**2019 Collegiate Best Practice Awards**

* **Strategic Goal #1:** SWE will be the premier resource for females in engineering and technology seeking growth and advancement at all stages of their careers.
  + Professional Development
    - Our SWE section expanded our fall professional development series. In the past we had done a singular event that was meant to help prepare members attending the National Conference but didn’t benefit non-attendees. The solution was to create an entire series that would benefit our entire membership. Over the course of four weeks we held four different events that focused on key areas of building your professional self: building your network, interviews/elevator pitches, following through, and building your plan. For building a network, we brought in students from the Business School who showed our members how to create and maintain an effective LinkedIn profile. To help our members with interviews and elevator pitches, we had professional advisors from the university’s career center come in to talk to students about how to ace their interviews and what all goes into an elevator pitch. We had a panel of upperclassmen talk about the what-to-say and when-to-say-it for following up after a career fair or preliminary interview to really solidify interest and commitment. And finally, we brought in a company rep from Boeing and another student panel to talk about how to plan for the National Conference. Decide what companies, what positions, what questions to ask. Using this series of events, we had fifty percent of attendees from our chapter offered jobs/internships. Even those members who didn’t attend were able to apply the information to their future interviews and the Spring Career Fair. Feedback on the series was overwhelmingly positive from all who attended.
    - Our section’s membership comprises of future leaders and innovators in Engineering world-wide. In an effort to hone and establish long-term learnings, SWE created their BuildU Professional Development series. The BuildU series is intended to develop professional skill sets, communication, provide knowledge in to seemingly small issues that leave major impacts on our lives beyond college. One of these issues is money management, which, without proper care, can render even the most successful people unsuccessful. Through the Money Education Workshop, our attendees were able to identify sources of money mismanagement and learned how to create a budget that helps them keep track of their finances. The BuildU series also included ‘How to work the Career Fair’ and Mock Interview Workshop. These two particular workshops served as a pre-career fair and post-career fair effort to get students ready for career fair and then be able to provide interview experience before their own. A very popular event was our Professional Makeup Workshop, which gave members insight on how to do makeup in a way that is appropriate for the workplace. Aspiring freshmen engineers are put in a general engineering category for their first year in order to allow them time to expose themselves to different engineering majors and find their fit. As an aide, the soldering workshop exposed members to industrial and electrical engineering as they were required to solder a small LED cube. Lastly, the facility tour in 3D printing exposed students to modelling software and 3D printers often used in mechanical engineering.
    - Inspired by the "How to be an Interview SuperSTAR!" presentation at WE18, a collegiate SWE director prepared an event to train our chapter to use the STAR! method when interviewing for internships and full-time positions. 57 members attended the session, which made this event the most highly-attended professional development event during the 2018-2019 academic year. Two volunteers helped to provide food, and an interactive presentation was given by a SWE member. Attendees were taught what the STAR! method was, given a real-life example using the method, and were able to choose one of three interview questions to practice using the method on. As participants worked on their responses with a partner, the presenter walked around the room to help all attendees so that all members present would be prepared to talk about their experiences and qualifications if they obtained an interview at the Engineering Career Fair the following week. Three attendees were asked to present their answers aloud, and feedback was given. The presenter then revealed that the practice interview questions were real interview questions asked to SWE members by companies such as ExxonMobil, Kimberly Clark, and Merck. In-person, phone, and computer interviewing tips were given by the presenter and audience members. The presentation was made available to all members via a Corporate Resource Folder posted in the weekly SWE News emails. Verbal feedback was received that the session helped members have successful interviews that lead to internship offers.
  + SWE Resource Promotion
    - Throughout the year, our SWE section hosted 2 registration parties, where SWE members were invited to get together to enjoy snacks and a step by step walk-through presentation of how to register for a SWE membership and why it is a valuable investment. At the registration parties, we discussed the benefits of becoming a societal member and the resources that national SWE and our individual section provide for societal members. These events aided and encouraged students to learn more about what SWE has to offer throughout their college years and beyond into their careers. Our registration parties were highly popular and effective, as shown by the majority of attendees that signed up for societal memberships and our especially high number of new members this year.
    - A key event to promote involvement in SWE is the grad group’s first meeting of the fall semester. At this event, we begin with a short presentation about SWE and our group. A main goal of the meeting is to increase the number of national SWE members in our group. For this reason, we highlight the national conference and membership benefits during the meeting. We also discuss the mission of SWE and our wide variety of events - social, professional-development, and academic - that promote our mission. Another goal of this meeting is to recruit new members to sign up for our executive board. We try to recruit students of diverse backgrounds, experiences, and ages so that our board reflects the students at the university. Also, by recruiting first-year students, we can mentor them through the start of grad school and prepare them for a larger role on the board. The exec board mentoring program also increases the number of national SWE members in the graduate group. The third objective of the first meeting is to establish our group as a supportive community for graduate students of all genders. We had “speed friending” at the meeting, where we discussed conversation prompts and rotated partners, to get to know the attendees. One of our goals as a group is to build a community for graduate students, and this activity served as an introduction to “break the ice”.
    - In the 2018-2019 school year our section received funding from SWE for two of our outreach events. Introduce a Girl to Engineering Day (IGED) was partially funded, and Dad and Daughters Do Science (DADDS) was fully funded. DADDS is geared for 1st – 3rd grade girls and their fathers. The structure of the event is much like that of IGED with four activities in the morning followed by a design challenge in the afternoon. This year, the theme of DADDS was space and featured the following activities: Galaxy Jar, Marshmallow Constellation, Straw Paper Rockets, and Galaxy Slime. Each activity was prefaced by a mini science lesson to help give context to the activity. After the morning activities, lunch was served along with an engineering panel. Student volunteers introduced their major then students asked questions to the panel. Afterwards, the girls and their dads participated in a challenge to design the best catapult. Thanks to the funding we were able to accept as many girls as we could have in the reserved room.
  + SWE Leadership Development & Mentoring
    - This year, we expanded our "SWIntern" leadership development program, which aims to foster an interest in joining our section's leadership team among first-year members and lessen their learning curve for future roles. After a simple application process at the end of Fall semester, we selected 5 members to "intern" with Chairs from the Marketing & Membership, Public Relations, and Outreach committees. In January, we hosted a Leadership Retreat to familiarize the SWInterns with event-planning resources and learn what they hoped to gain from the experience. The SWInterns were then paired with a committee Chair for the duration of the Winter Semester, attending committee meetings and assisting the Chair with day-to-day responsibilities. SWInterns also led the planning for 15 events throughout the semester, including a smoothie fundraiser and a "Life-Sized Game of Life" event exploring social identities. After participating in the SWIntern Program, members expressed they had gained self-confidence in their ability to be successful in future leadership positions and learned valuable skills, such as time-management and communication, from working alongside an experienced SWE member. The impact of the program is evident in the fact that 4 out of 5 SWInterns will be Chairs on their first-choice committee in the Fall, and the 5th plans to become a Chair after her semester abroad. Beyond our 100% retention rate, we are extremely proud that our class of SWInterns will continue to champion leadership development in our section through serving as role models and lifting up the next generation of leader corps members.
    - As part of our initiative to enhance leadership development among the general body members of SWE, this year we formed planning committees for our Introduce a Girl to Engineering Day event. This was done in order to not only increase general body involvement in SWE events, but also give members the opportunity to spearhead projects and lead. Three project groups were formed: Science and Technology, Design, Event Manager. Members were interviewed for the positions, and then given tasks such as designing prototypes, coming up with decor ideas, and coordinating with schools and labs. This allowed members to have a hands-on role in SWE, and prepared them to run for eboard positions. 80% of participants in these committees will serve on eboard next year.
    - In an effort to strengthen the connection between undergraduate and graduate SWE, we collaborated on our annual mentoring luncheon to give undergraduate students the opportunity to ask questions about graduate school. We held casual, roundtable discussions and discussed obstacles that were encountered in our education and careers to help better prepare other members on their future endeavors. Many undergraduate and graduate students exchanged contact information for future events, and a couple of the undergraduate students requested to be added to our email list for future events. This event has been hosted every year since our inception and has allowed our graduate students to maintain friendly relationships and mentorship with the undergraduate SWE members. Many of the 5-year BS/MS program students who participated in undergraduate SWE events join GradSWE during their 5th year as they transition into the Master's side of their degrees, and ultimately help plan events as well as run for positions on the Executive Board.
* **Strategic Goal #2:** SWE will be recognized as a global, inclusive organization, empowering females in engineering and technology regardless of geography or career stage.
  + Global
    - The goals of this initiative were to start a new SWE Affiliate section with the help from a partner university and mitigate gender-inequality on a global level. In October 2018, we began initial discussions with members of the student body and senior Deans from both universities, on the importance of forming a support-network for minorites in engineering and the invaluable benefits a SWE Affiliate status could provide. Throughout the next several months, we advised the founding members through the chartering process, helping to connect them with the Society Section Startup Committee and understand the Affiliate requirements. In May 2019, our President and External-Vice President traveled to the new affiliate section for one week, where they engaged in discussions with the 10 founding members on strategies for educating fellow students on diversity and inclusivity topics. They also collaborated with academic advisors to take part in the transfer student orientation, mentoring and engaging with 100+ students who are transferring to the partner university in the Fall. It was so touching and rewarding to see that the university received their official certificate of SWE Affiliation just days before they arrived in Shanghai!

