



Wow! Innovation Challenge – Frequently Asked Questions

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1. About the Wow! Innovation Challenge

▪ **What is the Wow! Innovation Challenge?**

The Wow! Innovation Challenge is a way to recognize the innovative outreach techniques that SWE sections, MALs, and global affiliates are using to communicate the importance and creativity of engineering & STEM careers, to K-12 students and their adult influencers. It is also a way to learn from the successes of other SWE members in their outreach efforts, and use them to improve your own events!

When a challenge is announced, SWE sections, MALs, and global affiliates are eligible to submit a Powerpoint presentation, video, or Snapguide sharing how their section approaches and succeeds at the topic discussed in the challenge prompt.

▪ **What kinds of outreach topics does the Wow! Innovation Challenge ask about?**

We ask about topics that are of interest to SWE members conducting outreach events, to not only help sections, MALs, and global affiliates strengthen in certain areas, but also share what is working well for them! Past challenge topics have included:

- Recruiting and managing volunteers for outreach events
- Recruiting participants (K-12) for outreach events
- Holding a program for parents & educators of K-12 students
- Hosting an outreach program for high school students
- Partnering with SWENext Clubs
- Partnering with other organizations that support getting students engaged in STEM
- Assessing the success of your outreach event

If you would like to suggest a topic for a future Wow! Innovation Challenge (whether it is something your section needs help with or thrives at), please contact Veronica Robertson at acvrobertson@gmail.com.



2. Finding Out About a Challenge

- **How are Wow! Innovation Challenges announced?**

Challenges are announced via the following SWE social media tools:

- All-member e-mail blasts
- Twitter (@SWEtalk)
- Facebook (Society of Women Engineers – SWE)
- Instagram (@SWEtalk)
- All Together (alltogether.swe.org)

- **How often does SWE hold Wow! Innovation Challenges?**

Typically, four Wow! Innovation Challenges are held during each SWE fiscal year. In FY17, the tentative launch dates are as follows:

- Challenge 1: August 2016
- Challenge 2: January 2017
- Challenge 3: March 2017
- Challenge 4: April 2017

3. Participating in a Challenge

- **Who can participate in the Wow! Innovation Challenge?**

Any collegiate section, professional section, MAL organization, or international affiliate can participate in the Wow! Innovation Challenge.

- **How long does my section, MAL, or global affiliate have to submit our entry?**

The submission window is open for four weeks from the date that the challenge launches. Submissions must be submitted through the form on the Wow! Innovation Challenge page at swe.org.

- **Can multiple people work on our submission?**

As many people can work on your content as you would like! Team members can include any number of people from your executive board and/or general membership. When you have finished preparing your content for the challenge, simply designate one person to submit your content.

- **The challenge instructions state that a Powerpoint, Snapguide, or video can be submitted. Which one is preferred?**

All forms of content are eligible to win the Wow! Innovation Challenge. *Videos receive one more point (on a 16-point scale) than a Powerpoint or Snapguide.*

- **Are past event photos, videos, or sample agendas required for the content that my section submits for a Wow! Innovation Challenge?**

Past event photos, videos, and agendas are not required, but they are highly recommended for showing your outreach best practices to the rest of SWE.



4. Winning a Challenge

- **What will my section, MAL organization, or global affiliate receive for winning the Wow! Innovation Challenge?**
The winning section, MAL organization, or global affiliate receives the following:
 - Content shared on the Wow! Innovation Challenge homepage
 - Recognition on SWE social media
 - Stipend for a future outreach event
- **Can my section, MAL organization, or global affiliate win more than one challenge in a SWE fiscal year?**
Only one winning entry is permitted per section, MAL, or affiliate in a given SWE fiscal year. However, you are encouraged to enter as many challenges as you would like!

Note: SWE will occasionally recognize honorable mentions for a Wow! Innovation Challenge. Honorable mentions do not receive a stipend, but are still recognized via the Wow! Innovation Challenge homepage and SWE social media. If your organization is recognized with an honorable mention, you are still eligible to win a Wow! Innovation Challenge within the same SWE fiscal year.

5. Using Information from a Challenge

- **Where can I find content from past Wow! Innovation Challenge winners?**
Content submitted by previous winners & honorable mentions is available at <[link](#)>

Do you have a question not answered in this document or a suggestion for a future Wow! Innovation Challenge topic? Contact Veronica Robertson (Wow! Innovation Challenge Lead) at acvrobertson@gmail.com.