

## Call For Participation (CFP) Guidelines

### WE23 Annual Conference

October 26-28, 2023 | Los Angeles, CA

**CFP Open from January 9 – March 14, 2023**

The Society of Women Engineers (SWE) is committed to providing a safe, welcoming, and productive environment for in-person and virtual attendees. The WE selection process was created to ensure effective programming and speaking opportunities are provided to empower more than 16,000 attendees to succeed at every stage of their professional development.

## INSTRUCTIONS

The WE CFP selection process is highly competitive. Carefully review the CFP guidelines, which describe the selection process, attendee profile, rules of engagement, and best practices for answering each question. You can also view the [Call for Participation: Best Practices](#) micro-learning course to identify examples of answers that received high and low scores.

### Important Dates

- CFP Open: January 9–March 14, 2023
- CFP Reviews: March 17–April 17
- Speaker Acceptances: May 25
- Speaker Confirmation Due: June 19
- Speaker Change Deadline: June 19
- Session Content & Recordings Due: September. 7, 2023

## PROPOSAL & SELECTION CRITERIA

Each year, SWE receives more than 1,000 conference submissions. SWE solicits peer reviewers from the Conference Advisory Board (CAB), SWE Fellows, SWE leaders, and members with the subject matter expertise to review sessions. When the CFP closes on March 14, 2023, all submitted sessions will be reviewed at least three times. Sessions with an average score of 30 to 35 points move into the final program design review, where approximately 250 exceptional sessions will be selected.

- **SWE PRIORITIZES DIVERSITY** – We encourage participation by speakers from backgrounds that are underrepresented in engineering and technology.

- **SEEKING INTERMEDIATE & ADVANCED TOPICS** - SWE actively seeks and encourages you to submit intermediate and advanced-level content.

## ATTENDEE PROFILE

- We anticipate approximately 16,000 in-person and virtual attendees, including professionals in engineering and technology, non-engineers, speakers, exhibitors, and college students from around the world.
- Attendees want the following from you as a speaker:
  1. Attendees expect your session to reflect the description and learning objectives included in the conference schedule and WE23 app. **Failure to do so is the number one negative comment about sessions.**
  2. Adults learn best when theory is applied to practical situations; therefore, attendees want information on how to apply session content to their work and lives.
  3. Exemplary handout material to use on the job or in planning careers.
  4. Exemplary delivery skills. To the adult learner, the delivery method is as important as the content.

## RULES OF ENGAGEMENT

- **ADHERE TO DEADLINES** – All point of contact and speakers must adhere to the following SWE deadlines:
  - CFP Open: January 9 – March 14, 2023
  - CFP Reviews: March 17 – April 17
  - Speaker Acceptances: May 25
  - Speaker Confirmation Due: June 19
  - Speaker Change Deadline: June 19
  - Session Content & Recordings Due: September 7, 2023
- **PRIMARY POINT OF CONTACT (POC) WILL RECEIVE COMMUNICATIONS** – SWE will send all notifications and deadlines to the person listed as the POC. It is the POC's responsibility to share the communications with speakers.
- **AVOID THE #1 COMPLAINT** - The #1 complaint is that the session content does not match the submitted description and learning outcomes available in the schedule and app.

- **QUALITY OVER QUANTITY** – To provide diverse exposure to speakers, a speaker will only be selected for one session; therefore, take time to submit 1-2 quality sessions.
- **PLAN YOUR SUBMISSION** – Take the time to collect your thoughts and plan your session outside the platform. Review and revise your description and learning outcomes until you are confident in presenting them.
  1. **IDENTIFY & SECURE ALL SPEAKERS** – All speakers must be identified and included in the submission because speakers are evaluated during the reviews. If speaker updates are required, they must be made before the speaker confirmation on June 19, 2023.
  2. **USE BIAS-FREE LANGUAGE** – Use [bias-free language](#) as articulated by the American Psychological Association; See the Publication Manual of the American Psychological Association style, 7th edition, Chapter 5 for tips on reducing bias.
  3. **SUBMIT A UNIQUE PERSPECTIVE** - It is common for SWE to receive multiple proposals on the same topic, so be sure your session has a unique perspective. If not, speakers may be asked to merge their session with another session with the same topic.
  4. **AVOID SALES PITCHES** - Proposals are more likely to be selected if they do not include organization names because it flags the session as a sales pitch.
  5. **ASK FOR REVIEWERS**- Ask an experienced person to review your proposal to ensure it is clear, concise, and enticing.
- **SUMIT SESSION TO THE PLATFORM** - All sessions must be submitted on the platform. Session content cannot be changed after March 14, 2023.
- **REGISTER FOR WE23** – Accepted and confirmed speakers receive discounted registration. Speakers are responsible for their travel and hotel expenses.

## **WE23 CFP SAMPLE SUBMISSION FORM**

Before submitting your session online, use the questions on the following pages to gather session details and speaker information while points are also provided for the following items:

1. **CLARITY & GRAMMAR** (3 available points): All submission elements should be well-written, easy to understand and free of grammatical errors.