We are confident this will be a long-lasting partnership for both universities, as members transferring to the partner university will have a community that they immediately feel a sense of belonging to despite entering a foreign environment. We are so proud that our efforts expanded our universities' relationship from an academic partnership to a global support-network for women.

* + - This event was designed to open our members’ eyes to opportunities outside of the country, to help them to see the benefits of expanding their horizons, and to show how that can apply to their engineering degrees. We invited a guest speaker from the college’s Global Engineering Fellows, another woman engineering student who had studied abroad 3+ times in her college career. She shared with us some of the different financial and logistical avenues to study abroad.

Then we held a panel discussion led by members who had studied abroad. Speaking directly to attendees allowed our members to express their concerns about traveling to places so far away and with such different cultures than our own. All the panelists expressed that being outside of their comfort zones and fully immersed in other cultures helped them to grow and learn so much. They discussed the adaptability and cultural awareness they had gained that applied directly to their lives as engineers. Even just through hearing some of their stories, our members’ point of view shifted to view engineering globally.

One topic of discussion for the panel was why employers would value a candidate who had studied abroad. In particular, the panelists spoke of adaptability, communication, self-awareness, and leadership. Learning about others’ experiences helps our members to see the world in a new light. This interaction can be intimidating at first, but breaking down those barriers helps us all to have a more global perspective.

* + - Our SWE section’s alumni attend our key outreach event, Multiply Your Options, and teach eighth graders about their jobs as engineers or graduate students, then network with collegiate members in the afternoon. Members of this event work all over the country and the world, which has been beneficial to empower many members of our section to study or work far away from home knowing someone else has done it and they will continue to have this network of women no matter where they live. This is also a way that our collegiate section stays in close contact with the nearby professional section.
  + Membership Retention & Engagement
    - SWE depends on its subcommittees to plan and execute events, and in many cases, committee members become incoming leadership. Because corporate and outreach committees have been very successful, SWE decided to extend this strategy to develop meaningful membership events and recruit future SWE leaders. Membership events throughout the year are specifically designed to establish mutual support, trust, and an inclusive environment within SWE. For many students, a sense of belonging on campus is important in their decision to join, succeed, and stay in engineering.

Membership committee’s main goals are to create an inclusive environment and to be ambassadors of SWE. The new membership committee was advertised at the first general meeting and in the weekly SWEmail. It was composed of 10 members and met biweekly. Under the guidance of the Membership Assistant, they planned two membership events.

The Valentine’s Day Social was the committee’s first event, and 20 members attended to meet other students and decorate cookies. After the first event’s success, they hosted a Spring Social. All of these light-hearted events, also served as a study break from imminent midterms and projects. SWE believes creating a welcoming environment aids good mental health and thus success. As a result, 50% of the membership committee members applied for an officer position with 100% of these members receiving a position.

SWE is excited to expand this committee and the membership programming for the coming year. We are actively creating a more diverse and inclusive environment and connections that would otherwise not happen.

* + - For the first time this year, SWE developed a “family system”. The family system groups members of our SWE section into smaller more intimate groups to form closer bonds. At the beginning of the semester, a sign-up sheet for “family members” and “family leaders” was sent out. We asked about interests and activities and then grouped our “families” based on mutual interests. Initially, we created 5 families of 10 people each. The idea of the family system was to help members, especially freshmen and sophomores, develop closer friendships with people that have similar interests. We wanted to not only strengthen their connection with other engineers, but have an encouraging environment for activities outside the classroom. For the spring semester, we had 20 more girls sign up, making each family even larger. We had “family competitions” that were field days where the 5 families competed against each other to earn points while also getting to know some of the other girls. Additionally, the families earned points throughout the year by having a “hang-out” with at least 4 family members present, attending general meetings, attending SWE events, and participating in other challenges. At the end of the semester we had a family banquet where the winning families were announced and pictures from the year were shown. This drastically increased not only our member retention, but also the number of active members. Many family members decided to take on a larger role with SWE by becoming officers for the 2019-20 school year.
    - Recruitment for new members began with our annual summer mentorship program. Officers were assigned three to five incoming freshmen to contact over the summer and help with their transition into college. This allowed many new students to immediately become familiar with SWE, and as a result, many of them became members. Once the school year began, we also recruited at two campus-wide activity fairs.

The most effective way that we have retained our membership is through our Tier Prize Point system. It is based on the individual members' attendance to our event throughout the year. Casual events, such as social activities and general body meetings, are worth 5 points. Events with a greater time commitment, such as volunteering for outreach and attending professional development events, are worth up to 20 points. Once someone earns a certain amount of points, they are eligible for a prize. The prizes include a drinking glass, t-shirt, blanket, and an exclusive event. This year’s event was a private brunch with a SWE alumna and past societal SWE President. The final prize, given to the top ten point-earners, was an invitation to attend WE19 with free lodging and registration. During the FY19 year, 261 people attended at least one of our events, and 103 people attended enough events to receive the first tier prize (equivalent to 3-6 events). For C2C membership, we have gained 76 new members and retained 209 members from the previous year, and our overall growth was 27%.

