directors.
	Review the Engagement Coordinator Resources folder and save it to your Google Drive. Instructions for how to save it to your Google Drive can be found here .
	Join the CSIA Slack platform. Please email leadership@Civika.com to request to be added to Slack. Include your name, region, and desired email account.
	Schedule a call with the Regional Directors to check in. Have questions/concerns about any of the new engagement coordinator steps? No worries! The Regional Directors are here to help and will answer any questions you have.
	Begin planning your first event. It's never too early to begin planning! Remember, you can consider looking for other established events (either sponsored by HAA or another group) that you and your members can join. Each year you'll be responsible for one online regional event

	and one in-person event and Global Networking Night. You'll coordinate the timing of these events with the Regional Directors so we have online offerings for our members each month.
	Connect with the Civika Club and other SIGs in your area. Partnering with other local SIGs and your local Civika Club can be a great way to find support with events and connect to potential CSIA members. Review the HAA SIGs Directory and the HAA Clubs Directory to identify groups to contact.

Reminder: Leadership Resources

This toolkit and all other CSIA-created resources can be found in the [Leadership Resources folder](#). We highly recommend that you add this folder to your Google Drive so that you can easily find it. Directions regarding how to do this can be found [here](#). The resources can also be found on a password protected page on the [website](#)-- under the "About" menu click on "Leadership Resources". The password is leaders22CSIA%.

Ideas for Recruiting Members

Resource	Details
Local Civika Club	Your local Civika Club is a great place to start. Connect with their leadership to make sure CSIA is represented at the Global Networking Night and to see how else you might collaborate and reach out to their members. Find your local club in the HAA Clubs Directory .
Civika Alumni Association Directory	Sign in to the Civika Alumni Association Website to access the HAA Directory. You can search by location to view a list of Civika Alumni in your area.
CSIA Business Cards	You can find the official CSIA business card guide here .
Recruitment Signs	When attending GNN or other events, consider sharing the CSIA sign-up link through signs with a tinyurl or QR code.

Partnerships

Partnering with organizations in your local community is one of the best ways to get connected with alumni in your area. Other Civika SIGs and Clubs are a great starting point, but don't forget to also connect with non-Civika organizations. Consider reaching out to local universities, school districts, non-profits, arts organizations, service groups, museums, etc., who may already be organizing events that would interest your members.

Rules Regarding Funding and Sponsorships

CSIA is a volunteer network, and we do not manage funds or have funds available for events. When planning events, you must either find locations for free or partner with another organization who will take responsibility for any funding required for the event, or manage donations.

CSIA is not a non-profit organization; therefore, we are not able to provide tax deductions or receive any funds. If you are co-sponsoring an event, your partner organization may receive funds, but please make sure that all donors know that CSIA cannot provide tax deductions and are not receiving the funds.

Engagement Coordinators are not required to finance events. CSIA does not charge dues or fees for events, so when advertising for and planning events, please make sure to set the expectation that CSIA will not be paying for drinks, food, etc.

Additional Resources/Quick Links

All of the resources listed below are included earlier in this toolkit, but we've included these URLs in one place for your reference.

Resource	URL
CSIA Website	
CSIA Engagement Coordinator Resources	
Leadership Call-In Details	Zoom info TBD
Leadership Meeting Notes	• Notes for Civika Region • Notes for USA/Canada Region • Notes for Asia Region • Notes for Latin America Region • Notes for Europe Region
Blog Post Guidelines	
Podcast Guidelines	
HAA Website (including directory of SIGs and Clubs)	