



### SWE New Affinity Group Judges Rubric

Proposed Affinity Group Mission and Purpose	Applicant does not discuss why they would like the proposed Affinity Group to be created.	Applicant discusses their passion for creating this new affinity group with a moderate level of detail.	Applicant describes in detail their passion for creating this Affinity Group.
Membership Development and Growth	There are less than 5 interested SWE members identified and no actionable plan to develop membership.	There are at least 10 interested SWE members identified and an actionable plan to develop membership.	There are 10 or more interested SWE members identified and an actionable plan to develop membership.
Link to SWE Strategic Goals and Objectives and SWE Core Values	Mission, Purpose and proposed goals do not demonstrate linkage to SWE Strategic Goals, Objectives, and Core Values.	Mission, Purpose and at least 2 proposed goals demonstrate linkage to SWE Strategic Goals and Objectives and SWE Core Values.	Mission, purpose and 3 or more proposed goals demonstrate linkage to SWE Strategic Goals and Objectives and SWE Core Values.
Alignment with Existing AGs	Alignment with existing AGs was not evaluated and/or significant overlaps exist without identified actions.	Alignment evaluation and action plan are in place with low to moderate risk to AG success due to overlap with existing AGs.	Alignment evaluation and action plan are in place with no risk to AG success due to overlap with existing AGs.
Identified Goals	The Affinity Group did not identify any proposed goals.	The Affinity Group identified some proposed goals.	The Affinity Group identified detailed proposed goals.
Identified communication plan and/or social media presence	Proposed Affinity Group did not identify a communication plan or social media plan.	Proposed Affinity Group identified a top-level communication plan and social media plan.	Proposed Affinity Group identified a detailed communication plan and social media plan.



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Identified Leadership Pipeline/Roster	Applicant identifies a leader but does not identify a co-leader or does not identify leadership team roster.	Applicant identifies a lead and co-lead and a leadership roster with up to five SWE members.	Applicant identifies a leader and co-leader and a leadership roster with more than 5 SWE members.
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