* + Partnerships with Collegiates, Professionals, Industry and Academia
    - Evening with industry is our chapter’s longest running and largest event. This past year we grew the event from 9 companies and 90 student attendees to 14 companies and over 150 student attendees. The event starts off with an informal networking session where students and company reps interact more career-fair style. Then we transition into the main portion of the event, the dinner. It is a three-course meal and student rotate to a different company’s table for each course. The dinner setting allows students and reps to interact in a more casual way and it facilitates really great discussions with everyone at the table. Then at the end of the dinner, a select few companies give additional presentations about their company, their opportunities, interview tips, resume reviews, and more general discussion. Students can rotate to different room to hear different presentations. We had 62% of juniors and seniors attend receive interviews/job offers. Of those students, 27% of them accepted their offers or received a position either full time or an internship. Aside from the National Conference, this is the event each year that provides students with the most access to companies who are looking to hire them. The impact of students attending an event knowing that the company reps they’re going to talk with want to hire them give a confidence that yields the fantastic results shown above. Outreach is done by student leaders in our chapter through alumni connections, cold-calls, and Career Center connections.
    - SWE maintains close relationships with industry groups and professionals through our sponsorship program. At the beginning of each academic year, our executive team works together to engage companies in our sponsorship program. We provide a sponsorship packet through our collegiate website and in person at career fairs, and engage with potential sponsors through email. As a sponsor, companies are featured on our website, mentioned at our GBMs, and are supported in hosting events and running programs for our general body. They are also given access to the SWE resume book, which is a compilation of resumes submitted by our section’s societal members. Our sponsorship program was successful this year, as we were able to partner with two companies, General Motors and Merck, that supported us financially and hosted events with us. Our sponsorship program provides a great way for our section to partner with companies to create a mutually beneficial relationship that allows us to provide valuable professional opportunities to our members.
    - Each year, SWE builds and successfully races go-karts in the Grand Prix race as the university’s only all-female team. This year, SWE maintained its long-running sponsorship with Corning and established a new sponsorship with Wabash National Corporation, doubling the number of spots for pit crew members. The addition of the brand-new kart furthered the technical experience, giving all fourteen pit crew members a chance to assemble the kart from its frame.

Grand Prix develops leadership, teamwork, grit, and problem-solving in a competitive environment. This experience develops confidence and technical competency in members.

SWE’s team consistently wins awards for its excellence in design and racing – this year, SWE placed 7th in the qualifying round and was awarded "Most Attractive Kart and Crew" at the official Grand Prix banquet.

* **Strategic Goal #3:** SWE will be the preeminent advocate for females throughout the engineering and technology pipeline.
  + Awards & Recognition
    - As a section, we believe in the value of celebrating and encouraging member involvement. At every monthly professional general body meeting, we announce a “Member of the Month.” This individual is chosen based on the number of events they have attended and the impact they have made on our section. Typically, this individual is also a dues paying member of SWE. The winner every month receives recognition at our meeting, a swag bag consisting of both SWE merchandise and products given to us by corporate partners, and acknowledgement on our social media platforms noting their achievements in and out of SWE. We believe that by celebrating our active members, we will encourage member retention and highlight the benefit of being a member of our organization.
    - The Student Life Impact Awards honor collegiates who have made significant positive contributions to the university community. Some of the awards given out are "Student of the Year", "Rising Leader of the Year", "Student Organization of the Year", "International Understanding Award", and much more. This year, we were honored to receive the Outstanding Student Organization Program of the Year Award for our 3rd annual Lives and Lessons of the Underrepresented in STEM. This award is given to one organization each year that successfully planned a creative and well-publicised event that made an impact on the community. Our event received this award due to our officers' hard work in planning a large event with panelists from various fields and states, and nearly double the number of attendees as the previous year. With the college's over 500 student organizations, and thousands of events each year, it is a true honor to be recognized for our program. Our Public Relations Director was also awarded Rising Leader of the Year for her work in SWE, IEEE, and more.
    - In our club, we have an awards program based on how active of a member you are. For each meeting a member comes to and for each event, program, or volunteering opportunity organized by our club, and sometimes in pairing with another engineering club, that members participate in, they receive points. The members with the top amount of points at the end of the year receive the option to go to the National Conference, wherever it is held that year, with the only cost to them being the registration cost. We do this by fundraising through companies and having small fundraisers throughout the year. By doing this awards/recognition program, members strive to be as active as they can for a chance to go to the national conference nearly expense free. Members are more motivated to come to the weekly meetings and participate more in the events that our chapter holds. The impact that this program has on members is incredible. Whenever this meeting is held to inform members of the opportunities that the National Conference holds and of the opportunity that they have to go nearly expense free, member activity increases dramatically. Gaining points becomes competition-like in where members are competing to be the most involved. By getting members coming to events and participating more, they become much more invested in the club as a whole and eager to participate in more things.
  + Outreach
    - SWE has broadened its SWENext Network in an effort to provide prospective engineering students with consistent, year-long access to educational STEM resources, scholastic opportunities, and leadership development skills. SWE continued to build our network by supporting the founding of 11 SWENext clubs throughout California. To provide our SWENexters with individualized, comprehensive support, we assigned them a SWENext Mentor, a liaison between SWE and club.

SWE engages SWENexters at our annual SWENext Leadership Training Conference. The conference goal is to give students insight on their individual leadership styles, instruction on how to use their leadership styles to impact their clubs and schools, and inspiration from empowering role models. This year’s conference featured the first SWENext Design Challenge, a semester long community-centered project that taught SWENexters about the engineering process and encouraged problem solving. Competing SWENexters presented a simple prototype and a poster to judges at the conference.

SWE has also worked more closely with a high school’s SWENext Club. SWE visited the high school to expose students to engineering majors, and the high school students visited the school’s campus to see engineering labs and meet female engineering student role models.

Because SWE found success in SWENext, the SWENext Chair hosted a WE18 breakout session titled: “Support RoadMap: A Guide to Develop and Support a SWENext Network” which featured finding passionate teachers and students, defining clear expectations, and creating club specific events. Through these initiatives SWE’s was able to provide an estimated 120 SWENexters with tools to grow as leaders and to pursue STEM fields.

