

# swe **NEXT** **CLUBS**»»

## Club Counselor Facilitator Training Resource Plan

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# WELCOME



## Purpose:

To streamline processes and communication for new or existing club counselors, SWE developed an all-in-one, step-by-step guidebook to better support advocates and stakeholders to start, manage, and grow the number of SWENext Clubs engaged in their local communities.



## Goal:

The goal is to create subject matter experts to launch club programming around college readiness by focusing on students' hard and soft skill development.



# ROLE ASSIGNMENTS

This is a brief description of terms that will be used to identify essential roles and responsibilities during this training cycle.

01

**SWE Headquarters Staff, referred to as SWE**

Manage the train-the-trainer resource plan and supplemental SWENext Club materials and updates

02

**Cohort Supervisors, referred to as supervisors**

Manage facilitators and trainees, oversee training program, distribute resources, manage SWENext Club creation and location, launch marketing and promotion, and manage budget for each club's needs

03

**Certified SWENext Club Counselor Trainers, referred to as facilitators**

Lead training program and update materials based on localized community engagement and best practices

04

**SWENext Club Counselor Trainee, referred to as trainee**

Completes training, directly engages with SWENext clubs, and manages recruitment of students

# PROJECT TIMELINE

Creating a project timeline is an essential step in planning and executing any project. A timeline serves as a visual representation of the project's progress, outlining key milestones and deadlines to ensure that everyone involved is on the same page.

When creating a project timeline, it is important to start by identifying the project's objectives and outlining the steps necessary to achieve them. This will help to determine the project's overall timeline and ensure that all necessary tasks are included.

Once the tasks have been identified, they can be organized into phases and assigned to team members or departments. Each task should be given a deadline, allowing for a realistic timeframe for completion.

It is also important to build in contingency time to account for unexpected delays or issues that may arise during the project. This will help to ensure that the project stays on track and is completed on time.

Regular monitoring and updating of the project timeline is crucial throughout the project's duration. This will allow for adjustments to be made as needed and ensure that the project stays on course towards successful completion.

By following this example timeline, the chances of achieving sustainable SWENext Clubs are greatly increased. This timeline can be adjusted and adapted depending on social and environmental factors, as well as the needs of the community where the club will be located.

## 01

### PLANNING June–August

- Recruitment of facilitators
- Facilitators develop training materials
- Recruitment of club counselor trainees

## 02

### FACILITATION September– November

- Facilitators conduct training sessions
- Club counselor trainees launch SWENext Club
- Club counselor trainees recruit SWENexters

## 03

### CLUB LAUNCH December– February

- Club counselor trainees host club activities
- Facilitators host check-in meetings on progress

## 04

### ASSESSMENT March–May

- Clubs wrap up activities for the year
- Facilitators and trainees complete assessment
- Track progress
  - Facilitators create training reports review program completions and send reminders to complete training

## 05

### FUTURE FORWARD June

- Cohort supervisors review goals and results
- Cohort supervisors evaluate program completions
- Cohort supervisors assign program alumni
- Facilitators coordinate with cohort supervisors to select next group of certified trainers and select next club location

## 06

### NEXT STEPS July

- Facilitators begin training cycle to start clubs in new location(s)

## PHASE 1:

# PLANNING

## Research

Cohort supervisors and facilitators coordinate to determine the best locations to start the next SWENext Club. Consider the following:

- > Research outreach activities and trends from schools in the area:
  - How do schools handle after-school activities?
  - What child privacy laws are in place when hosting outreach events?
  - What STEM organizations are in the community?
  - What are the student demographics?
  - How often are events hosted throughout the school year?
  - What existing partnerships can be leveraged to support a new club?
- > Each area will have a unique set of needs for engaging students, parents, and advocates.
- > Note economic, social, environmental, and cultural dynamics that will need to be addressed in content.
- > Facilitators recruit individuals to join the program considering:
  - Diversity, equity, inclusion, and belonging as a priority to reflect the students they are serving. Tap into employee resource groups and **SWE Affinity Groups**.
  - Promotion of skill share survey to identify staff strengths, such as language proficiency, past experience training, or working in outreach.
  - Providing incentives to trainees for participating in the cohort, such as credentials, digital SWE badges, recognition, etc.



## Prepare



Facilitators and trainees should review the following:

- > Existing clubs and sections may have established partnerships with schools and youth organizations in the area. Leverage those relationships to support community building across school systems and organizations.
- > View the SWENext Club Directory to find existing clubs: [swe.org/outreach/swenext-clubs](https://swe.org/outreach/swenext-clubs). Upon request, SWE will provide the number of current SWENexters in an area.
  - Build relationships with current SWENext club counselors in area, who can share club best practices.
- > Find local SWE Sections, Affiliates, and members to engage in outreach club recruitment [here](#).
  - Sections and affiliates are a great way to get connected with SWE members, participate in events, and volunteer in leadership positions locally.
  - Sections and affiliates can aid in outreach efforts to recruit students to a new club.
- > Facilitators are responsible for contacting SWE members from sections and affiliates and/or current SWENext club counselors in the local community.

