



# TAO PRIDE

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Community Chairs

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## Aim Statement

The TAO Pride Community aims to provide professional development and connection opportunities for LGBTQIA+ individuals and allies across Oregon's technology and tech adjacent sector. This will be done by bringing members of the community together via in-person or virtual events and an online community in [Mobilize](#). We will offer networking, mentorship, and professional development opportunities focused on helping members of our community navigate the challenges unique to their experiences. While this group will focus on needs for the LGBTQIA+ community within Oregon tech, allies are welcome to attend specific events and participate in this inclusive and empowering group of peers.

## What Does Success Look like?

Regular engagement among network members (platform activity measure)

- Network members leverage the group for ideas and problem solving
- Network members share best practices and resources
  - Needs assessments/survey
  - Frameworks
  - Implementation/action steps

Growth of network (up to 50 community members by 12/31/2021)

- The bigger the network, the bigger the pool of knowledge and resources
- Increased resources for TAO
  - New members
  - Attract new sponsors
  - Increase engagement/other benefits for existing TAO Communities
- Broader network enables better talent acquisition for network members

2 to 4 times per year with keynote speaker/presenter

- Learning from industry experts
- Alternate mode of engagement for network members
- Interacting with like-minded individuals
  - Energizing/momentum to lead within our companies
  - New ideas/tools to move our companies forward
  - Hearing what other industries are doing/new perspectives



## How Will Success be Measured

Regular engagement among network members (platform activity measure)

- Engagement Metrics:
  - Mobilize Analytics
    - Main Community Posts
      - 75% of Community View
      - 50% of Community Click, Comment, Respond
  - Event Feedback Surveys
    - Achieve an NPS score of 4.0 or higher on a scale of 1.0 to 5.0

Growth of network (up to 50 community members by 12/31/2021)

- Community members will be determined by those registered within the Mobilize community

One event per quarter with keynote speaker/presenter/panel

- Number of sponsored, TAO-facilitated events that are organized with a TAO staff member with registration collection via Cvent

## What Makes Us Different

The group is focused on:

- Professional Development with an LGBTQIA+ lens
  - Best Practices
  - Thought Leadership
  - Educational Opportunities
  - Internal & External Community Resources
- Advocacy
- Community Connection
  - Support
  - Networking statewide
- A Unified Voice
  - Creation of a statewide voice within Oregon
    - Specific to the Tech Industry