* + - Engineering Tomorrow’s Careers Camp (ETC) is an annual week-long summer camp for high school girls in grades 10-12. The overarching goal of camp is to provide girls interested in STEM the opportunity to learn more about different engineering disciplines and to develop the confidence and knowledge to one day pursue their interest in engineering. In 2019, ETC welcomed 62 high school girls onto campus with 8 SWE counselors and 2 camp coordinators. The week was filled with many activities such as experiencing a chemistry lab, completing a truss activity led by our Mechanical Engineering department, creating model houses given different parameters and materials, coding activities, and touring multiple engineering organizations and their projects on campus. ETC had 10 company sponsors that funded seven full and five partial scholarships for girls in financial need. FM Global and Mortenson Construction were invited to present to the campers and expose them to their professional engineering careers. To measure the camp’s effectiveness, campers are given a survey. Results this year showed 33 of 62 girls’ interest in engineering increased while the rest remained at the same level, mainly due to girls beginning with a very high interest in engineering. ETC is planned throughout the year, led by the two coordinators who are elected. This year, the ETC Camp Committee was established to involve more SWE members, possibly those interested in becoming counselors or future coordinators, in the planning process. The committee met twice prior to counselor selection and facilitated more creativity and involvement.
    - Virtual Outreach was a collaboration between the outreach and publicity branches. They created videos to teach about engineering and give tips on college life. The goal was to get a broader reach in exposing individuals to STEM. We recruited members to participate in the effort and then broke them into groups based on what ideas they had for the project. They were each assigned a mentor within the SWE officer family and began the design of their video. They were given access to all required materials and attended biweekly virtual outreach committee meetings to review the progress of their video. After the videos were completed and approved by the SWE officer team, they would be uploaded to our various social medias and sent to neighboring schools so they could use them in their science programs. Because a big part of our chapter’s outreach this year was STEM development, this was how we decided to be able to reach out to the largest amount of potential STEM majors. We were determined to increase interest in these fields especially in young women and show them a strong group of women from the university that are involved in STEM programs.
  + Public Policy
    - This fall, we hosted a candidate forum on campus prior to the state elections. We invited two of the candidates running to represent our district to share their stances on student advocacy, funding for STEM education and research, and equality in the workforce. The event was publicized across campus, and we managed to get other policy groups — such as the Science Policy Group — involved in the discussion with the help of our College of Engineering Director of Faculty Engagement. We also posted a transcription of the forum on our section’s Medium page, to ensure that members and followers of our blog made an informed decision with their vote. The forum, with over 30 attendees, enabled us to establish relations with both candidates’ offices. We plan to continue working with them next year, to discuss our proposed changes to local legislation.
    - GradSWE and M-ESWN co-sponsored an event inviting students to attend an “Introduction to Science Policy” panel. The panel was focused on introducing science and public policy, its impact on graduate student’s daily life, research, and funding, career paths in science and public policy, and introduced more resources. Questions were highly welcomed and many thoughtful discussions took place. The impact of this event was to introduce students on the role of public policy and possible career paths in this area after graduate school, as well as help students understand the impact of their research projects to real-world impacts in the policy sector.
    - Our SWE section is one of a select few campus organizations to hold a permanent seat on the University’s Student Sustainability Council (SSC). The SWE representative on the council helps vet proposals and allocate approximately $190,000 to campus sustainability initiatives, serves on subcommittees such as the Development Committee to update the SSC Constitution, and tables around campus to inform students about the SSC. The representative attends biweekly all-council meetings to hear funding proposals, ask probing questions, participate in a roundtable discussion, and vote on whether to approve funding requests.
* **Strategic Goal #4:** SWE will champion diversity in the engineering and technology professions and will promote an inclusive environment.
  + Multicultural
    - 50K Dinner - This was the second annual 50K dinner, a dinner centered around academic excellence and the importance of diversity in STEM, that SWE has co-hosted with NSBE and SHPE. This dinner promoted the national coalition's goal of graduating 50 thousand diverse engineers by 2025 by providing a platform for each of these organizations' group leaders to describe why the goal is largely important through the lens of their own struggles. This year, the event started with moving speeches from members of SWE, NSBE, and SHPE, describing the difficulties they have personally faced in STEM and what the university could do to help ensure a better experience for everyone. Then, a professor who recently founded a Diversity and Inclusivity Alliance spoke about ways students could take on leadership positions within this alliance to help promote the 50K coalition. Next, a speaker from Cargill (the sponsor of this event) spoke about how important it is to continue advocating for diversity and inclusivity in STEM even post graduation. Finally, all those attending the event were randomly placed in a group comprised of professors, students, and industry professionals, so that experiences and advice on promoting inclusivity could continue to be shared. Ultimately, this event had an astounding influence on those who attended, both by promoting the 50K coalition and by providing the opportunities to discuss, with those of greatly differing backgrounds, how to make school, the workplace, and student groups more inclusive.
    - This spring semester, SWE, SHPE, and MAES partnered to help put on salsa night. This allowed our members to be exposed to different cultures and to really get involved with other students and meet new people. Salsa Night is comprised of an hour of instruction of how to dance salsa/bachata which allows people to interact and learn in a group. The rest of the time of the event is used to practice members salsa and bachata skills. In addition to this, we have professionals in attendance which allow the ability to network in the informal event. The goal of the event is that people network with other students and professionals and learn a new social skill.
    - Partnerships with various student societies and professionals is an important aspect of how our SWE section operates. The SWE section is closely involved with student organizations that also represent minority groups in engineering such as: SASE (Society of Asian Scientists and Engineers), SWISE (Society of Women in Space Exploration), NSBE (National Society of Black Engineers), and WIC (Women in Computing). Our societies host social hours and collaborate on various networking and outreach events. We believe it is important to collaborate and support each other throughout these partnerships in order to help all underrepresented groups in engineering. The Broadening Opportunity through Leadership and Diversity (BOLD) Center allows the different engineering society events to be advertised to the BOLD Scholars as well as the BOLD Sponsors. This partnership with the BOLD Center allows for the SWE section to demonstrate our reach to engineering students of all disciplines and it creates sponsorships with various companies. The most recent BOLD event that SWE helped collaborate with was the Mocktail party, where women admitted to the School of Engineering and Applied Science are invited to meet current students and get an inside perspective on life in engineering. This event helps reach out to women and connect them with a student group with a cause before college has started. SWE was represented in another BOLD event that is called the BOLD Birthday Bash. At this event SWE was able to connect with industry professionals about the goals of our society.
  + Mentoring
    - Creating a community of women in engineering on campus is at the forefront of our SWE section. The Mentoring Committee helps build these connections with their primary program: mentoring families. Renamed from the Big Sib[ling] Little Sib[ling] Program to be more inclusive, the Mentoring Program groups SWE members of similar majors into mentoring groups. Groups earn “family points” by meeting together for everyday events such as study groups and dinners. Groups can also earn bonus points for attending SWE events, attending committee events, and completing weekly mentoring challenges. This challenge was introduced this year by the Mentoring Committee to encourage groups to meet more frequently. The Mentoring Committee also introduced a group lead position. The group lead is responsible for maintaining contact info and planning group meet-ups. Additionally, to encourage participation and to address lower-participation groups, the Mentoring Committee officers consolidated the 7 previous groups to 5 larger groups which encouraged participation. Since the introduction of these innovations, participation went up by 240% with a total of 84 members participating in the Fall and 65 members participating in the Spring. The 5 groups had an average of 13 active members in each group. The group lead position has also shown to encourage leadership within our section, as 3 of the 5 group leads were elected to officer positions for Fall 2019. With the success of the mentoring program this year and with each group at least 40% freshmen, we hope to see more returning members build connections next year!
    - FLAME is a program partnering student mentees with industry mentors. Our goal for this program is to provide our SWE members an opportunity to discuss valuable career-building topics with industry mentors on a more personal basis. Mentees and mentors fill out applications that allow for proper “mentorship match-making” based on major, industry interest, goals, and personality.

FLAME groups typically consist of one mentor and two or three mentees. This group setting allows our mentees to form close relationships with other SWE members that have similar career goals and provides extra insight on discussion topics. Groups are emailed a prompted discussion topic bimonthly, with topics ranging from resumes and interviews to budgeting and work-life balance. This year, specific topics were assigned to upperclassmen and lower classmen groups to allow for more individualized discussion based on the SWE members’ current collegiate status and future goals.

In addition, mentors and mentees meet twice a semester at FLAME luncheons. This past year, the FLAME luncheons allowed mentors to present on certain professional development topics that were voted on before the event. Luncheons provide mentees and opportunity for professional development and continued networking.

Although the mentorship program is primarily through email and only operates during the semester, many students continue emailing their mentors and even participate in monthly phone calls. This year, a record 87 mentees and 48 mentors participated in FLAME over two semesters, and we look forward to seeing the program continue to grow.

