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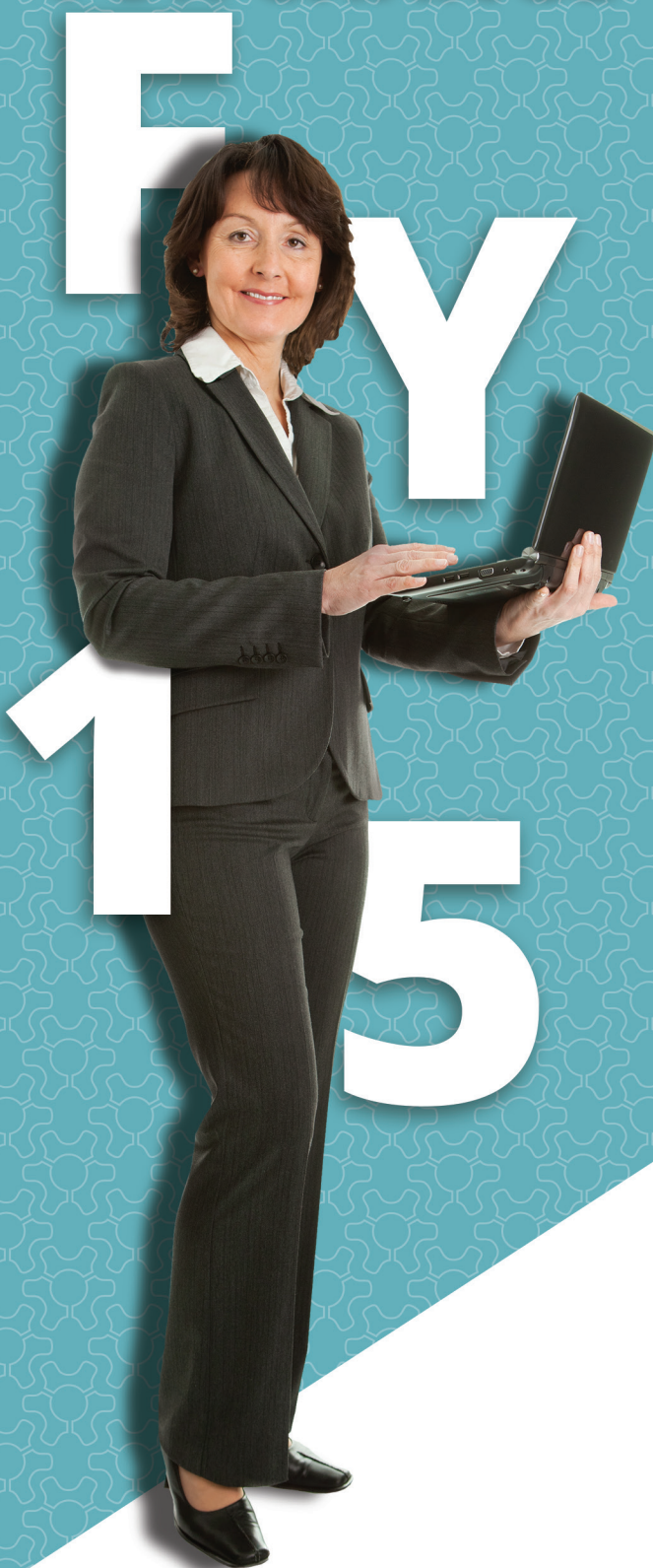
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FY15 ANNUAL REPORT

EXCHANGE FOR CHANGE



THE YEAR OF CHAMPIONING A GLOBAL EXCHANGE FOR CHANGE



The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.

TABLE OF CONTENTS

Leadership Letter.....	3
FY15 Scholarships.....	4
FY15 Awards & Recipients.....	5
Partners in Change.....	6
FY15 Financials.....	8
FY14 Conference Sponsorships.....	9
FY15 Donors.....	10
Board of Directors and.....	12
Board of Trustees	

The Society of Women Engineers celebrated its 65th year in FY15—six and a half decades of being the catalyst for change for women in engineering and technology. In FY15, we made some rather momentous changes for our Society, particularly to position SWE for a greater global impact. It was an exciting period of time as we honored past achievements while taking the right steps to build a strong and promising future. FY15 will be remembered as a pivotal year of transition and expansion—all to further A GLOBAL EXCHANGE FOR CHANGE.



SWE EVOLVES OUR BRAND— THE FIRST SIGNIFICANT CHANGE IN THE SOCIETY'S HISTORY

The SWE brand was evolved to better represent the membership and more effectively communicate our mission and recognition as a resource to women engineers across the globe. The new brand features an updated logo, a more progressive identity, and sets the stage to ensure a united and integrated global organization.

