



## SWENext Clubs 101: Let's Get Started

### Welcome

- What is the [Society of Women Engineers \(SWE\)](#)
  - For more than six decades, SWE has given women engineers a unique place and voice within the engineering industry. Our organization is centered around a passion for our members' success and continues to evolve with the challenges and opportunities reflected in today's exciting engineering and technology specialties.

We invite you to explore the values, principles, and priorities that guide our initiatives and learn how together, WE can continue to make a lasting impact on the future.

- What is [SWENext](#)
  - SWENext is a way to become part of the Society of Women Engineers as a student through the age of 18. Joining is free. Any student 13 or older can become a SWENext. For those younger than 13, a parent will need to be the primary contact.
- What are [SWENext Clubs](#)
  - SWENext Clubs are a way to connect with SWE members and other SWENexters in your area. It's a fun opportunity to bring our SWENexters and other students together in person to get excited and learn more about STEM! Students of all age and genders are welcome and clubs can be formed from school groups, local friends, already established clubs and more. Your SWENext club can be any size with students in K-12 grades. You can work on projects that use engineering to help people in your community or compete in a competition like Future City Competition or FIRST Robotics Competition. Your club can be all about engineering outreach for younger students. The direction of your club is up to you!

Questions? Contact us at [outreach@swe.org](mailto:outreach@swe.org)

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## Getting Started

- Registering a club
  - To register a SWENext Club, you must have a SWE member as an advisor. K-12 educators can serve as an advisor by joining SWE for a reduced rate as an [Educator Member](#). Find [your local SWE section](#) to contact SWE members near you.
  - Checklist - info you need to register your club
    - Club name and location
    - Club Advisor's name, email, and SWE member ID
      - You can get your member ID number by logging into SWE.org. If you do not have your login information, then choose "Retrieve a Lost Password" or "Forgot Your Password or Login ID". Enter your e-mail address and you will receive an email to re-set your password. Once you have logged in, your ID will display under your name in the upper right corner of the page. You may want to check your record to confirm your membership is current. If you are still unable to locate your I.D., please email [membership@swe.org](mailto:membership@swe.org).
    - Links to club's website and/or social media page(s)
    - Club description, age and number of members, and club associations
  - For more information, read our guide [SWENext Clubs 101 – Let's Get Started](#) and [SWE's branding policy for SWENext Clubs](#).
- Finding an existing club
  - You can search for already established SWENext Clubs in your area at [Find a SWENext Club](#)
- As a SWENexter, how do I start a club?
  - Reach out to local SWENexters in your area
    - SWENext Twitter
    - SWENext Facebook Group for high school students
    - SWENextEd Facebook Group for K-12 Educators
  - Check the [SWENext Club Directory Map](#) and see if one has formed near you
  - Reach out to your teachers or [engineers](#) in the community to act as your club advisor
  - Are you in a club already like FIRST or Girls Scouts? These can be SWENext Clubs too
- Recruiting students
  - Reach out to other clubs and organizations that you already have a partnership like Girl Scouts, GEMs (Girls Excelling in Math and Science), NSBE Jr (National Society of Black Engineers), etc.
  - Connect with FIRST robotics and Lego League competitions.
  - Advertise your club (flyers/e-flyers) in local schools, community centers, etc.
  - Create a website with your group's project
  - Create a social media account
  - Recruit college students for possible mentorship pairing opportunities for the club students

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## My SWENext Club is registered, now what?

- Mission statement
  - Define your goals
  - Top 3 next steps/actions
- Determine club logistics and structure:
  - Will there be leadership positions?
  - When will club meet, how often?
  - Where will the club meet?
- Have your leaders join appropriate social media pages
- Contact [your local SWE section](#) and start building your “SWE-lationships”
- Look for outreach events in your area
  - <http://societyofwomenengineers.swe.org/calendar>
  - <https://theconnectory.org/>
- Work with your school and/or SWE sections to obtain funding for your club
- Host an outreach event
  - Recommended for high school clubs only
  - Connect with [your local SWE section](#) for planning
  - Use [Outreach Toolkit](#) to assist in planning
- Set a list of activities your club would like to do. Think of all the different kinds of engineering and try those out! Things like:
  - Projects that use engineering to help people in your community
    - <http://pbskids.org/designsquad/>
    - <https://www.engineergirl.org/>
  - Compete in a competition
    - [Future City Competition](#)
    - [FIRST Robotics Competition](#)
    - [SWE’s annual SWENext Club Challenge](#)
- Invite individuals from your local SWE section and companies to come for an info session, topics could include:
  - What does it look like to be a SWE member?
  - What does it mean?
  - Why stay involved with SWE through college and as a professional?
  - What does SWE offer?
  - How to apply to SWE scholarships and awards, explain how process works
  - How to continue with SWE once in college
  - What are the benefits
  - National/regional conferences

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## Resources

- From SWE HQ
  - [SWENextEd Facebook group](#)
  - [SWENext Facebook Fan Page](#)
  - [SWENextEd newsletters](#)
- Getting the most out of a K-12 Educator Membership
  - [K-12 outreach resources](#)
  - [Advance Learning Center](#)
  - [SWE's blog, All Together](#)
  - [The Award-winning SWE Magazine](#)
- From local SWE members
  - Use the [SWE member directory](#) to connect with your local SWE section both professional and collegiate
  - Connect with other STEM professionals on [FabFems](#)
- From other SWENext Clubs
  - Navigate the [SWENext Clubs Map](#) to reach out to other clubs for ideas and/or advice
  - Search for SWENext Clubs on social media to check out what other clubs are working on
    - Remember to tag #swenextclubs in your social media posts
- From partner organizations
  - <http://tryengineering.org/lesson-plans>
  - <https://www.teachengineering.org/>
  - <http://www.discovere.org/our-activities>
  - <https://techbridgegirls.org/>
  - <https://www.engineergirl.org/>

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## SWE Branding Guide for SWENext Clubs

- The club must be advised by at least one registered member of the Society.
- The club must maintain their operations and images in such a way that is consistent with mission and core values of the Society.
- Any use of the Society of Women Engineers logo, name, or brand must be used in accordance with the [Society's Logo Policy and Guidelines](#).
  - [Access Society of Women Engineers logos and promotional resources](#)
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