

Outreach Metric Tool | Frequently Asked Questions

1. **What qualifies as a SWENext event?**
 - a. A SWENext event is based on the mission of recruiting students, particularly those who identify as girls, to join the SWENext Program and engage locally in the SWE community.
2. **What “Event Type” should I select for virtual activities?**
 - a. Whether it took place virtually or in person, select the event type that most closely describes the activity. You may select multiple event types, and select the “Other” option and write in that the event occurred virtually.
3. **Can I enter an only parent / educator event in the OMT?**
 - a. Yes, the OMT is for outreach events that directly impact pre-college students, parents, and educators, to help them explore and understand engineering disciplines and careers.
4. **How do you enter a recurring event in the OMT? For example, a 2-hour session once a week over a 16-week period.**
 - a. **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. Some examples include being a FIRST Robotics Team mentor, a Future City engineer mentor, or a STEP Up Program mentor.**
 - b. **If your recurring event has a different focus on each occasion or different students are impacted each time, then record each event separately in the OMT.**
5. **Our event was part of a larger event (ex. booth in an expo, conference workshop, etc.), how do I report the number of attendees?**
 - a. The participant numbers that you should report are those who came to your booth/workshop/event during the expo or larger conference. Do not report the overall count of all participants at the expo or conference. This should be applied to any events where you host a smaller session, activity, or booth in support of a larger event.

6. **What if the age range doesn't fit the options? For example, students from ages 4-7.**
 - a. Please select all age group options that apply. In the example noted, the ages range from 4-7 so you would select both the "3 - 5 years" and "6 - 10 years" for your event.
7. **What section should I list for SWE Society-led events (Invent It. Build It., SWENext High School Leadership Academy, etc.)?**
 - a. There is no need to report Society-led events. This data will be collected outside of the OMT.
8. **I need to update my previous entry. What do I do?**
 - a. There is currently no way to edit a submitted event. Please contact outreach@swe.org for corrections.
9. **How do I know if an event has already been submitted?**
 - a. There is no released version database to reference previously submitted events. We recommend that you connect with your event team in advance to agree on who will complete the OMT submission for the activity. For all other questions, please contact outreach@swe.org.
10. **I submitted an event and now I can't remember what I put in. How do I get a copy of my submission?**
 - a. Please contact outreach@swe.org for details on your submission.
11. **We hosted an outreach event for college-aged students. Can I input the event into the OMT?**
 - a. No, the OMT is for outreach events that directly impact pre-college students, parents, and educators, to help them explore and understand engineering disciplines and careers. Only include college students who are volunteers or chaperones at the event in the respective adult or volunteer count questions.
12. **How do I respond to the question "Is the event SWE-led, planned, or executed (either the main event or an activity, workshop, or presentation in support of the main event)?" if...**
 - a. **The event was coordinated by a school official, but we executed and came up with the activities. Respond Yes.**

- b. **I, as a SWE member, was part of a planning committee, but my section/affiliate wasn't fully involved. Respond No.**
 - c. **My section/affiliate had a booth at a conference, but we didn't plan the main event. Respond Yes, but only report those who visited your booth.**
 - d. **My section/affiliate participated as judges, panelists, speakers, etc., in support of the main event. Respond No.**
 - e. **Still not sure how your event is categorized? Please answer No and add additional comments in the final qualitative question.**
- 13. I have an event that is between the event durations listed. Which one should I choose?**
- a. The lower range covers the range up to the next time. For example, 1-4 hours would cover from 1 to 4.9 hours. The next range starts at 5 hours. So 4.5 hours would go within the "1-4 hour" event duration selection.
- 14. The event received a Program Development Grant (PDG). How do I find that information?**
- a. Please reference the initial communication you received when you were granted your PDG. This communication will include the PDG Code. If you are still unsure what your code is, please email pdg-chair@swe.org.
- 15. We didn't include gender identifying questions in the sign-up paperwork. How do I report for the female and male identifying attendees questions?**
- a. If the data is not available, it is acceptable to provide estimates for the number attended. To indicate it is an estimate please add "~" to the beginning of your entry. For example, if you think there were approximately "25" adult guests, please report as "~25" when entering into the OMT.
- 16. What's the purpose of the optional question regarding best practices and lessons learned?**
- a. This question is the most useful for the SWE Outreach Committee in identifying event descriptions, lessons learned, and any other miscellaneous information about the event. The information provided may be used to highlight section or affiliate events in the All Together Blog posts.