CELEBRATION OF OUR 65TH ANNIVERSARY

SWE celebrated its 65th anniversary in FY15 by debuting a collection of some of SWE's most historic milestones in the eBook *We Built This: A Look at the Society of Women Engineers' First 65 Years*. Illustrated with images curated from the SWE archives, the historic book is a rich tribute to a past that forged the foundation of what is now the world's largest advocate for all women in engineering and technology.

**ELIZABETH
BIERMAN**
FY15 President



**KAREN
HORTING**
Executive Director,
CEO

SWENEXT IS LAUNCHED TO INSPIRE THE NEXT GENERATION OF ENGINEERS

SWE debuted SWENext, its newest outreach program. The program is designed to introduce girls to engineering and provide them with the resources they need to explore engineering as a future career option. More than 1,500 girls joined in FY15.

OUR JOURNALISM WINS AWARDS

SWE Magazine received many honorable recognitions in FY15, including four APEX Awards for publication excellence. Anne Perusek received an Award of Excellence in the category of magazines, journals, and tabloids for the Winter 2015 issue; JoAnn Dickey earned top honors with a Grand Award in the design and illustration category for the Winter 2015 cover; Sandra Guy received an Award of Excellence in feature writing; and an Award of Excellence in technical and technology writing went to Meredith Holmes. The magazine also received a FOLIO Eddie Award and three honorable mentions in the magazine industry's largest awards competition.

AND OUR MARKETING DOES, TOO!

SWE accepted a Silver Award from the Academy of Interactive and Visual Arts (AIVA) for a video promotion for Invent it. Build it. The video was created to support the event, which encourages more young women to explore a future in engineering.

WE14 BREAKS RECORDS

SWE's annual conference had another record-breaking year, with 8,200 attendees gathering in Los Angeles for WE14. The conference was held in partnership with ICWES16, the conference for the International Network of Women Engineers and Scientists, bringing a new level of energy and attendees from 42 countries.

SWE EXPANDS ITS GLOBAL REACH

In an effort to expand the brand globally, SWE hosted its first international conference, WE Europe in Amsterdam. WE Europe represents an exciting step in SWE's goal to empower women on a global scale. The first WE Europe conference drew attendees from 23 countries.

SOCIAL MEDIA BECOMES A MAJOR WAY TO COMMUNICATE

SWE continued to grow its existing social media presence on Facebook, Twitter, LinkedIn and introduced Instagram for the first time in FY15. In just a one-month span, SWE's Facebook page reached over one million user timelines! And our brand-new platform Instagram kicked off with a steady stream of followers.

Comedian John Oliver Salutes SWE Scholarships ON THE AIR

The Society of Women Engineers had a moment in the spotlight when renowned comedian John Oliver mentioned the Society on his HBO show "Last Week Tonight with John Oliver." Oliver mentioned SWE as one of the largest sources of scholarships for women, encouraging viewers to donate to organizations like SWE that are successfully dedicated to supporting women in academia through scholarships.



What came next was a flood of contributions to SWE scholarships and a measurable increase in awareness. In just days following the mention, \$25,000 was raised by new donors, SWE's website traffic doubled and SWE's social media numbers increased 20 times over. SWE also found itself the topic of conversation on media outlets including *Cosmopolitan*, *BuzzFeed*, *Refinery29* and *Huffington Post*, among others.

This single PR mention had an extraordinary impact. The boost of donations in its wake took SWE's fundraising efforts to new heights in FY15 and SWE has been benefitting from the "John Oliver Effect" since.

FY15 SWE President Elizabeth Bierman rode the wave all the way to the star-studded TIME 100 Gala on April 21, 2015 at the Time Warner Center in New York City. TIME asked Bierman to write a brief reflection on Oliver for the magazine's TIME 100 issue, in which Oliver was being honored. As part of the deal, she attended the lavish celebration, where she walked the red carpet and rubbed elbows with hundreds of luminaries in politics, business, philanthropy, technology, culture, sports and science. Of course, she even got to meet Oliver and thank him in person!

The mention by Oliver was a testament not only to SWE's scholarship program, but to those who support SWE and make it all possible. In total, SWE raised \$55,000 in donations, more than \$500,000 in AdValue and a priceless level of awareness as a result of the mention. The funds raised from the John Oliver mention are now being used by women in undergraduate and graduate-level engineering and technology programs throughout the U.S.