* + - The SWE Mentoring Program is a resource for members to make meaningful connections with professional women engineers, expand their network in the area, and have opportunities to learn about the different job positions, the daily tasks, challenges, and the excitement of being an engineer in their field. Co-founded with the local professional SWE section, many mentors are also highly involved with SWE and are national members. Founded in Fall 2015, the SWE Mentoring Program has since grown to include more than 24 mentoring pairs. Molded to fit the requests of the mentors and mentees, it is now a year-long program, with several networking socials throughout the year. In the upcoming year, the Mentoring Program Coordinator will expand the program such that mentors may connect further with one another and learn about their own leadership skill sets that may be applied to mentoring and beyond.
  + Communication
    - With the busy schedule of a college student balancing academics, student organizations, and a social life, it's easy to forget about events you RSVP'd to attend. Our vice president worked with an app designer to create an app that is specifically for our section. This app has the ability to remind members of events on their smartphone 24 hours prior to the event. Members can also see upcoming events for the week, allowing them to plan their schedules accordingly. The app also allows members to sign in at events using an access code which makes tracking of membership attendance less time consuming. We now have a centralized location for member communication which helps members to not be overwhelmed with notifications about upcoming events and opportunities. We are now able to better track the types of events that our members want to attend and can better plan events that fit the interests of our members. Attendance at these events has also increased due to the reminders. By using the app for communication and attendance tracking, we have been able to increase attendance and provide more meaningful events. This also provides a way for SWE members to obtain email addresses of other members in the club, allowing for more communication and bonding between the members. This has helped grow the mentorships and friendships within our organization, allowing for more transparency and availability of the members in our section.
    - To facilitate better communication with our SWE chapter, we expanded our social media outreach and restructured our officer positions. Having a strong presence on Instagram has proved to be very successful in our recruitment and retention. Maintaining traditional form of contact, such as Facebook and email has remained effective for a more formal setting and for those that do not follow social media. We also use Slack, and we have a PowerPoint with instructions on how to work the app. As a school that requires a mandatory co-op program, many SWE members often leave for a semester. so finding a way to communicate with them has been important.
    - Our section created a goal to improve engagement with first-year students to increase their interest in becoming active members of both Pitt and societal SWE. We often see a large number of underclassmen attend our first few events ,but then their attendance would later decrease, possibly because of the increasing class workload or because they have yet to familiarize themselves with other SWE members. Our solution to this issue was to bridge the gap between first-year students and our officers. Every year, we select one first-year student to have the role of our Historian officer position. This position requires them to attend all sponsored events so that they can take pictures for our website and social media purposes. This year, our Historian created and ran a GroupMe chat for all interested first-year female engineering students. GroupMe is a free group messaging service that is compatible with all mobile and desktop operating systems. This chat was a bridge for first-year students to upperclassmen SWE officers through our Historian. Our Historian would advertise upcoming SWE events, increasing our retention of first-year students. This made it simple for underclassmen to coordinate attending events together so that they could feel comfortable going with a friend. Additionally, the students felt comfortable asking questions in this environment and knowing the information would be passed along to upperclassmen SWE officers if desired. This new form of communication was proven effective by the 30% increase in freshman running for officer positions from the previous year to this year.

