

<b>Title: Outreach Committee Charter</b>		
<b>Effective Date: May 8, 2023</b> <b>Approved with Motion B2340</b>	<b>Revision 6</b>	<b>Supersedes: Outreach Charter dated July 1, 2022, B2251</b>

<b>Purpose</b>	Increase the number of students exposed to and choosing to enter the engineering and technology profession by providing valuable programs, resources, training, and support for SWE members and advocates to use and promote STEM as an important and exciting career choice for girls and women.
<b>Background:</b>	<p>Fewer U.S. students are graduating with engineering bachelor's degrees - 6% of U.S. students compared to 13% of students in Europe. (<i>OECD, Education at a Glance 2016, Table A3.5</i>)</p> <p>Fewer women than men going into engineering – 19% of U.S. engineering students are women. (<i>National Science Foundation Data Table 2-9: Undergraduate enrollment in engineering programs, 2013</i>)</p> <p>Our audience or beneficiaries in Outreach are SWE members (Professionals, Collegiates, pre-college Educators) and adult advocates who connect with students interested in STEM.</p> <p>Exposing students to role models helps to expand their career options and counteract negative stereotypes about women and engineering.</p>

## Scope

- **Provide tools and guidance to SWE members to lead effective Outreach activities in their community.** This currently includes:
  - Advocating for SWE’s Youth Protection Policy certification by outreach practitioners
  - Best practices for starting and sustaining SWENext Clubs
  - Training on how to effectively deliver Outreach using diverse platforms or mediums at SWE conferences and forums
  - Training to ensure that Outreach events and programs are designed with diversity, equity, diversity, inclusion, and belonging elements
  - Training to ensure that those who deliver Outreach understand best practices in teaching STEM to different audiences
  - Collaborate with strategic partners, educators, SWE Sections, global affiliates, and SWE members to gather input on tools, resources, and events that are developed by the Outreach committee and partner on promoting each other’s programs
- **Develop effective ways for SWE members, sections, and affiliates to share Outreach best practices and Outreach news.** This currently includes:
  - Creating and delivering regular Newsletters targeting adult advocates and pre-college educators
  - Gathering information on the state of outreach across SWE sections, affiliates, SWE leadership, and educators
- **Coordinate and run society-level Outreach events and awards programs.** This currently includes:
  - Supporting the delivery of “Invent It. Build It.” at the annual conference.
  - Sharing outreach opportunities and SWENext year-round programs to sections and affiliates so it can be leveraged in their activities.
- **Increase interaction with advocates (parents, teachers, SWENext club counselors, and school counselors) with relevant materials and resources.** This currently includes:
  - Providing outreach event activities for adult advocates at the annual SWE conference (i.e., “Invent It. Build It.”)
  - Providing resources and increasing collaborations with SWE sections and affiliates to run Parents and Educators Programs (PEP)
  - Using SWE Outreach Metrics Tool and Youth Protection Policy data, as provided by SWE HQ, to promote engagement and share in Outreach Committee developed materials.
  - Partnering with other committees to perform gap analyses that pinpoint key areas for Outreach committee support or engagement.

### Out of Scope

- Ordering of Outreach collateral
- Hiring of consultants
- Updates to the website