# Prepare (continued)

- > If no club counselors or SWE members are in the area, it is recommended to cold call/email and set up collaborative meetings to build relationships between cohort supervisors, local organizations, and targeted school administration for a potential club.
- > Cohort supervisors will recruit individuals to serve as club counselor trainees.

- > Consider these recommended best practices:
  - Create a recruitment video (embed in email communication).
  - [Use sample copy here](#) to aid in communication.
  - Create a sign-up form with a deadline no more than 30 days.
  - Recruit in cycles for improved time management and to prevent volunteer burnout.
  - Promote incentives (monetary, SWE membership, certificate of completion, professional development credit, awards, etc.).

**NOTE: SWE WILL PROVIDE AN ONLINE DIGITAL LIBRARY OF RESOURCES.**



# Develop

- > Facilitators develop training materials that are tailored to the needs of the specific club location:
  - Example: Metro/urban areas will require different skills for outreach and engagement than rural areas.
  - Use **co-branded outreach toolkit**
    - This toolkit of SWE resources can include branding materials provided by cohort supervisors.
    - This toolkit offers a step-by-step process for you to refer to when planning your outreach events.
  - Incorporate company's/organization's/school's vision, values, and covenants, as well as **SWENext's mission**.
  - Messaging should highlight gaps for students pursuing STEM that the club will address.
  - Create evaluation surveys based on goals for the specific club and counselors in area.
    - Survey should measure confidence, experience, level of satisfaction, and general feedback to improve program.

- > Finalize criteria for program completion.
- > Complete SWE required and elective training. All trainings are hosted on SWE's Advance Learning Center for tracking and reporting program completions.
  - **REQUIRED TRAINING:**
    - **Youth Protection:** All SWE members and adult volunteers interacting with youth under age 18 at a SWE-sponsored event or activity must review and act in accordance with SWE's Youth Protection Policy and complete the required training. Visit [swe.org/youthprotection](https://swe.org/youthprotection) for more information.
    - **About SWENext Course**
      - > **This course explores:**
        - Introduction to the SWENext program
        - SWENext purpose and mission
        - How students can get involved
        - SWENext benefits
        - How adults can get involved
        - Next steps
    - SWENext Clubs 101 Course (coming soon)
      - > **This course explores:**
        - What is a SWENext Club?
        - What is a SWENext Club counselor?



# Develop (continued)

- How to register a SWENext Club
- How to engage with partners and SWE Sections and Affiliates locally for student recruitment
- What SWENext Club activities can you get involved with locally?
- Criteria to maintain SWENext Club active status

## • Presentation Skills

- Facilitators may incorporate training content deemed necessary to club needs and focus.
  - > Examples for content are featured below:
    - [Option 1](#)
    - [Option 2](#)
  - > Can use pillars like STEM pathways, self-development, professional etiquette, leadership, etc.

## ■ ELECTIVE TRAINING:

- Dive into the [Advanced Learning Center \(ALC\)](#) for additional training courses labeled in the category "Diversity, Equity, Inclusion and Belonging"

**NOTE: SWE WILL PROVIDE AN ONLINE LIBRARY OF RESOURCES AND ACCESS TO SWE'S ADVANCE LEARNING CENTER ONCE COURSES ARE CREATED AND FINALIZED.**



## PHASE 2:

# FACILITATION

## Schedule

- > Facilitators will plan training cycle including timeline, recruitment, and program delivery.
  - Can be a simple form to track applicants, skill level, strengths, schedule availability, criteria, etc.
  - Launch application in July of each fiscal year or during a slower time of year for company/organization.
  - Notify accepted trainees who meet requirements and outline the next steps.
- Schedule training sessions (virtual or in-person) and create agendas with accepted cohort participants.
- Consider using tools like a collaborative project management software (Google Suite, Teamwork, Smartsheet, Zoom, Microsoft Teams, etc.).



## Introduction



- > Cohort begins:
  - Facilitators should conduct a minimum of one session each quarter of the fiscal year
  - Each session should address a different topic, such as:
    - > Introduction and expectations
    - > Setting up the club and recruiting students
    - > Role and responsibilities of a club counselor and how to manage a club
  - > Incorporating mission and purpose for clubs
  - > Developing focused activities (example of a work plan).
  - > Addressing social and environmental issues impacting local student engagement
  - > Member retention and club maintenance
  - > Assessment strategy and tactics

# Expectations

> Club counselor trainees should:

- Attend at least 75% of training sessions
  - Complete required training
  - Be engaged and interact with fellow trainees
  - Maintain confidentiality to support an inclusive, open, honest, and professional environment for all participants
- Communicate with students in a way that is age appropriate, being cognizant of the fact that they are shaping the students' views of the engineering profession
  - Identify professional skills and experience they are able to offer SWENexters
  - Ensure at least one club counselor for the potential club has SWE member active status



## PHASE 3:

# CLUB LAUNCH

## Marketing — Recruitment

> If partnering with a sponsor, it is recommended to do a marketing rollout announcing new club.