FY15 SCHOLARSHIPS

More Than \$600K in Scholarships Awarded

In FY15, 219 collegiate women pursuing careers in engineering and technology received scholarships valued at \$666,800. This was made possible due to the generous support of the following scholarship sponsors:

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American Transmission Co.
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Barrow Memorial
Anne Shen Smith Endowed
Betty Lou Bailey – SWE Region F
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Dorothy Lemke Howarth Memorial
Dr. Celeste Belcastro Memorial –
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SWE Region G –
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SWE Region H
SWE Region J
Jill S. Tietjen, P.E.
Turner Construction
Verizon
Wanda Munn – SWE Eastern
Washington Section
Willamette Valley Section

FY15 AWARDS AND RECIPIENTS

The Society Honors 60 for Outstanding Achievements

In FY15, 60 people were celebrated for their achievements in furthering women in engineering and technology, and for their impact on the engineering community. The Society added additional categories in FY15 to recognize individuals for: Advocating for Women in Engineering and Spark Awards.



ACHIEVEMENT AWARD Naira Hovakimyan, Ph.D.

SUZANNE JENNICHES UPWARD MOBILITY AWARD (ENDOWED BY NORTHROP GRUMMAN CORPORATION) Barbara Brockett

RODNEY D. CHIPP MEMORIAL AWARD Hussein K. Mecklai Brian Rauch Lee Tschanz

WORK/LIFE INTEGRATION Karla Tankersley

DISTINGUISHED ENGINEERING EDUCATOR AWARD Nandika Anne D'Souza, Ph.D., P.E.

ADVOCATING WOMEN IN ENGINEERING Roberta Banaszak Gleiter, F.SWE Agnes Chau Klucha Casee Eisele Patty Lopez, Ph.D. Lynn Tinker

GLOBAL LEADERSHIP AWARD Juliette J. McCoy Mary D. Petryszyn, F.SWE Joan Tafoya

PRISM AWARD Rosalind Fox Lakecia N. Gunter Rahima K. Mohammed

SPARK AWARD Lew Dennis Shawn Emerson Simmons, Ph.D. Lisa Gable Barbara McAllister Jane Orsulak

EMERGING LEADERS Sumita Basu, Ph.D. Jennifer Braganza Noramay Cadena

Jocelyne Gray, P.E. Kerrie L. Greenfelder, P.E. Irma Khan Lori A. Masso Katherine Medalle Shaila Murty Jessica Snyder

SWE DISTINGUISHED NEW ENGINEER AWARD Michelle C. Andersen Ester Barbuto Victoria Borchers Tinsley Dana Day Brittney Elko Kalyani Mallela Susie Martinez Kirkland Rachel Diane Morford Shelley Stracener Kate Van Dellen

FELLOW GRADE Margo Bubb Stacey DelVecchio Lynda Grindstaff Sandra L. Pettit, Ph.D., P.E. Beth Snyder

OUTSTANDING FACULTY ADVISOR AWARD Marca Lam, Ph.D.

OUTSTANDING SWE COUNSELOR AWARD Charlene Willenbring

OUTSTANDING COLLEGIATE MEMBER AWARD Katharine Brumbaugh Gamble, Ph.D. Emily Deas Carina Hahn Melissa Lindsey Leah Meeks Sangeetha Mylvaganam Leabeth Peterson Abigail M. Spohn Brooke Sroczynski Dhanalakshmi Thiagarajan



PARTNERS IN CHANGE



FY15 CPC MEMBERS

CPC members provide assistance to SWE through consultation with SWE leadership. Partners share insight on industry trends and developments, supply financial support for innovative projects, and help fund Society operations and infrastructure.

3M	Chevron	GLOBALFOUNDRIES	Motorola Solutions, Inc.
Agilent Technologies	The Clorox Company	GoDaddy	NASA
Air Products and Chemicals, Inc.	CNH America LLC	Google	Navy Civilian Careers
Alcoa	Cummins Inc.	Halliburton	Northrop Grumman Corporation
Altera Corporation	Dell Inc.	Honda	Pacific Gas and Electric Company
America's Navy	Dow Chemical Company	Honeywell International Inc.	Phillips 66
ArcelorMittal	DuPont	IBM Corporation	Praxair
BAE Systems	Eaton Corporation	Infosys Limited	Raytheon
BASF Corporation	Emerson	Intel Corporation	Rockwell Automation
Bechtel Corporation	Exelon Corporation	ITW	Rockwell Collins
Becton Dickinson	Exxon Mobil Corporation	John Deere	Schlumberger
The Boeing Company	Fiat Chrysler Automobiles	Johnson Controls	Southern Company
Booz Allen Hamilton	Flowserve Corporation	Kellogg Company	Texas Instruments
Boston Scientific	FM Global	Keysight Technologies, Inc.	Toyota
BP	Ford Motor Company	Kimberly-Clark Corporation	Turner
Bridgestone Americas	Genentech	Koch Industries	United Technologies Corporation
Broadcom	General Dynamics	L-3 Communications	U.S. Air Force
Caterpillar Inc.	General Electric Company	Lockheed Martin	Verizon
Central Intelligence Agency	General Motors Corporation	Medtronic	WestRock

CORPORATE MEMBERSHIP & ASSOCIATE MEMBERSHIP

A corporate/associate membership shows commitment to diversity and support for professional development of women within your organization. SWE's corporate membership is available to any corporation, educational institution or government entity that supports the mission and objectives of the Society.