2. **UNIQUE PERSPECTIVE** (3 available points): It's common for SWE to receive multiple proposals on the same topic. Be sure your description shares your unique take on the subject matter.
3. **RELEVANT TO SWE'S MISSION** (3 available points): Your session should work to advance or be aligned with SWE's mission.

## CONTACT & SPEAKER INFORMATION

4. **\*PRIMARY POINT OF CONTACT (POC)** (0 points) – SWE will send all communications to the POC.
  - Name
  - Email
  - Organization
  - Are you submitting on behalf of a [CPC organization](#)? Yes/No
  - Are you submitting the session for a [SWE Affinity Group](#)? Yes/No
  
5. **\*SPEAKER DEMOGRAPHICS & QUALIFICATIONS** (5 points) – Complete each question for each speaker that will participate in the session. For example, if you plan on having a panel discussion, you will need to enter 4-5 speakers with the requested information.
 

<ul style="list-style-type: none"> <li>▪ First &amp; Last Name:</li> <li>▪ Credential:</li> <li>▪ Pronouns:</li> <li>▪ Job Title:</li> <li>▪ Employer:</li> <li>▪ Country:</li> <li>▪ Email:</li> <li>▪ Mobile Number:</li> <li>▪ Is the person a SWE Member? Yes/No</li> <li>▪ Approximately how many times has the person spoken at conferences?               <ul style="list-style-type: none"> <li>- 0</li> <li>- 1-3</li> <li>- 4-5</li> <li>- 6+ times</li> </ul> </li> <li>▪ Is the person a SWE Fellow? Yes/No</li> </ul>	<ul style="list-style-type: none"> <li>▪ What racial or cultural group do you belong to?               <ul style="list-style-type: none"> <li>- Black or African</li> <li>- East Asian</li> <li>- Indigenous/Native/Aboriginal</li> <li>- Hispanic or Latino/Latina/Latinx</li> <li>- Middle Eastern</li> <li>- Multiracial (Two or More Races)</li> <li>- Pacific Islander</li> <li>- South Asian</li> <li>- Southeast Asian</li> <li>- West Asian</li> <li>- White</li> <li>- Unlisted (please specify)</li> <li>- I prefer not to answer</li> </ul> </li> <li>▪ What is your gender identity?               <ul style="list-style-type: none"> <li>- Man</li> <li>- Woman</li> <li>- Nonbinary</li> </ul> </li> </ul>
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- How many years of experience does the speaker have relating to the session content?
  - 1-5
  - 6-10
  - 11-20
  - 20+
- LinkedIn Profile URL:
- Do you identify as a member of the LGBTQ+ community?
  - Yes
  - No
  - I prefer not to answer
- **Bio** (150-word limit): Written in the third person, including speaker experience illustrating expertise in the topic.
- **Speaker Photo:** Submit a speaker photo that can be used if the session is accepted.

## SESSION LOGISTICS

6. **\*SESSION PRESENTED BEFORE** (0 points – Yes/No) – Has this session been presented at any SWE conferences? If yes, indicate which conference(s). Select all that apply. SWE will examine session attendance and the overall survey results to determine if the session should be accepted again.
- WE22
  - WE21
  - WE20
  - WE19
  - 2022 WE Local
  - 2020 WE Local
  - 2019 WE Local
  - 2018 WE Local
7. **\*RECORDING AGREEMENT** (0 points – Yes/No) – If selected, do you agree to record and submit your session to SWE by September 7, 2023, to add to the WE23 virtual conference platform?
8. **\*SCHEDULE CONFLICTS** (0 points) - Indicate any days the speakers are NOT available to present.
- Thursday AM
  - Thursday PM
  - Friday AM
  - Friday PM
  - Saturday AM
  - Saturday PM
  - Speaker has no conflicts

9. \***FORMAT** (1-point) – SWE provides three learning formats. Select the format based on the number of speakers and the time needed for attendees to achieve the stated learning outcomes.

#### **FORMAT TYPES**

- **LISTEN & LEARN LECTURE** (Limited to 2 speakers): The standard conference session type where subject-matter- experts present content to attendees with minimal, if any, group discussions.
- **ENGAGED EXCHANGE** (Required to have 1 moderator + 2-4 speakers, i.e. 3- 5 presenters total): Panel discussions are designed to provide opportunities to learn from subject-matter experts on their experiences and views on identified topics.
- **SNAP SESSION** (Limited to 2 speakers): Short, thought-provoking sessions.

#### **TIME REQUIREMENTS**

- Recording: 30 minutes
- In-Person Session: 45 min. total (30 min. lecture & 15 min. Q&A)
- Recording: 45 minutes
- In-Person Session 60 min. total (45 min. discussion & 15 min. Q&A)
- Recording: 15 minutes
- In-Person Session: 20 min. total (15 min. discussion & 5 min. Q&A)

### **SESSION CONTENT INFO**

10. \***TITLE** (5 points) – The title is evaluated on-being concise and capturing interest.