**2019 Professional Best Practice Awards**

* **Strategic Goal #1:** SWE will be the premier resource for females in engineering and technology seeking growth and advancement at all stages of their careers.
  + Professional Development
    - Each year, SWE hosts "lunch webinars" at companies throughout the local area. In the past, we had hosted these lunch webinars at 3 companies but have now expanded to include 5 companies. For the webinars, the core board looks at TED Talks and SWE Webinars and picks webinars that total 45 minutes in run time. These webinars are played and SWE pays for the lunch at each location. After the webinars are complete, attendees are encouraged to engage in conversations about the materials. The topics for the fall webinar were "Career Advice when You Aren't Advancing" and "How to Negotiate for More Than Just Pay". The topic for the spring webinar was a SWE Webinar around "Managing Through Change". To measure the impact of these webinars, the SWE section provides a post-webinar survey with a goal of having at least 80% of attendees indicated that they took value away from the webinars. For this fiscal year, that goal was exceeded with 90% and 95% of the attendees indicating they took away value for the fall and spring webinars, respectively. Overall, the impact of these webinars is their ability to introduce topics to our members in a safe space and allow them to have the opportunity to discuss their views. We've been asked by additional companies to start hosting the webinars at their companies and we intend to once again expand this activity next fiscal year.
    - On August 23, 2018, around 100 women engineers from around the metro area met at an engineering, architecture, construction, environmental and consulting solutions firm for SWE's annual professional development event. The theme was "Growing Up: Continuing Development Throughout Your Career". The evening began with dinner, networking, and opportunities to talk to the event sponsors. The keynote speaker shared her story along with thoughtful tips and tricks when planning short and long-term goals. Following the keynote, six breakout sessions were held across three tracks, each track focused on a career level: Early Career Professional (0-10 years), Mid-Career Professional (10-20 years), and Seasoned Professional (20+ years). These six discussions touched on management growth, learning opportunities, entrepreneurship, and paving a career that fits your needs. SWE received many positive comments about the event and some attendees exclaimed that it is their favorite SWE event each year.
    - Our employer has a spectrum of opportunities to obtain internal funding supporting development of innovative ideas. Despite the great overall success of the program, the proportion of women participating in the various programs was well below the proportion of women at the company. To invigorate our female colleagues, SWE hosted a brainstorming session that started with an overview of the different innovation efforts at the company. The project leaders of the various innovation initiatives were available to tell success stories and field questions. Each participant developed “Passport to Innovation” cards and had them formally printed after the event to keep. These cards will help narrow down interests, ideas, and skills to help people network and brainstorm. The impact of this event will be measurable in the coming months as the grant process proceeds. In the last annual cycle, less than 10% of the proposals included female members on their teams. The goal of this effort is to bring that participation rate at least on par with the percentage of our staff that are women; more than double the number of teams that included women that participated last year. Given the relatively large attendance of this inaugural event, more than 100 participants, we have high hopes for success.
  + SWE Resource Promotion
    - Our committee utilized the Leadership Competency Model (LCM) throughout FY19. All committee members completed the LCM and completed a survey to share what leadership competency they had an “Expert” proficiency level, their leadership strengths, and the 1-2 areas they were prioritizing improving in the next year. This helped the committee identify strengths and topic experts within the committee as well as opportunities for continuous education of topics to develop. Leadership ability is the biggest strength of the group as a whole, and there are opportunities for development in the areas of business knowledge and acumen and coaching, mentoring, and sponsorship. Opportunities for continuous education include refreshers on new coach training, finances in a section, financial and business acumen, strategic thinking, and sponsorship and mentorship. At Train the Trainer, the FY18 Nominating Committee Chair presented on the SWE LCM, how to use it in your SWE career, and how it can be shared with others. This training and experience with the LCM prepared Leadership Coaches to utilize this SWE resource with the SWE members they support through coaching.
    - We hosted a diversity and Inclusion event with the topic “More Work to Do in STEM for Diversity and Inclusion – A Conversation on Underrepresented Genders.” We applied for Professional Development Grant and were awarded $600 for speaker fee. This grant enabled us to bring in a speaker within SWE from Oregon to share her research on how to advance non-binary engineering students. This topic aligns with SWE mission of inclusive environment. One member made a donation to pay for Wifi to live stream this symposium to members both in and out-of-state who were unable to attend in person.
    - Our SWE group provides weekly newsletter and calendar invitations to promote SWE Webinars, and advertise SWE events, such as Regional Conferences, and Annual Conference. We have an entire organizational structure to support our company’s involvement in SWE's Annual Conference, and they provide dedicated months-long communications in advance of the Conference to ensure the highest quality experience is provided for attendees. The communications' impact has been significant year over year with our company’s attendee count increasing at SWE Annual Conference, and continuous improvement of the quality of attendee experience at company sponsored events during the Conference. Post-conference we also encourage members to access virtual conference recordings and highlights.
  + SWE Leadership Development & Mentoring
    - On Sunday, June 2nd, SWE sections from all across Indiana came together to collaborate on best practices, overcoming local challenges, and most importantly, looking ahead to WE21 in Indianapolis! It was an incredibly productive 4-hour session, and our section was reflecting afterwards on how much we were able to collaborate and learn from each other. We compared numbers on active and participating members as well as how to increase SWE membership. Afterwards, many useful resources were shared to enable the success of other sections. Another session is planned for the fall to follow up on action items and continue looking ahead to the Annual Conference
    - This year, the SWE leadership team focused on rebuilding the section organizational structures. In past years, the section planned activities twice each year: at the beginning of the fiscal year and again in January, and did not have a structure for the executive council. This year, we created a more robust organizational structure to improve section leadership and increase member value. As in past years, the section planned an initial set of activities through the July planning meeting, open to all members. New this year: the leadership team met face-to-face each quarter, and held monthly leadership team phone meetings. The stronger structure allowed us to share feedback on events, as the year progressed, and modify the frequency, timing, and content of our events. Based on this stronger structure, we were able to increase member value and community exposure through added events: we sponsored more than 25 events this year, compared to 12 in FY18. We responded to member input on event location by holding events across the area, and sponsored an exclusive live webinar to allow members to attend live and on demand.
    - Our company has an extensive internal SWE leadership network to support all company related SWE activities, such as Employee Sponsored Membership, Annual Conferences, Career fairs, etc. Our section is supported through an External Technical Affiliation organization (ETA), which coordinates all of the company’s relationships with external technical affiliations, such as SWE. The section Leadership Team is led by a SWE Executive Focal, which is a Senior Executive Leader. Reporting to the SWE Executive Focal, is the SWE Focal who is responsible for the overall Company-SWE partnership. The focal attends the SWE Corporate Partner Council meetings and ETA meetings, meets with and provides direction to the deputy focals and, as necessary, requests assistance from the Executive Sponsor. The SWE Focal position is a three to four year term that is supported by the company leadership. There are six deputy focals (volunteers) supporting the SWE focal. They are responsible for the following areas: Communications, Awards, Conference Planning, Membership, Site Focals, and ETA Liaison, as well as a Technical Fellow Liaison. Each of these areas has subcommittees, as needed, to support the planned activities. Overall there are more than 50 employees involved in promoting SWE activities within the company community.
* **Strategic Goal #2:** SWE will be recognized as a global, inclusive organization, empowering females in engineering and technology regardless of geography or career stage.
  + Global
    - Our Employer Resource Group (ERG) is a global organization with sections around the globe. In an effort to start bridging the gap between sections, reach new/ remote members, and strengthen the Women in STEM support system, as well as empowering women in the group, we started hosting global quarterly webinars. The planning team consists of 10 members from various countries. For each webinar, we host two sessions, one at 9 am central time, and one at 9 pm central time - this allows everyone to attend the webinar during working hours. During each webinar, we touch briefly on what the Women in STEM ERG is, have a keynote topic, and then have one chapter of Women in STEM present on their activities and best practices. Past topics have included "What is Women in STEM?" and "How to Cultivate Your Confidence". During the webinars, we have interactive questions to engage the audience as well as Q&A sessions at the end. Webinars are also available on demand after the viewing. The first webinar had 724 registrants from 31 countries and the engagement has only grown from there with representatives from 37 countries attending our most recent webinar. This webinar has also served as a great opportunity to promote SWE resources and reach people who may not have a local chapter at their office due to lack of awareness or size. Future topics include the organization review process, finance for non-finance managers, and other leadership talks.
    - The SWE ERG is the only ERG at the company with international sections. Our ERG has 8 sections in the UK and one in Australia. The first international section was founded in 2016 in Australia and efforts are ongoing to expand there. The UK section was founded in 2017, and efforts are ongoing to create new international sections to support women engineers across the globe. From 2018 to 2019, six additional UK sections were established. This global expansion includes engaged with in country teams in governance roles, integrating communication and collaboration across sections, sharing technical/professional development activities, and setting outreach guidelines.
    - “Gender Summit 10” was held in Tokyo on and featured more than ten of our SWE section members who voluntarily staffed a booth to introduce SWE to attendees. In addition, the leader of our section gave a presentation in the “Report of Working Groups” session and participated in a panel discussion on the “Benefits from Women’s Participation in Science, Technology, and Innovation” as the chair.
  + Membership Retention & Engagement
    - Our section faces geographical challenge in which membership spans over 6 time zones. As a result of its limited number of numbers or volunteers in one location, we can't hold recruiting events. Therefore, our goal was to increase our membership by building personal relationships with current and potential members. We helped each other find jobs when they move to within or back to the state. We connected with members from at WE18, which resulted in them convincing their coworkers to join SWE. We held joint events with the collegiate section to recruit new members from the university and community colleges to join. Our scholarship fundraising reconnected section with a lot of alumni alumni from the local college. This year was also about focusing on our own members such as nominating them for SWE awards or featuring them on a video. Most importantly, consistent communication with members and non-members on the mailing list about what is going on really builds their trust on our section. We started the year with 17 paid members. According to FY19 membership report reflecting data from April 2018 to March 31, 2019, membership grew to 36 paid members and its retention rate is 80% and growth rate is 60%. As June 2019, our membership continue to increase to 41 paid members.
    - June 2019 marks the 55th anniversary of the chartering of our SWE section. We choose to combine this "birthday" event with our year-end section celebration. To engage our members at all stages of their personal and professional lives, we:
      * Reached out to members who had been with the section for more than 25 years, and extended personal invitations to them to attend. Most of these members do not attend SWE Phoenix events, have not engaged with the section for years, but were at one point active members and leaders in the local section.
      * Discounted the cost of attendance for collegiates and recent graduates.
      * Expanded attendance to children to attend for no cost: 10 children attended.

We focused the evening on not only the typical accomplishments this year, but also on the history of the section. We started with a trivia contest on these two topics, with small prizes for winners. As part of the recognition section of the event, we described the founding of the section and gave brief bios of the founding members. We recognized two outstanding members for service and six members who have achieved 25+ years as members with SWE. Compared to 2018, we increased attendance ~100% (21->44). We received $600 in donations from members at this event.