3M	CB&I	Intel Corporation	Rockwell Automation
ABB/Baldor	CH2M Hill	Interface Engineering Inc.	Rockwell Collins
Abbott	Chevron Corporation	ISO New England Inc.	Rolls-Royce
AbbVie Inc.	Consumers Energy	ITW	SanDisk Inc.
The Aerospace Corporation	Cox Automotive	Kellogg Company	Sargent & Lundy LLC
AGCO Corporation	Dow Chemical Company	Keysight Technologies	Schlumberger
Agilent Technologies	DSM	Koch Industries, Inc.	Sirius Computer Solutions
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Altera Corporation	Ethicon, a part of, Johnson &	McKinstry Company	Southern Company
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Autodesk	Ford Motor Company	The MITRE Corporation	Technicolor
Bechtel Corporation	General Atomics - Aeronautical	Molex	Tenaris
BMPC-Knolls Atomic Power	General Dynamics AIS	NASA	Verizon
Laboratory	General Electric Company	Norfolk Southern	WestRock
Booz Allen Hamilton	General Motors Corporation	Northrop Grumman Corporation	Whirlpool Corporation
Boston Scientific	Halliburton	Novelis	Williams
BP	Harley-Davidson Motor Company	Pacific Gas and Electric Company	Woodward MPC
Broadcom	HARMAN International	Parker Aerospace	
Carollo Engineers	Honda	Quantum Corporation	
Caterpillar Inc.	Honeywell	Raytheon	

ASSOCIATE MEMBER
DEP Engineering

Creating a global exchange for change requires the dedication, skills, talent, effort and financial support of each and every SWE member. But we can't do it alone. Corporations, foundations and other organizations offer the additional crucial resources SWE requires to advance our mission. We offer several opportunities for support, including our Corporate Partnership Council (CPC), Corporate Membership, Annual Conference sponsorship and *SWE Magazine's* Heritage Club.

HERITAGE CLUB

The SWE Heritage Club recognizes organizations that publicly support the Society by regularly advertising in our award-winning *SWE Magazine*.

Aerojet Rocketdyne	Johns Hopkins University Applied
Air Force Research Laboratory	Physics Laboratory
BP	MIT Lincoln Laboratory
Chevron	The MITRE Corporation
Cummins Inc.	National Security Agency
Exxon Mobil Corporation	NAVAIR
Halliburton	NAVSEA
ITW	NCEES
	Toyota
	University of Wisconsin, Madison



65TH ANNIVERSARY

In FY15, SWE celebrated 65 years as the world's largest advocate for women in engineering and technology. What better way to celebrate than to take a look at some of SWE's most historic milestones throughout the years?!

In celebration, SWE released the eBook *We Built This: A Look at the Society of Women Engineers' First 65 Years*, illustrated with images curated from the SWE archives. The eBook reveals the hard work, spirit and dedication of the women who paved the way for SWE to become the organization it is today. A branded email template and coordinated social media posts yielded over 500 downloads of the eBook upon initial release.

In addition to the eBook, the Spring 2015 issue of *SWE Magazine* dedicated its cover story to the anniversary. The story, "SWE at Sixty-Five: Women Engineers You Should Know," featured contemporary and historic women whose lives have embodied the Society's mission. Readers were introduced to more than 25 pioneering women, ranging from "the first lady of engineering", Lillian Gilbreth, Ph.D., to General Motors CEO Mary Barra. The magazine also included reflections on SWE's 65th by Betsy Homsher, VP for student life and dean of students at Kettering University, and member of the *SWE Magazine* editorial board.



BRAND EVOLUTION



SWITCHING GEARS:

SWE INTRODUCES AN "EVOLVED" LOGO

FY15 was a year of evolution for SWE as the Society evolved its brand identity to better reflect a progressive organization that serves both professional and collegiate members around the globe. The rebranding was a complex undertaking, marking the first major brand change for the Society in 65 years.

