

## WE21 CALL FOR PARTICIPATION (CFP) GUIDELINES

### REQUIREMENTS & BEST PRACTICES FOR SESSION ACCEPTANCES

The Society of Women Engineers (SWE) is committed to providing a safe, productive, and welcoming learning environment for all attendees, speakers, sponsors, organizations, and all others participating. The WE selection process was created to ensure effective programming and speaking opportunities are provided to empower attendees to succeed at every stage of their professional development.

**INSTRUCTIONS:** Speaker selection for the WE Conference is **HIGHLY** competitive. Follow the guidelines as you complete your proposal and be sure to submit your session in the final state - - ready for the conference app and publications.

#### AVAILABLE SESSION SCORES

<b>TITLE</b>	<b>5 POINTS</b>
<b>DESCRIPTION – FOCUSED &amp; CONCISE</b>	<b>5 POINTS</b>
<b>DESCRIPTION – RELEVANT &amp; INTERESTING</b>	<b>5 POINTS</b>
<b>LEARNING OUTCOMES</b>	<b>5 POINTS</b>
<b>SPEAKER QUALIFICATIONS</b>	<b>5 POINTS</b>
<b>OVERALL CLARITY</b>	<b>3 POINTS</b>
<b>UNIQUE PERSPECTIVE</b>	<b>3 POINTS</b>
<b>RELEVANT TO SWE'S MISSION</b>	<b>3 POINTS</b>
<b>CORRECT FORMAT SELECTED</b>	<b>1 POINT</b>
<b>TOTAL AVAILABLE POINTS</b>	<b>35 POINTS</b>

#### IMPORTANT DATES

- CFP Opens: **December 21**
- CFP Closes: **March 22**
- CFP Reviews: **March 25 to April 23**
- Speaker Acceptances (1): **May 26**
- Speaker Acceptances (2): **June 30**

→ SWE prioritizes diversity in our selection process and encourages participation by speakers from backgrounds that are underrepresented in engineering and technology.

→ SWE is actively looking for and encourages you to submit intermediate and advanced level content.

#### TIPS & BEST PRACTICES

- Proposals that present a unique perspective with clear takeaways are preferred. It is common for SWE to receive multiple proposals on the same topic, so be sure your session shares your unique take.
- All elements of the submission should be well-written, easy to understand, and free of errors.
- Focus on practical solutions, strategies, and techniques that learners can easily apply.
- Proposals are more likely to be selected if they do not include organization names in the title and description. Organization names flag the session as a “sales pitch.”
- Presenter Limits – to provide a diverse exposure to subject-matter-experts (SMEs), a speaker will only be selected for one session (panel discussions may present special cases).

Questions with an asterisk (\*) are required to complete

## CONTACT & SPEAKER INFORMATION

1. \* **PRIMARY CONTACT INFORMATION** (0-point) – Provide the name and email address of the primary contact to receive communications. Confirmations and all future communications will be sent to this email address through October 2021.
  - Name
  - Email
  - Organization Name
2. \* **SPEAKER QUALIFICATIONS** (5-points) – Complete the speaker questions for each speaker.
  - Be sure to illustrate subject matter-expertise related to the topic of the session.

Primary Speaker	Secondary Speaker
First Name:	First Name:
Last Name:	Last Name:
Credential:	Credential:
Current Job Title:	Current Job Title:
Current Employer:	Current Employer:
Email:	Email:
Mobile Number:	Mobile Number:
Is the person a SWE member?	Is the person a SWE member?
Does the person work for a SWE CPC organization?	Does the person work for a SWE CPC organization?
Ethnic Origin: <ul style="list-style-type: none"> <li>▪ American Indian/Alaskan Native</li> <li>▪ Asian/Pacific Islander</li> <li>▪ Black/African American</li> <li>▪ Hispanic</li> <li>▪ Multi-racial</li> <li>▪ Non-Hispanic White</li> <li>▪ Prefer not to answer</li> </ul>	Ethnic Origin: <ul style="list-style-type: none"> <li>▪ American Indian/Alaskan Native</li> <li>▪ Asian/Pacific Islander</li> <li>▪ Black/African American</li> <li>▪ Hispanic</li> <li>▪ Multi-racial</li> <li>▪ Non-Hispanic White</li> <li>▪ Prefer not to answer</li> </ul>
Gender: <ul style="list-style-type: none"> <li>▪ Female</li> <li>▪ Male</li> <li>▪ Non-binary/third gender</li> <li>▪ Prefer to self-describe</li> <li>▪ Prefer not to answer</li> </ul>	Gender: <ul style="list-style-type: none"> <li>▪ Female</li> <li>▪ Male</li> <li>▪ Non-binary/third gender</li> <li>▪ Prefer to self-describe</li> <li>▪ Prefer not to answer</li> </ul>
Country:	Country:
Years of experience relating to the session: <ul style="list-style-type: none"> <li>▪ 1-5</li> <li>▪ 6-10</li> <li>▪ 11-20</li> <li>▪ 20+</li> </ul>	Years of experience relating to the session: <ul style="list-style-type: none"> <li>▪ 1-5</li> <li>▪ 6-10</li> <li>▪ 11-20</li> <li>▪ 20+</li> </ul>
LinkedIn Profile URL:	LinkedIn Profile URL:
Bio (75-word limit): Include any information that supports why this presenter brings a unique perspective to the topic.	Bio (75-word limit): Include any information that supports why this presenter brings a unique perspective to the topic.

