

Partner Activation Checklist



1. Identify Camber Liaisons - **FIRST MONTH**

There are many ways to structure your Camber member liaisons, who are the main point of contact for Camber's Partnership Team. Liaisons can be part of your Marketing or HR teams, or different departments entirely. Liaisons can rotate yearly, or remain the same year over year.



2. Activate Employees - **FIRST MONTH**

The Partnership Team will provide you with an Employee Activation Handbook and messaging examples to send to your employees. We aim for a **50% or higher employee activation rate** for partners to best ensure the accuracy and sustainability of your DEI work.



3. Connect Your C-Suite - **FIRST MONTH**

Through the Partnership Team, connect your C-Suite with Camber's Leadership Team to discuss Camber's methodology, resources and how to leverage DEI work internally.



4. Leverage Industry-Wide Job Board - **ONGOING**

As a Camber member, your company has access to thousands of talented future employees. The Partnership Team will work with your liaisons to setup your company's profile to either auto-scrape or manually upload your job opportunities.



5. Continue The Engagement - **ONGOING**

Meet with the Partnerships Team on a quarterly basis to evaluate your team activation and engagement. This is an important step to ensure your team is meaningfully committed. Receive bi-weekly communication updates on Camber resources.



6. Metrics for Success - **Q3 + Q4**

Through Camber industry-leading surveys in partnership with the Claremont Evaluation Center, build your DEI foundation with strong data to help inform your tailored strategic DEI plan. These surveys happen on an annual basis and can be leveraged to review and set your internal DEI benchmarks.