* + - Our section sought to recognize some of our non-officer members whose technical contributions, leadership accomplishments, or volunteer service are particularly noteworthy. We solicited nominees from our leadership team and members at large to learn more about what our members do inside and outside of SWE. Each feature posted on our website includes a photo, biography, and a short statement about how SWE has impacted them personally and professionally. The posts are also publicized via social media and email communications. Featured members include a Chair of the Corporate Advisory Board (CAB) for the local SWE collegiate section, an Engaged Faculty Award winner, several dedicated STEM Outreach advocates and volunteers, and several Dallas SWE Committee Chairs. The feedback from this program is overwhelmingly positive, and in ways we did not anticipate. In addition to highlighting the successes of our individual members, the Member of the Month program has increased member engagement by making our group more accessible at meetings (when featured members are recognized by our website readers) and encouraged others to share their success stories with us.
  + Partnerships with Collegiates, Professionals, Industry and Academia
    - Our section hosted a joint event with SHPE and NSBE at a local real estate investment company. There were many other organizations present, and the host company provided happy hour snacks and a discussion on STEM in real estate. SWE, SHPE and NSBE gave presentations about our organizations.
    - SWE members conducted a resume & interview session at a local university for students ranging from freshmen to seniors. The session started with a presentation on best practices for resume writing; tips & tricks on standing out in interviews; and open Q&A on how to prepare for career fairs. Following the formal presentation, the session was opened up to 1:1 resume review with 5 SWE members and 7 students. Students had an upcoming career fair that week, which made this session extremely timely. It also provided an opportunity for the collegiate and professional sections to mingle and get to know one another.
    - We learned how to shine in both our personal and professional lives by a panel of women engineers who are at various stages of their personal and professional lives. Our SWE section partnered with two local IEEE sections and one other SWE section to bring together women to share their experiences in order to motivate them to be at their best. We had a lot of participation from audience where they had the open mic opportunity to share their experiences to overcome gender bias at work and to break barriers by feeling self-confident.
* **Strategic Goal #3:** SWE will be the preeminent advocate for females throughout the engineering and technology pipeline.
  + Awards & Recognition
    - Beginning in December each year, our company solicits a Call for Award nominations and helps deserving women prepare award packages to submit for Society Level awards. The call for award nominations is made extensively through our internal SWE communication tools – email newsletter, internal SWE website, internal social media bulletin board (inSite) and via these channels gets promoted through our company’s organizational leadership. The call is intended to garner nominees from across the many disciplines and organizations in the company, and for as many award categories as possible. Benefits of making this widespread call include 1) that organizations and individuals consider the accomplishments by women and for women in their engineering careers, and 2) that the goals, interests and mission of SWE are made more widely known through the distribution of award requirements. Each internal nominee is asked to submit basic supporting data to address the award criteria and is evaluated for successful candidacy. Those deemed to be competitive to receive an award by SWE are teamed up with a mentor and/or editor to develop an award package for submittal to SWE. After the award recipients are announced, our company recognizes them internally through the newsletter, website and inSite, and at our company’s Awards and Networking Dinner held during the SWE annual conference. The dinner event is attended by around 200 employees annually, from all levels and locations throughout the company. Each award recipient is asked to speak briefly, providing inspiration, advice or reflections on their accomplishments.
    - The conclusion of the section’s Spring Forward event was the presentation of our awards. The awards ceremony included a keynote speaker and dinner. Awards were presented on a stage in a ballroom. Award winners were nominated and voted on by members. Our section leadership also presented additional internal awards to members who had shown commitment to our section throughout the year. The awards banquet also included handing out section scholarships to recipients if they were present.
    - Our ERG has an internal awards and recognition program to celebrate the achievements of women in our ERG. This year the Women of the Year award was expanded from among 30 sector campuses to over 50 sites. Internal awards for members include: ‘Women of the Year’ and 'Most Inclusive ERG'. The Woman of the Year Award went from being a sector only award to an award given by the Enterprise. The annual enterprise Woman of the Year awards recognize women within the ERG who has made outstanding contributions and has exemplified the Mission and Goals of the Employee Resource Group. The awardees are nominated by their peers and have been selected, based on their demonstration of exemplifying the mission and goals of our ERG. The awards include areas of sponsorship/mentoring, networking, Advancement of Women, Contribution to NGWIN, Role Model to Women, Professional Excellence and Demonstrating the Leadership Characteristics of our company. The award is given out in October at the SWE conference during the our company’s hosted awards ceremony.
  + Outreach
    - Our STEM program exposes 7th grade girls to the exciting career opportunities in STEM through hands-on workshops at a local college campus. In 2019 our 16th annual event hosted over 700 students (over 50% from schools with less access to STEM) and over 400 volunteer guides and presenters from local companies for 38 hands-on STEM workshops. Each student attended three different workshops to learn about STEM careers. We also hosted over 50 parents and educators that attended tours of the local campus science and engineering labs and had the opportunity to learn about STEM projects. This year our event opening added a new presentation on SWENext clubs including our own local high school club speaking to their experience. Our opening also included a demo by local First Robotics Team Data Force, which we hope to incorporate more next year.
    - As the premiere outreach event for our section, the Engineering Expo has been igniting the imaginations of girls and boys through a variety of STEM-related concepts and hands-on activities since 1998. It is a unique event that brings together a broad spectrum of professional companies and volunteer organizations to offer free engineering and science activities to K-8 students in the surrounding communities. The Expo has experienced explosive growth since 2016 thanks to the efforts of a dedicated planning committee. The 2019 Expo was attended by 3,832 individuals, 2,116 of whom were kids, and provided 45 diverse activities sponsored by individuals, organizations, and companies in the local community. The SWENext booth was placed near the entrance of the venue and contained information pamphlets and computers for onsite sign-ups. The Engineering Expo focuses on enabling the next generation to explore STEM as an avenue to understand the world around them and explore the art of the possible. New in 2019, our section provided activity specific badge guides for both the girl scouts and boy scouts. This allowed them to focus on the booths that would assist them in acquiring badges. We piloted “Quick Look” guides for the SWE sponsored booths, which explained the activity and contained questions and answers to engage the kids. It was important for us that the volunteers really focused on the kids so that they could learn the science behind the activities for a fun and educational day.
    - This year, our SWE section partnered with the Girl Scout Council and STEAMOn to host a "Think Like an Engineer" day where Girl Scouts would earn their journey badges. The event was open to all girls grades K-12 and the girls were broken out into their age groups by Girl Scout class (Daisies, Brownies, etc.) The goal of the event was to have a total of 100 girls participating across the age groups. This goal was shattered, with over 150 girls attending the event. Each group went through 3 different engineering activities and then presented one of their activities to the larger group. A PEP event was also held for interested parents and educators in attendance. At the end of the event, a mini-session on SWENext was facilitated to get girls interested in continuing their exploration of engineering. Over 40 SWE members and members of the community volunteered to help make the event a success. Local businesses were also contacted and asked to donate materials for the day. Post event feedback was solicited and over 95% of the participants indicated that they would like to attend again next year. Awards were also handed out to the groups of girls in each age group that handled failure and redesign the best. We wanted the girls to be rewarded for their hard work even if they had challenges. Girls were also able to take home some of their projects.
  + Public Policy
    - Our ERG Influenced and worked with our company’s HR group to establish a comprehensive Paid Parental Leave plan company/worldwide. With this collaboration, our company is among the first companies in our industry to implement a global parental leave plan. In locations where local laws already cover parental leave, the new parental leave plan will act as a supplement on top of existing benefits.
    - Our section promotes STEM awareness in the local public schools through volunteerism at open houses and school events. At the local Discovery Academy our section members worked with 150 students and their parents to build LEGO ZOOBs at a STEM Fair. Parents are able to ask questions about how they can advocate for increased funding of science, math and engineering programs in their local school systems.
    - Four members from our section flew to Washington, DC. this year to participate in the 2019 SWE Congressional Outreach Day, "Diversity and Inclusion Fuels Innovation in STEM." They discussed relevant policies and agendas that were presently on Capitol Hill, reviewed SWE's 2019 State of Women in Engineering, and learned how to successfully meet with congressional representatives. Staff meetings with both State Senators as well as each individual's District Representative were held, and discussion was focused on support for STEM education, promotion, and funding starting at a younger age group. All representatives were thanked for their support for their support of the Hidden Figures Gold Medal Act and the Paycheck Awareness Act, passed in the Senate and House respectively while this event was held. One of our Executive Council members were in attendance of this event and presented to the full SWE section leadership team about her experience meeting with representatives in Washington DC. Discussion about the event continued with her suggestions to support SWE related policy at a local level, including information on how to meet with representatives locally and the suggestion to pilot a subcommittee that focuses on Government Relations and Public Policy at a local level to support legislation that has a direct impact in our communities at home.
