



**SWE**  
**NEXT**  
**Clubs 101 Guide**

September 2020

# Welcome!

## What is the Society of Women Engineers?

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

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



## Start your future with SWENEXT!

Whether it be individually or through a club, SWENext (pronounced "s-wee-next") is a way for K-12 students to become part of the SWE community before college. SWENext is an outlet for students to find support, inspiration, and fun through STEM.

SWENext Clubs are a way to connect SWE members and SWENext members (SWENexters) locally. Students of all ages and genders are welcome to join, and clubs of any size can be formed out of school groups, local friends, already established clubs, and more! SWENext Clubs are not limited to any specific activities, but are encouraged to engage with local engineers, host outreach events, work towards STEM competitions, and even attend SWE's conferences!

This guide is to serve as a reference for how to start, maintain, and grow a SWENext Club in your local area. Please be sure to complete any additional steps that may be outlined by your school or organization when starting a club.

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# Checklist

**Here is a checklist to help you keep track of everything that is necessary to build an official SWENext club!**

- Find a SWENext Counselor and Club Advisor
- Get your club approved by your school/ organization
- Register your club on the official SWE website
- Have each club member join SWENext
- Form club goals
- Build your leadership team
- Host your first meeting
- Have fun!

# Adult Leaders

SWENext Clubs are required to have an active SWE member (either a Professional, Collegiate, or K-12 Educator member) as a SWENext Counselor. Though not required by SWE, clubs are encouraged to also have a Club Advisor (e.g. K-12 Educator, Boy and Girls Club Counselor, etc). Roles and responsibilities for each position are highlighted below.



## Club Advisor

- Liaison to school or organization administration
- Responsible for maintaining safety and youth protection during all activities
- Acts as main point of contact for SWENext members on a day-to-day basis
- Ensures club is upholding school/ organization bylaws

## SWENext Counselor

- Liaison to SWE
- Provides support when needed for events and activities
- Answers any questions regarding SWE's processes and mission
- Ensures club is upholding SWE principles

# Sales Pitch

To start a club, your school or organization may first ask you to pitch SWENext to an administrative board or a similar group as part of an approval process. Don't fear! Here are some tips and tricks for putting together an effective sales pitch!

## Outline Talking Points

- What will your peers, school/organization, and community gain from a SWENext club?
- How is a SWENext club a new club in your area? How is it unique from other clubs?
- What is your plan once the club has been approved? How will you handle recruitment?

## Build a Visual

You might be asked to prepare a poster, slide deck, or other form of visual aid.

- Keep it clean. If using a poster, try to build the poster digitally and print. If using a slide deck, keep the slides uncluttered and the words to a minimum.
- Confirm beforehand if your visual will work in the presentation space if possible.

## Practice, Practice, Practice!

- Ask your parents or teachers to listen to your pitch beforehand to work out any awkward sections.
- Practice with your visual aid to review any gestures you may wish to make during the pitch to emphasize points on the visual aid.
- Prepare for a Q&A session. By thinking about your answers to questions that might be asked, you will show that you have thought through all of the details and are passionate about the club.

# Official Registration

## Registering Your Club with Your School/Organization

Please take caution to ensure you are taking the necessary steps to register your club with your individual school or organization. Your Club Advisor should be able to help you with this process.

## Registering Your Club with SWE

To register your club, you must have an active SWE member as your SWENext Counselor. Try connecting with your local SWE Section, or reach out to [swenextclubs@swe.org](mailto:swenextclubs@swe.org) to find a SWE member to serve as your SWENext Counselor! Otherwise, K-12 Educators can become SWE members through the SWE Educator Mentor discount at:

<https://swe.org/membership/k-12-educator-membership/>

Once you find a SWENext Counselor, register your club for free at:

<https://swe.org/k-12-outreach/swenext/swenext-clubs/swenext-club-registration-form/>



## Registering Individually with SWENext

Each of your club members must also individually register as a member of SWENext for free here:

**Under 13 years old:** <http://marketing.swe.org/l/858553/2020-08-11/3z2z9>

**13 and older:** <http://marketing.swe.org/l/858553/2020-07-27/2rstw>

Have your members register at your first meeting! Your club should also create a roster for your members. As new members join, continue to update your roster and remind members to register online.