<b>Resources and References</b>	<ul style="list-style-type: none"><li>Partnerships with organizations with similar Outreach goals</li><li>Data from the Outreach metric tool to inform resources needed for adult advocates, as provided by HQ.</li><li>SWE Outreach Committee Workgroup Structure and Scope Assessment Tool</li></ul>																																				
<b>Authority &amp; Limitations</b>	<div><ul style="list-style-type: none"><li>No budget authority</li><li>No authority to sign MOUs with other groups.</li><li>Resource, Advertising, and Marketing Approval processes as follow:</li></ul><table><tr><th>Resources</th><th>Approval Process</th><th>HQ Point of Contact</th><th>HQ Review Duration</th></tr><tr><td>Flyers (Posted to website)</td><td>Requires HQ Approval</td><td>Outreach and Student Programs Manager, Content and Programs Director</td><td>3 weeks</td></tr><tr><td>1 pager/ Outreach resources</td><td>Requires HQ Approval</td><td>Outreach and Student Programs Manager, Content and Programs Director</td><td>3 weeks</td></tr><tr><td>Survey</td><td>Requires HQ Approval</td><td>Outreach and Student Programs Manager, Content and Programs Director</td><td>3 weeks</td></tr><tr><td>Social Media Post or Video</td><td>Requires HQ Approval</td><td><a href="mailto:contentteam@swe.org">contentteam@swe.org</a></td><td>2 weeks</td></tr><tr><td>Webinar</td><td>No HQ Approval Required</td><td>N/A</td><td>N/A</td></tr><tr><td>Webinar for the SWE Advanced Learning Center</td><td>Requires HQ Approval</td><td><a href="mailto:learning@swe.org">learning@swe.org</a></td><td>60 days prior to event</td></tr><tr><td>Newsletter</td><td>Requires HQ Approval</td><td>HQ Learning and Development Coordinator</td><td>15 days prior to rollout</td></tr><tr><td>SWE Emails (All Together Post, Promotional Emails, etc...)</td><td>Requires HQ Approval &amp; rolled out by HQ</td><td>Outreach and Student Programs Manager, Content and Programs Director</td><td>2-3 weeks</td></tr></table></div>	Resources	Approval Process	HQ Point of Contact	HQ Review Duration	Flyers (Posted to website)	Requires HQ Approval	Outreach and Student Programs Manager, Content and Programs Director	3 weeks	1 pager/ Outreach resources	Requires HQ Approval	Outreach and Student Programs Manager, Content and Programs Director	3 weeks	Survey	Requires HQ Approval	Outreach and Student Programs Manager, Content and Programs Director	3 weeks	Social Media Post or Video	Requires HQ Approval	<a href="mailto:contentteam@swe.org">contentteam@swe.org</a>	2 weeks	Webinar	No HQ Approval Required	N/A	N/A	Webinar for the SWE Advanced Learning Center	Requires HQ Approval	<a href="mailto:learning@swe.org">learning@swe.org</a>	60 days prior to event	Newsletter	Requires HQ Approval	HQ Learning and Development Coordinator	15 days prior to rollout	SWE Emails (All Together Post, Promotional Emails, etc...)	Requires HQ Approval & rolled out by HQ	Outreach and Student Programs Manager, Content and Programs Director	2-3 weeks
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<b>Annual Committee Program Planning Inputs</b>	<ul style="list-style-type: none"><li><i>HQ Outreach Strategic partnerships briefing noting the key collaborations, partnerships, and/or MOUs the society has secured to accelerate outreach programming annually within two months of the fiscal year. Ongoing briefings will occur as new collaborations and participations occur.</i></li><li><i>HQ training roadmap and training developmental support priorities for outreach programming and associated program leaders or advocate.</i></li><li><i>Board of Directors Liaison Director and the committee chair will affirm the applicability of the established committee workgroup structure and scope per the workgroup scoping document.</i></li></ul>																																				
<b>Deliverables</b>	<ul style="list-style-type: none"><li>“Invent It. Build It.” Adult Advocate volunteers support at the annual conference.</li><li>Newsletters for pre-college Educators, counselors, and/or adult advocates</li><li>Feedback to HQ following the committee’s periodic review of the Outreach toolkit webpage.</li></ul>																																				

	<ul style="list-style-type: none"> <li>● Outreach Incubator Facebook (FB) group with current Outreach programs and initiatives while facilitating shared best practices sharing forum.</li> <li>● Regularly encouragement of SWE Outreach Metric Tool Usage</li> <li>● Regularly touchpoints with educators, sections, and global affiliates to encourage SWE groups' participation in awards and DEI programming.</li> <li>● Other Outreach programs as determined by SWE leadership.</li> </ul>
<b>Membership</b>	<ul style="list-style-type: none"> <li>● Chair and Chair-Elect</li> <li>● HQ: Director of Student Programs and the Outreach Manager</li> <li>● Work Group Leads</li> <li>● Leads for special projects, as needed</li> <li>● Members of Work Groups</li> </ul>
<b>Criteria for Success</b>	<ul style="list-style-type: none"> <li>● Number of hits on the SWE Outreach related social media</li> <li>● Increasing volunteer engagement at "Invent It. Build It." and supply feedback to improve the program's offerings.</li> <li>● Improved engagement of SWE members as measured by the Outreach Metric Tool and member participation in training.</li> <li>● Improved engagement of adult advocates and educators measured by programming feedback, adult advocate engagement, and the growth of the SWE Educators membership base.</li> </ul>
<b>Report To</b>	Director
<b>Duration</b>	Beginning in FY2023, to be re-evaluated every two years at a minimum and when SWE alters or expands its outreach strategy.