Throughout our history, SWE has been a pioneering organization and has accomplished many great things for women in engineering and technology. However, after 65 years, the SWE leadership recognized that our brand wasn't keeping pace with a changing world. The Society needed to ensure that our brand was aligned with the expectations of today's members, prospective members and the industry. Leadership felt that the rebrand effort better positioned us to communicate what we represent—the vast opportunities available to women in engineering and similar disciplines across the globe.

SWE approached the change with thorough research and an in-depth discovery of the brand and its members. We had to explore the true essence of what SWE represents, looking into the past but also gazing into the future. Along the way, the Society took care to involve members and communicate the reasons we needed to evolve.

The new logo is a symbol of action, inventiveness, process and promise. It illustrates a society rich in tradition and accomplishment. And it positions SWE as the progressive, global organization we have become. The new logo and our new "look and feel" were designed to honor our heritage, yet reflect the Society and its members of today and tomorrow.

PROGRAMS AND INITIATIVES

SWE'S KEY PROGRAMS AND INITIATIVES

SWE's programs and initiatives align closely with the Society's mission. They support collegiate members and senior executives in their career aspirations and professional development, and they engage the community at large about the importance of women in engineering and technology. SWE is also passionate about mentoring the next generation of women engineers and provides programs for girls to inspire them to pursue an interest in STEM. Key target areas include:

- K-12 educational outreach
- Collegiate outreach and scholarships
- Professional development
- Public policy and advocacy
- Archives and history
- Diversity and inclusion
- Leadership training
- Awards and recognition
- International programs

FY15
FINANCIALS

SOCIETY CONSOLIDATED STATEMENT OF FINANCIAL POSITION*			2015 TOTAL ▼	2014 TOTAL ▼
Cash & Investments			21,089,496	20,319,692
Accounts Receivable			243,496	243,174
Prepaid Expenses			381,707	285,473
Net Fixed Assets			31,219	23,994
Total Assets			\$21,745,918	\$20,872,333
Accrued Expenses & Payables			1,194,281	759,418
Deferred Revenues			2,329,203	2,467,778
Unrestricted Net Assets			9,926,721	9,401,139
Restricted Net Assets			8,295,713	8,243,746
Total Liabilities and Net Assets			\$21,745,918	\$20,872,333
SOCIETY STATEMENT OF NET ASSETS*				
Reserve Fund			4,800,300	4,794,500
Restricted Grants/Funds			8,295,713	8,243,746
General Operating Fund			1,795,854	1,349,303
SWE-EFI Fund			2,812,023	2,737,379
Sponsorship			516,209	520,209
Total Net Assets			\$18,220,099	\$17,645,137
SOCIETY CONSOLIDATED STATEMENT OF ACTIVITIES*				
	UNRESTRICTED ▼	TEMPORARILY RESTRICTED ▼	2015 TOTAL ▼	2014 TOTAL ▼
REVENUES				
Dues	1,294,064	0	1,294,064	1,073,735
Contributions & Gains	1,108,330	1,254,521	2,362,851	3,858,018
Conference	4,640,003	0	4,640,003	4,151,408
Programs & Services	982,653	0	982,653	816,455
Publications	830,299	0	830,299	851,994
Relations	0	0	0	50,000
Net Assets Released from Restrictions	1,202,554	(1,202,554)	0	0
Total Income	\$10,057,903	\$51,967	\$10,109,870	\$10,801,610
EXPENSES				
Management	222,462	0	222,462	108,887
Administrative	2,751,092	0	2,751,092	2,565,579
Conference	3,260,903	0	2,849,958	2,849,958
Programs and Services	2,103,299	0	2,103,299	1,641,425
Membership	283,415	0	283,415	271,476
Publications	580,973	0	580,973	599,717
Relations	330,429	0	330,429	331,539
Total Expenses	9,532,573	0	9,532,573	8,368,581
Revenue Less Expenses	\$525,330	\$51,967	\$577,297	\$2,433,029

*Inclusive of the Consolidated Financial Position(s) for the Society of Women Engineers Incorporated and the Society of Engineers Endowment Fund Incorporated.



WE14
CONFERENCE SPONSORSHIP

WE, the Society's flagship Annual Conference, offers the best in professional development, networking and career advancement for both professional and collegiate members. A conference sponsorship enables SWE to offer high-value, high-impact programming for all members and significant subsidies for participation by collegiate members.

\$30,000 & ABOVE

Exxon Mobil Corporation
Kimberly-Clark
Northrop Grumman Corporation
Phillips 66
United Technologies Corporation

\$20,000 & ABOVE

BAE Systems
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\$5,000 & ABOVE

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Perry Scholarship
Paula L. Loring Simon
SWE Detroit Section
SWE Minneapolis Section
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