# Creating Club Goals

What is your club focus? What will unite you? Take some time to work together to create your club's goals. Here are a couple of ideas to get your club started.



## Outreach

How can you help build a brighter future....starting with your own community?

- Host a STEM day for younger students!
- Volunteer at local STEM events!
- Visit and speak with local elementary and middle schools!



## Professional Mentorship

How can you help club members prepare for future education and career paths?

- Host a Q&A panel with a SWE collegiate section!
- Invite women from local companies to visit and speak about their experiences for a career day!
- Work with teachers to lead a workshop on resumes, essay writing, or interview skills!



## Skill Building

How can you encourage club members to explore different aspects of STEM?

- Begin each meeting with a STEM activity!
- Take part in a STEM competition!
- Work together on submissions for the SWENext awards and competitions!



# Leadership Team

Forming a leadership team is important to delegate responsibilities when planning events and activities. SWE does not require a SWENext section to have specific positions, but here are some suggestions to get your club started:

## President

- Plans and runs club meetings with the Vice President
- Communicates with SWENext Counselor and Club Advisor
- Checks to make sure leadership team members are fulfilling duties

## Vice President

- Plans and runs club meetings with the president
- Supports president when necessary
- Keeps track of club membership

## Treasurer

- Manages funds
- Arranges fundraisers and works with Club Advisor to apply to grants

## Secretary

- Maintains meeting minutes
- Sends members weekly updates and reminders via email
- Works with SWE Liason and Outreach director to promote community events and find contacts for SWENext mentorship events

## SWE Liason

- Responsible for maintaining communication with local SWE section
- Main point of contact for SWE contacts when helping with events

## Outreach Director

- Leads outreach events
- Responsible for event logistics

# Meetings

How will you keep club members actively engaged in building a SWENext community during meetings? How will you keep track of responsibilities and planning for events? Here are some suggestions for tools and activities for club meetings!



## Organization

- Record meeting attendance
- Write meeting minutes
- Review a meeting agenda at the beginning of the meeting to help stay on track when planning an event
- Discuss current and upcoming events

## Community Building

- Start with an icebreaker game during your first few meetings to learn the names of new members
- Start a meeting once a month with a teamwork challenge. This helps build communication skills as well as helps members learn about one another's strengths

## Have Fun!

- Host a potluck lunch or ice cream party!
- Find a cute craft or awesome project to build!
- Rep your SWENext pride by going to a school or organization event together as a club!

# Fundraising

Have an awesome event your club wants to plan or an activity your club would like to participate in? Are you in need of money? There are many ways you can work to earn money for your club.

**Please take the necessary steps to gain approval from your school or organization before moving forward with these funding opportunities.**

## Funding Through SWE

- SWE Program Development Grants
  - Funds range from \$250 - \$5,000 based on the application and needs
  - The event must occur 45 days after the PDG application submission
  - Work with your SWENext Counselor and their SWE Section on the application.
- <https://swe.org/support-swe/program-development-grants/>
- SWENext Club Competitions and Other Challenges
  - Some club competitions have a monetary value donated to the winning club. Stay tuned into the SWENext newsletters and website to learn what competitions are coming next!

## Funding Through Other Organizations

- McCarthy Dressman Education Foundation
  - Application must be filled out by the SWENext Counselor or Club Advisor
  - Submissions accepted between January 15th and April 15th
- Elkhart Education Foundation
  - Application must be filled out by the SWENext Counselor or Club Advisor
  - Submissions are due February 1st

## Fundraising

- Local Restaurant Proceed Nights
- Bake Sales and raffles
- Selling club merch

# Branding

Looking to rep your SWENext club pride? Want to design some merchandise for an event? Build your club brand! Take it a step further and live your brand through shirts, presentations, and everything you build for the club. It all starts by creating a club branding guide.

