

## Introduction & What to Collect

**This Outreach Metric Tool is to be used to report STEM outreach events for Kindergarten-12 grade students, or their adult advocates (parents/educators/scout leaders/etc.).**

Thank you for the outreach work you do! And thank you for using the Outreach Metric Tool to record your Outreach event. These events should directly impact K-12 students, parents, and educators, to help them explore and understand engineering disciplines and careers. K-12 outreach events to be entered into the OMT include:

- Special engineering events planned, executed, and led by SWE member organizations OR led by a partner organization, such as an engineering society or industrial firm, where, for example, a SWE collegiate, professional, or MAL section, formally participated
- Individual K-12 outreach efforts of SWE members

**Examples of events to enter into the OMT** include one- and half-day workshops, competitions, weekend engineering expos, mentoring K-12 students, weeklong engineering summer camps, and individual meetings or formal talks given to K-12 students, parents, and/or educators by SWE members.

**Examples of events to avoid entering into the OMT** include preparatory activities leading up to an event, such as individual mentoring or planning meetings, smaller events occurring in a larger overall event, and grant writing to fund special engineering events or outreach.

In addition, duplicate entries of the same event should not be entered. Please coordinate with those participating at the event so that only one person enters the event into the survey tool.

The data you enter will be used internally by the Outreach Committee to set goals and make strategic decisions based on what is happening in the SWE Outreach Community. The data will also be used externally with sponsors to show the impact of the outreach that SWE members do. Many grants require the information we are collecting, and we need accurate information to share with them.

**NOTE ON PARTICIPANT NUMBERS:** An outreach event that you are reporting may be under the umbrella of a larger program or event. For example, you may be reporting on a booth in an Expo that your section sponsored and staffed with volunteers. The participant numbers that you should report are those who came to your booth during the Expo rather than on the overall count of all participants at the Expo.

**Here's the information you should gather together before you use this tool:**

- Event name and date(s)
- Section name/number or Member at Large (MAL) number for all SWE sections/MAL groups participating
- Event type
- Number of girls who participated in the event
- Number of boys who participated in the event
- Age of students who participated (Estimates are okay; report the age range of the majority)
- Number of Adult Guests who participated – These are Parents, Educators, and other non-volunteers who participated in the event as your guests.

- Number of SWE Member volunteers
- Number of other volunteers – not SWE members
- Name of Partner Organization(s), if applicable
- Any best practices you would like to share (optional)
- Your Program Development Grant number, if you received a grant for this event

**How to Think About Recurring Events:** If your Recurring Event is focused on a specific end goal, such as a final competition, showcase or project, then report the event just once, using the date of the competition or showcase. Examples include being a FIRST Robotics Team mentor, a Future City engineer mentor, or a STEP Up

**\* 1. Is the event that you are reporting a STEM outreach event for Kindergarten-12 grade students, or their adult advocates (parents/educators/scout leaders/etc.) that has already occurred?**

Outreach Metric Tool

**\* 2. First and last name of SWE member or SWENext member reporting the event:**

**\* 3. Email address:**

**\* 4. City/town:**

**\* 5. State:**

**\* 6. ZIP/Postal Code:**

**\* 7. Country:**

**\* 8. Event Name**

**\* 9. Event Date MM/DD/YYYY**

**(For multi-day events enter the first date of the event):**

**\* 10. Duration of Event**

**(Total hours spent with the students or parents/educators)**

- 1-4 Hours
- 5-8 Hours
- 9-12 Hours
- 13-16 Hours
- 17-20 Hours
- 20+ Hours
- Multi-day Event

**\* 11. Event Type – Select all that apply**

- Hands-on Workshop/Event
- Demonstration Booth/Table – Hands-on
- Demonstration Booth/Table – Not Hands-on
- Presentation/Lecture – Single Instructor, Not Hands-on
- Presentation/Lecture – Multiple Instructors, Not Hands-on
- Presentation/Lecture – Hands-on
- Panel Discussion
- Career Demonstration (e.g. "Career Day")
- Mentoring – One-on-One
- Mentoring – Group
- Science Fair, Robotics Competition, Math Competition, etc. – With Student Interaction/Interview
- Science Fair, Robotics Competition, Math Competition, etc. – Without Student Interaction/Interview
- Parent or joint Parent-Educator Program
- K-12 Educator or Informal Educator only Event
- Certificate of Merit or Scholarship Program
- Tours, School Field Trips, or Job Shadowing
- College Information Session, Tour, Student Shadowing, etc. for High School Students (Accepted or Applying to the College)
- Sleep over (e.g. "Night at the Museum")
- Other (please specify)

**\* 12. Number of girls (18 and under) who participated in the event that interacted with SWE member or SWENext member volunteers**

**\* 13. Number of boys (18 and under) who participated in the event that interacted with SWE member or SWENext member volunteers**

**\* 14. Age of Girls and Boys – Select all that apply. Estimates are okay**

3 - 5 years old (Kindergarten School)

5 - 11 years old (Elementary School)

11 - 14 years old (Middle School)

14 - 18 years old (High School)

N/A

**\* 15. Number of Adult Guests who participated in the event that interacted with SWE member or SWENext member volunteers**

**(These are Parents, Educators, and other non-volunteers who participated in the event as your guests).**

**\* 16. Number of SWE member and SWENext member Volunteers**

**(Include those who helped in planning, even if they could not attend the event.)**

**\* 17. Number of other Volunteers – not SWE members or SWENext members**

**(Include those who helped in planning, even if they could not attend the event.)**

**\* 18. SWE Section/Affiliate/Member at Large**

**19. If more than one SWE section/affiliate participated, please list the additional Section/Affiliate:**

**20. If more than two SWE sections/affiliate participated, please list the additional Section/Affiliate:**

**\* 21. Is the event you are reporting SWE led, planned, and executed (Either the main event or an activity, workshop, or presentation in support of the main event)?**


**\* 22. What, if any, partner organizations participated in or led the planning and execution of the event - select all that apply.**

- 0 - No partner organizations participated
- Design Squad Nation
- DiscoverE
- FIRST
- Girls, Inc
- Girl Scouts
- National Center for Women & Information Technology (NCWIT)
- National Girls Collaborative Project
- SciGirls
- Techbridge
- VEX
- 4-H
- Boys and Girls Clubs
- Other(s)(please specify)

**\* 23. A SWE Program Development Grant was received and used for this event.**

- No
- Yes - Please enter PDG Code (for example, DR620)

**24. Bonus Question (optional): Please share any best practices, lessons learned, additional description, or comments regarding your Event or Activity.**



Thank You!

# Click "Done" to complete this survey

Thank you for your outreach efforts. SWE's Outreach Committee relies on member feedback to tell an accurate story about the Outreach we do as a society, improve our programming and secure grant funding.

You also have an opportunity to share your event story with the SWE community. Consider submitting a write up and pictures of your event to [SWE's All Together blog](#).

Please direct your comments and questions to [outreach@swe.org](mailto:outreach@swe.org)