* **Strategic Goal #4:** SWE will champion diversity in the engineering and technology professions and will promote an inclusive environment.
  + Multicultural
    - As part of our Global International Women’s Day Signature event, we hosted events around the world reaching across cultures from the US to India, the UK, Australia, Oman, Bahrain, Taiwan, Egypt, Saudi Arabia, and the UAE. Events included:
      * An ERG section hosted around 500 colleagues to celebrate the contributions of the 400+ women on the project, including over 200 women from the craft workforce. The event included a panel discussion with the W@PC Executive Sponsors and site leadership. The group chair and executive sponsors also joined our nightshift colleagues for a dinner and round table discussion.
      * An ERG section held an awareness dialogue on what it takes to thrive at workplace: letting your product speak for you (and not gender, age, skin, race, etc.), acknowledging that parents guilt for being away from home is real and common, being empathetic towards colleagues and listening, surrounding yourself with people who tell you the truth, the dynamic nature of work-life balance and how one should constantly revise and re-evaluate, and much more. The event was attended by the company CFO and other leadership.
      * An ERG section celebrated International Women's Day by attending the Australian Institute of Project Management (AIPM) International Women’s Day Breakfast. The company COO keynote address, reminding us that balance drives a better working world.
    - Every year, our company declares a day in early October as Diversity Day. This is a day reserved for celebrating the diversity that our employees bring to the workplace. One of the objectives of Diversity Day is to show employees that diversity emanates both through established aspects of diversity, like race, gender, sexual orientation, or age, and also through less discussed dimensions, like education, parental status, or military veteran status. All of these aspects of diversity contribute to diverse employee perspectives that enable innovative solutions to complex technological challenges, and by recognizing and celebrating these dimensions, we build an inclusive environment that enables all employees to be fully contributing members of the team. WIN celebrates Diversity Day through Walks of Inclusion, diversity trivia (provided by SWE!), ERG informational tables, and other networking and mentoring opportunities across 33 US locations.
    - Our ERG hosted our company’s Vice President of Diversity and Inclusion for a mini-workshop. He shared his journey with the audience and provided insights into creating more inclusive workplaces. He discussed cultural identity and how it is central to how people view themselves and others. Your “frames of reference” or “personal filters” impact not only how you see the world but also how you interact with other people and situations. His message was thought provoking and inspired action. His message helped the ERG community reflect on where they are in their D&I journey- I’m learning, I’m speaking, I’m acting, I’m living. This program was accessible to all employees through our ERG and helped associates better understand that everyone has bias, not just on the basis of gender, but other cultural factors as well.
  + Mentoring
    - It is customary in Japan for new graduates to join a company one year before they actually start working there, which gives them the opportunity to decide to remain at that company or to move on to another. To communicate with such new female graduates, our ERG held online round tables. It was a great opportunity to listen to what students feel anxious about and what they expect from their future careers, and our members were able to give them practical advice.
    - Our ERG’s Mentorship Program facilitates the sharing of experiences, advice, and skills between mentors and mentees at the company for the mutual benefit of each participant. The program asks the interested women to take a survey that gives an overview of each individual’s past experience being in a mentor or mentee, and asks all mentors to offer areas where they feel most confident in mentoring another individual. We frequently find mentors not just for early career women, but for women later in their careers who are looking for networking, leadership, technical, or work-life balance support. Ideally, we would be able to match women to someone who is in their location, but we have found that at times, the best mentor (or mentee) candidate may be someone in another office location who has a related role. This also expands the network of each mentor and mentee as they gain insight into the operations of a different business location and grow to understand how it ties into their own role. This program allows female employees the opportunity to meet women they might not have come across in their own job function, granting them a broader view of the company’s functionality as well as perspective on what makes their individual roles so valuable.
    - This year, our Singapore section of Women in STEM started a new leadership mentorship program. The goal of this program was to give women access to high level mentors/leadership, allow them to ask questions, exchange ideas, receive feedback, and help develop them towards reaching their goals in their career. The program is really about breaking a barrier and providing leadership access to individuals who otherwise wouldn't have the opportunity. Each mentorship session consisted of a lunch with 6 members plus 1 VP level leader. So far there have been 3 sessions, with 2 more already in the works. These sessions have covered all kinds of topics, depending on what the mentees would like to discuss. Topics range from career path and personal skills development to work-life balance and business development. Over 6 hours were spent by the section leadership planning this program and the event was advertised through the section distribution list, posters in the office, and during the all employee webinar. Members signed up through an online registration form. We have had overwhelmingly positive feedback from the event. Members have said that they learned a lot from the talk and look forward to more interactive sessions. One attendee said "Your insights have motivated and given young engineers like myself [inspiration] to plan and prepare well for any outcome". This program provides members with a small group where they can safely address workplace concerns while also providing them with the professional development they need to progress in their careers.
  + Communication
    - Each week in a concise and displayed in the SWE brand email communication format, over 1,400 people receive the section’s weekly email of upcoming events. The email includes a table formatted calendar of all upcoming events, separated by those organized by our section and other events the section cross-promotes for other STEM organizations. Below the table of events, the email has 3 small paragraph segments to describe upcoming volunteer needs or a brief set of details on a highlighted event for the week. This content is replicated on a "Weekly Announcements" page on our website to provide the same content to members that wish not to receive weekly emails, to provide more details than is useful in a brief update email, and allow event details to appear in search engine results. On the website, additional details are provided on each of the events, and this content is updated each week as needed. We have found that while we always have improvements that could be made to email communications, weekly emails are the most useful ways for our members to get content. Leveraging our website to include additional details, the weekly email is concise enough to avoid reader fatigue, but lengthy enough to provide the necessary details to members and other interested people.
    - Our SWE section uses Constant Contact to manage email distribution lists, branding, and tracking for our section communications. In FY19 we also committed to updating our member contact list at least once a month, respecting the email opt-out in SWE member profiles (in past years, this practice was not reliably performed, leading to confusion among our members). This gave our leadership team confidence that when a member-only email went out, the right people received the information. In addition to a SWE Member list, we also maintain separate lists for Parents & Educators, Outreach Volunteers, Professionals, and subscribers interested in Social events. This allows us to tailor communications to specific groups. We sent 37 emails to these groups in FY19. We actively utilize social media (LinkedIn, Facebook, Twitter) to communicate announcements, outreach, professional development, and more. Our social media provide additional communication channels to our member base. We also continued to encourage our members to submit feedback via the end of the year membership survey. This is an opportunity for all members to voice their comments about our section, including opportunities for improvement. It is our SWE section's mission to continually improve upon communication with and engagement from our member basis. Finally, we continued a practice from past fiscal years and published a Year In Review newsletter document, highlighting each of our successes from FY19 in Aspire, Advance, and Achieve sections. This document is used to advertise our section’s activities to potential corporate partners and new members in the following fiscal year.
    - Communication with Members, Students, Stakeholders and Parents is critical to increasing awareness and promoting SWE's mission. The section’s Facebook page is very active with more than 55 posts this year. We engage through a variety of media including photos, events and posts. The page has 237 total "likes" and 257 followers who see the group's Facebook posts. Our SWEekly email blasts highlight the upcoming SWE events and those of our affiliate groups. The SWEekly email goes to two distribution lists: SWE Members and Friends of SWE. The Friends of SWE list includes neighboring SWE Section Members, Community Advocates, and others who may become members or have an interest in the Section's activities but have not yet become active members. Thought this channel we reach more than 225 friends and members. Our Event Leaders and Section Leadership also utilize traditional communication methods including phone and personal email to reach out and stay connected.