## SESSION LOGISTICS

3. \* **SESSION PRESENTED BEFORE** (0-point) – Has this session been presented at any previous SWE conferences?
  - Yes
  - No

If yes, indicate which conference(s). Select all that apply.

- WE20                      ▪ WE Local 19
  - WE19                     ▪ WE Local 18
  - WE18
4. \* **RECORDING AGREEMENT** (0-point) - Do you agree to allow SWE to record your session to be used for virtual participation in the conference (either in real-time or for future viewing)?
- Yes                        ▪ No
5. \* **SCHEDULE CONFLICTS** (0-point) - Indicate days that you are NOT available to present your live session.
- Thursday AM            ▪ Friday AM                ▪ Saturday AM
  - Thursday PM            ▪ Friday PM                ▪ Saturday PM
6. \* **ATTENDANCE** (0-point) - Do you plan on attending WE21 in person in Indianapolis (whether or not your session is selected)?
- Yes                        ▪ No                         ▪ Unsure
7. \* **PREFERENCE TO PRESENT LIVE OR RECORD A SESSION** (0-point) - Select your preference for presenting your session if accepted (live or record your session to make it available on-demand).
- My preference is to present live in Indianapolis.
  - My preference is to record my session, so I do not have to travel.
8. \* **FORMAT** (1-point) - Select the session format that provides the appropriate time and the best learning experience to achieve the stated learning outcomes.
- **LISTEN & LEARN LECTURE** (60 min. total with a 45-min. lecture plus 15 min. Q&A): lectures are the standard conference session type where subject-matter-experts (SMEs) present to as many as 200 attendees, so there are minimal group discussions.
    - Limited to two speakers
  - **ENGAGED EXCHANGE PANEL DISCUSSION** (60 min. total with a 45 min. discussion and 15 min. Q&A): panels are designed to provide opportunities to learn from multiple subject-matter-experts (SMEs) on past experiences and personal views on identified topics.
    - Limited to 4 speakers plus one moderator
  - **SNAP SESSIONS** (formerly known as lightning talks) (short format – 15 min. plus 5 min. of Q&A): snap sessions are short, thought-provoking sessions. SWE typically schedules 3-6 snap sessions in a row – this grouping is called a block, arranged according to themes.
    - Limited to two speakers

## SESSION CONTENT INFO

9. \* **TITLE** (5-points) – The title is evaluated on it being concise and capturing interest.
10. \* **DESCRIPTION** (10 points) – Session descriptions are evaluated based on:
- (5-points) Being focused and concise (limit to 150 words)
  - (5-points) Being relevant and interesting

11. \* **LEARNING OUTCOMES** (5-points) – Learning outcomes are measurable statements that describe what attendees should be able to do after participating in your session. Each session is evaluated based on the learning outcomes being clearly stated and achievable with instruction. Use the verbs below to write your session’s learning outcomes.

- Learning outcome (1)
- Learning outcome (2)
- Learning outcome (3) (15 min. sessions do not require a third learning outcome)

TABLE 1 - Bloom’s Taxonomy Action Verbs					
KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Define	Classify	Apply	Analyze	Categorize	Assess
Describe	Describe	Change	Appraise	Compose	Compare
Duplicate	Discuss	Demonstrate	Calculate	Create	Conclude
Identify	Estimate	Illustrate	Categorize	Design	Contrast
List	Explain	Modify	Compare	Develop	Evaluate
Name	Express	Practice	Contrast	Devise	Interpret
Outline	Predict	Prepare	Examine	Plan	Relate
Recognize	Review	Solve	Outline	Summarize	Predict

## LEARNING PATHS

**TRACKS** – core content areas to empower women to achieve full potential in careers as engineers and leaders.

1. Advocacy & Outreach
2. Career Management & Development
3. Diversity, Equity, & Inclusion (DEI)
4. Technical Innovations
5. Self-Management & Development
6. Strategic Leadership

**SPECIALIZED AREAS OF FOCUS** – content for specific audiences and areas of expertise.

1. NA
2. Entrepreneurship
3. Late Career and Retirees (LCR)
4. Men as Allies
5. Organizational Development
6. Small Business
7. STEM Reentry
8. SWE Leadership
9. Women in Academia
10. Women in Government & Military



**LEARNING LEVELS** – content is identified based on attendees’ and speakers’ experience with the topic.

1. Foundational
2. Intermediate
3. Advanced

12. \* **TRACKS** (0-point) - Select the track that most closely relates to the subject matter of your session.