- Utilize existing resources:
  - [SWE Brand Guidelines](#)
  - [SWENext Brand Guidelines & Logos](#)
  - All shareable graphics and logos are available under [SWENext resources](#).

> Club counselor trainees should:

- Host orientation:
  - Invite students to be a part of the club as members
  - Share purpose, mission, goals
- Prepare presentation on SWENext program using example template based on audience:
  - Prepare a SWENext presentation
  - Use SWE-branded PowerPoint template (see SWE Brand Guidelines)
- Complete a hands-on activity.

- Highlight the [STEM Pathways Digital Library](#), which features engineering disciplines that students are interested in:
  - Refer to STEP 2 of a given course to conduct an activity. Goals should be:
    - > Inspiring students to explore more about SWENext Clubs
    - > Introduce STEM concepts
    - > Introduce self-development and leadership skills and why it's important

## Resources

> Certified club counselor trainers should share:

- [SWENext Brand Guidelines](#)
  - [SWE Brand Guidelines](#)
  - [SWENext resources](#) (available in multiple languages)
  - [SWENext Flyer](#)
  - [SWENext Brochure](#)
  - [SHLA](#)
  - [SWENext Connect](#)
  - [SWENext Bookmark](#)
  - [Educator Bookmark](#)
  - [SWENext Flyer for High School Students](#)
  - [Constance & Nano Comics](#)
  - [Club Resources](#)
    - Funding
      - > [Club Microgrants](#) (coming soon!)
      - > [Professional Development Grants](#)
        - Collaborate with SWE Sections and Affiliates
      - > [Club Counselor Grants](#)

- [SWENext Club Activity Guide](#)
- [SWENext Quick Facts Sheet](#)
- Resources can be ordered from the [sweSwag](#) store and [sweorders.com](#).

**NOTE: RESOURCES RECEIVE UPDATES PERIODICALLY. TRAINERS ARE RECOMMENDED TO INFORM THEMSELVES ON NEW CONTENT AND SHARE WITH COHORT WHEN AVAILABLE.**



# Apply

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> Club counselor trainees:

- If launching a new SWENext Club and not joining an existing club, you must register as an official **club online**.
- All SWENext Club primary counselors are required to be SWE members.
- This membership serves as an indicator of whether a club is officially recognized as “active status” in SWE’s database.

- Annual membership renewals will also serve as annual club renewals to remain active.
  - > All club counselors receive communications from SWE when it’s time to renew membership at the end of each fiscal year.
  - > Tutorial: **[How to Renew Membership](#)**
  - > If you are planning to renew your membership but may need financial assistance, please **explore** the SWENext club counselor grant.

- Begin activities such as planning outreach events or hosting club meetings.
- Once student leadership board (president, vice president, secretary, treasurer, etc.) is set up, begin monthly leadership meetings (in-school or after-school; can be virtual).



## PHASE 4:

# ASSESSMENT

## Retention

> Facilitators should:

- When available, request club counselor and youth protection training report from SWE
- Track club counselor trainees progress during program
- Check the [SWENext Club Directory](#) to ensure the new club is registered with SWE
- Send evaluation survey to club counselor trainees with a deadline for responses

**NOTE: SWENEXT CLUBS WILL RECEIVE AN ANNUAL CHECK-IN FROM SWE TO ENSURE COUNSELORS AND CLUBS' NEEDS ARE BEING MET. THIS WILL HELP IMPROVE RETENTION FOR ALL CLUBS.**



## Review

> Cohort supervisors and facilitators should:

- Plan a virtual or in-person debrief meeting
- Analyze club counselor trainee survey responses and incorporate feedback from trainees and SWENext Club members
- Recruit training program alumni to teach next cycle of trainees

## Implement



- Cohort supervisors determine next location to launch training program.
- Cohort supervisors should make sure club growth is scalable and manageable for facilitators and club counselor trainees a part of cohort.
- Cohort supervisors will implement training resource plan and distribute training materials to facilitators.

## PHASE 5: NEXT STEPS

- > Your cohort is ready to graduate from the training program and can now run a SWENext Club and begin training a new cohort!
  - All program graduates can request to be a facilitator.
- > Contact your cohort supervisors if you are experiencing issues with setting up a club or would like to submit direct feedback on the program.
  - SWE's best practice in data collection is to create a formal feedback form.



### FOLLOW SWE ON SOCIAL



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SWENext



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SWENext

### QUESTIONS?

Questions about your  
SWENext Club?

Email us at [outreach@swe.org](mailto:outreach@swe.org)