11. \***DESCRIPTION** (10 points) – Attendees rely on the information you provide in the description and learning outcomes to determine if they want to attend the session, so it is important to be descriptive.

In 150 words or less, describe: (1) what challenges you are addressing and why it's important to attendees; (2) how the session will provide a solution to the identified challenge. Remember that not everyone works in the same industry and should not assume that the reader is familiar with all technical terms and acronyms.

- Descriptions are evaluated based on it being focused and concise (150 words) (5-points) and relevant and interesting (5-points)

12. \***LEARNING OUTCOMES** (5 points) – Each session is evaluated based on the learning outcomes being clearly stated and achievable outcomes with instruction.

Use [Bloom's Taxonomy of Measurable Verbs](#) or Table 2 to describe 1-3 knowledge or skills attendees will be able to do after participating.

- Learning outcome 1:
- Learning outcome 2:
- Learning outcome 3 (snap sessions do not require 3 outcomes):

*Table 2 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	Explain	Illustrate	Categorize	Design	Contrast
List	Express	Modify	Compare	Develop	Evaluate
Name	Predict	Practice	Examine	Plan	Interpret
Recognize	Review	Prepare	Outline	Summarize	Relate

13. **\*TRACKS** (0 points) – Refer to the track descriptions and examples and then select the track that most closely relates to the subject matter of your session.

**01. ADVOCACY & COLLABORATION:** Inspired by SWE's advocacy and collaboration strategic goal, focusing on expanding access to, and strengthening the inclusion and retention of girls and women in engineering and technology:

- Best practices for developing programs that spark and preserve students' interest in engineering and technology
- Best practices for advocating with employers, educational institutions, and policymakers for full inclusion of women and their intersectionality
- Techniques to remove systemic barriers to the recruitment, retention, re-entry, and advancement of women in engineering and technology

**02. CAREER MANAGEMENT & DEVELOPMENT:** This track examines tools and best practices advance in careers in engineering and technology.

Examples include:

- Resume and interview best practices and salary negotiations
- Techniques to manage career transitions
- Techniques for creating and maintaining successful professional relationships

03. **DIVERSITY, EQUITY, INCLUSION, & BELONGING (DEI&B):** Based on SWE's vision of a world with gender parity and equality in engineering and technology, topics focus on removing barriers, biases, and obstacles and promoting inclusive environments. Examples include:

- Techniques to build and promote a culture that values DEI&B
- Tools to be inclusive leaders and team members
- Leveraging intersectionality in the workplace

04. **TECHNICAL INNOVATIONS:** Sessions are given by technical experts, sharing recent advances in cutting-edge technologies, novel techniques, discipline evolutions and emerging techniques in diverse engineering specialties.

05. **SELF-MANAGEMENT & DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples of topics include:

- Best practices for developing and maintaining wellness strategies
- Self-reflection and assessment techniques to recognize strengths and opportunities for improvements, seeking feedback, and learning from failure
- 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 include:

- Approaches to effectively influence others and build alliances
- Techniques to develop a greater capacity to grow and support people and teams
- Best practices for developing a vision to remain competitive in changing markets.

14. **\*LEARNING LEVELS** (0 points) – 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 knowledge awareness and factual recall.



02. **INTERMEDIATE:** Intermediate content builds on existing knowledge, appropriate for those seeking to expand upon existing knowledge or experiences. Appropriate for audiences with 3-9 years of experience.
03. **ADVANCED:** Appropriate for those with experience applying foundational and intermediate concepts; looking to implement new content and programs. Advanced-level content is often appropriate for 10-20 years of experience.
15. \***SPECIALIZED AREA OF FOCUS** (0 points) – Specialized areas of focus are sessions specific to an intended audience. Not all sessions have a specialized area of focus; therefore, select a focus area only if the content is for a specific audience type.
01. **N/A** – Select N/A if your session is for the general conference attendee.
02. **DIVERSITY, EQUITY & INCLUSION, AFFINITY GROUPS** – If selected, enter the AG name.
03. **BUSINESS AND INTERESTS AFFINITY GROUPS** – If selected, enter the AG name.
04. **CAREER STAGES AFFINITY GROUPS** – If selected, enter the AG name.
05. **ORGANIZATIONAL DEVELOPMENT** – Techniques for organizational improvements and change.
06. **STEM REENTRY** - This focus area is for engineering professionals who have taken a career break for two or more years and want to rejoin the STEM workforce. The sessions are for both individuals and organizations launching a program.
07. **SWE LEADERSHIP** – Sessions for and by SWE leaders with focused on section vitality, governance, SWE’s leadership competency model, and strategic initiatives.
08. **WOMEN IN ACADEMIA (WIA)** – Sessions examine career paths and academic opportunities. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences.
16. **Submit a Sample 90-Second Video** (0 points): Submit a link to a video to pitch the session, including (1) why the topic is of interest to attendees and (2) the speakers' comfort with public speaking. SWE recommends using Zoom, Teams, Google Meeting, or Webex to record the presentation. Alternatively, you may submit a sample video from a past speaking event, conference, or meeting if most speakers participated.