01. **ADVOCACY & OUTREACH:** This track is inspired by SWE’s advocacy strategic goal; focusing on advocating for future generations of women in engineering and technology. Examples include:

- Participating in or leading advocacy efforts.
- Best practices for developing K-12 STEM outreach programs.

- Developing strategic partnerships involved in K-12 outreach and advocacy efforts.
02. **CAREER MANAGEMENT & DEVELOPMENT:** This track examines tools and best practices to assist in managing and advancing careers in engineering and technology. Examples include:
- Resume and interview best practices and salary negotiations.
  - Techniques to manage various professional transitions.
  - Techniques for creating and maintaining successful professional relationships.
03. **DIVERSITY, EQUITY, & INCLUSION (DEI)** (formerly the inclusion & cultural awareness track): This track is based on SWE's vision of a world with gender parity and equality in engineering and technology. Topics within this track focus on removing barriers, biases, and obstacles within the profession and promoting inclusive environments. Examples of topics include:
- Tools to be inclusive leaders and team members.
  - Techniques to build and promote a culture of diversity, equity, and inclusion.
  - Approaches for global diversity practices.
  - Leveraging intersectionality in the workplace.
04. **TECHNICAL INNOVATIONS:** Sessions in this track are given by technical experts, including but not exclusive to SWE Fellows. Sessions include topics on cutting-edge technologies and emerging techniques in diverse engineering specialties. Examples include:
- Artificial intelligence
  - Blockchain
  - Data science
05. **SELF-MANAGEMENT & DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples of topics include:
- Developing wellness strategies (personal care, balancing work, and personal schedules).
  - Self-reflection and assessment techniques to recognize strengths and opportunities for improvements, seeking feedback from others, and learning from failure.
  - The importance of lifelong learning strategies.
06. **STRATEGIC LEADERSHIP:** This track focuses on how leaders shape the performance and success of organizations, including SWE, and the needed leadership skills to meet the myriad of opportunities, challenges, and demands STEM leaders face. Examples of topics include:
- Techniques to develop a greater capacity to grow and support people and teams.
  - Recognizing the importance of mentoring and sponsorship.
  - Strategic thinking skills and building alliances.
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13. \* **SPECIALIZED AREA OF FOCUS** (0-point) - Select the specialized area of focus or area of expertise of your session. Not all sessions will have a specialized area of focus; therefore, select an area of focus only if the content is intended for a specific audience type.
01. **N/A:** select n/a if your session is for the general audience.

02. **ENTREPRENEURSHIP:** this focus area is for those interested in or actively involved in creating and maintaining new business ventures.
  03. **LATE CAREER AND RETIREES (LCR):** this focus area provides programming and participation for the LCR demographic. It includes presentations on a broad range of topics showcasing their career expertise and SWE legacy.
  04. **MEN AS ALLIES:** this specialized content focuses on ways to gain men as allies as well as content that encourages men to be allies. It features allies who will share insights on their proven record championing DEI.
  05. **ORGANIZATIONAL DEVELOPMENT:** this specialized content is used to identify techniques for organizational improvements and change.
  06. **SMALL BUSINESS:** this focus area includes sessions for employees, managers, and owners of small businesses.
  07. **STEM REENTRY:** this focus area is for engineering professionals who have taken a career break for two or more years and want to re-join the STEM workforce. The sessions are for both individuals reentering the workforce and organizations considering launching a program.
  08. **SWE LEADERSHIP:** this focus area is for and by SWE leaders. Session content is specific to SWE (governance, SWE's leadership competency model, strategic initiatives, etc.).
  09. **WOMEN IN ACADEMIA:** this area of focus examines career paths and opportunities for women in academia. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences.
  10. **WOMEN IN GOVERNMENT AND MILITARY:** this area of focus examines various career paths and opportunities for women in government and the military.
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14. \* **LEARNING LEVELS (0-point)** - Select the learning level most appropriate for your session based on your level of experience with the content.

01. **Foundational:** appropriate for those with limited experience (0-2 years) with the subject matter and often introduces subject matter; content focuses on awareness and factual recall.
02. **Intermediate:** intermediate content builds on existing knowledge attendees already have, appropriate for those seeking to build upon their existing knowledge with the content. Often, sessions provide learning outcomes that can be applied to attendees' work or professional lives. Appropriate for those with 3-9 years' experience.
03. **Advanced:** appropriate for those looking to implement new content and programs because they have experience applying the foundational and intermediate concepts. Advanced level content is often appropriate for those with 10-20 years' experience.