## Pick Club Colors

The official SWENext colors are:



**PURPLE**

**PMS:** 5275C

**CMYK:** 71/71/31/13

**RGB:** 90/83/119

**Hex Code:** #5A5377



**LIGHT BLUE**

**PMS:** 305 C

**CMYK:** 57/0/6/0

**RGB:** 87/200/231

**Hex Code:** #57C8E7



**BRIGHT GREEN**

**PMS:** 381 C

**CMYK:** 24/0/100/0

**RGB:** 206/219/0

**Hex Code:** CEDB00



**PINK**

**PMS:** 710 C

**CMYK:** 4/90/64/0

**RGB:** 230/63/82

**Hex Code:** E63F52

## Make a Club Logo

The official SWENext logo is:



**Full Color Version**  
(Preferred)



**Reversed Version**

## SWE Official Branding Guidelines

To follow the official SWE guidelines, visit this website:

<https://swe.org/membership/member-resources/swe-brand-guidelines-logos-and-templates/>

SWENext Logos and other resources can be found here:

<https://swe.org/k-12-outreach/youth-programs/resources/>

# SWENext Activities

As SWENexters, club members will receive a monthly newsletter, advice column, and social media challenges on Instagram as well as videos created by collegiate sections, the ability to apply to the SWENext awards and competitions, and tips and tricks for college and career preparation. Club members will gain the opportunity to be a part of a network of over 40,000 SWE members worldwide.

## Scholarships

SWENext members in their senior year of high school receive insider tips on applying for a SWE scholarship. They are also eligible to apply for over \$810,000 in scholarships. The application opens in March and ends at the beginning of May.

## Competitions

SWENexters and SWENext clubs are eligible to apply to the individual and club competitions and awards like the Global Innovator Award and the SWENext Club Challenge. Applications are typically opened in the late Spring semester and due during the Summer or early Fall semester. Some applications open in early Fall as well. Check the monthly newsletters and SWENext website for information about applications and deadlines.

## Conferences

Each year, SWE's Local and National conference locations change. If the conferences are near your SWENext club, your club members may have the opportunity to take part in activities such as the SWENext High School Leadership Academy (SHLA)!

# STEM Competitions

There are several national and international STEM-based competitions that your SWENext club can compete in! Here are some competitions to get involved with!



## SWENext

- SWE's annual SWENext Club Challenge

Check out this link for more SWENext awards!

<https://swe.org/k-12-outreach/swenext/swenext-awards/>

## Robotics

- FIRST Robotics
- VEX Robotics
- BEST Robotics
- SeaPerch Robotics

## Other Competitions

- Future City Competition
- Imagine Cup
- Google Science Fair
- Envirothon

# Hosting STEM Events

How can you bring a positive impact to your community? Here are some ideas for outreach events that your club can organize!

## STEM Saturday

- Invite local elementary or middle school students
- Pick a theme and host 2-3 different STEM activities based on the theme

## Host a Hackathon

- Determine a coding challenge and coding language
- Lead a preliminary workshop to attendees
- Guide teams of middle school students through a small-scale hackathon



## Organize an Innovation Fair

- Ask local companies, universities, SWE sections, school clubs, and non-profit organizations to bring a small STEM-based activity or demonstration to your Fair
- Advertise the event to your community
- Design workshops to host throughout the day to help educate your community on the value of STEM as a career

# Mentorship Activities

Through SWE, your club members have the opportunity to learn from a large network of SWE members worldwide. When asking collegiate and professional members for help, please be aware that Youth Protection laws may require that events be changed or modified for the safety of club members.

## Speed Mentoring with Collegiate SWE Members

- Reach out to a local collegiate SWE section
- Similar to a “speed dating” activity, have SWE members sit in a circle and club members rotate to a new SWE member every 5-7 minutes
- This will give club members the opportunity to ask any questions they may have about the college process or different majors

## Career Day with Professionals in STEM

- Invite parents and reach out to local businesses to invite women in professional fields to come speak about their careers
- Ask each professional to either give a small presentation about his/her company or host a Q&A panel

## Take a Tour

- Reach out to local universities, businesses, or organizations and ask if your club can take a tour! Is there a cool science museum or an aquarium near you? See if they will take you behind the scenes to see the inner workings of the buildings and systems.





**Questions? Comments? Concerns?**

**Reach out to:  
swenextclubs@gmail.com**

**Follow us on Instagram!**

**@swenext**

