

Title: SWE Conference Advisory Board Charter

Effective Date: May 24, 2016

Approved with BOD Motion B1638

Revision: Version 5

Supersedes: Version 4, as
SWE Conference Program
Board Charter, first board
approved version
September 18, 2013

Purpose

The purpose SWE's Conference Advisory Board is to ensure that *the WE Conferences* support SWE's mission and goals, is a professional experience for all attendees, has high quality programming, and meets the needs of the members and community, participating market segments, and partner organizations.

Background

WE Conferences (inclusive of the WE annual conference and WE Local) are the official conferences of the Society of Women Engineers. Its specific functions are:

- To represent the Society to the public and support the Society's mission.
 - To provide career and job placement opportunities for the Society's membership, conference participants and recruitment for corporate/academia.
 - To serve as a venue for education and development of interest and/or needs of women engineers at all lifecycles and the Society's membership.
 - To highlight the achievements and contributions of women in engineering and technology.
 - Provide networking opportunities, access to and recognize SWE leaders.
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Scope

- To provide input, support, and insight into the engineering profession and target market segments to the SWE Headquarters staff and Conference Coordination & Management for the *WE Conferences*.
 - To provide recommendations for conference themes, tracks, keynote speakers, call for participation and general programming structure for conference.
 - To be a sounding board of the target market segments for the *WE Conferences* and women engineers in general and how best to address their needs at the conference.
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Resources and References

- SWE CAB procedures and timeline
 - Previous conference surveys, session topics, and speakers
 - Initiatives in professional development, such as life-long learning
 - Board member ideas and experiences
 - Benchmarking against other similar conferences, NSBE, SHPE, WITI
 - SWE Strategic Planning Committee
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Authority & Limitations

- Board co-chairs (and chair-elect,) and anyone designated/approved by chair (or chair-elect), may speak for *SWE CAB* on matters related to the operation of the Conference Advisory Board.
- The *SWE HQ Staff* and Conference Coordination & Management anyone designated/approved by the SWE HQ Staff may speak for the *SWE Conference* content

Deliverables

- and structure.
 - Board chair has budget authority with approval by SWE HQ Staff.
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Membership¹

- Strategy for *WE Conferences (annual & local)*
 - Recommendations for themes, tracks, and programming.
 - Keynote speaker(s) decision(s) 1 year prior to conference.
 - Conference survey preparation and analysis
 - Conference Host Section guidance.
 - Co-Chairs and board to meet with Executive Director or Deputy Executive Director at a minimum of yearly.
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- 1 Co-Chair (and chair-elect in year of transitioning) for Conference Advisory Board group focused on annual conference; Chair is a 2-year term
 - 1 Co-Chair (and chair-elect in year of transitioning) for Conference Advisory Board group focused on WE Local conferences; Chair is a 2-year term
 - Chair positions would be staggered to allow for succession planning and consistency
 - No limitation on the number of members; selected by Chair through the national committee membership process. Ideally at least 10 but no more than 15 for each group (annual and local), so a variety of perspectives from targeted market segments are represented.
 - “Ideally” membership reflects the Society’s diversity in age, race, career choice, geographic location, and discipline; it is recognized not all segments can possibly be represented at one time. However, a variety of perspectives will provide a rich discussion.
 - A Conference Host Section member (and one alternate) represent their location from July two years prior through June after conference at their location
 - HQ staff
 - Conference Coordination & Management are *ex officio* members.
 - Invited guests to contribute specific and additional perspective.
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Criteria for Success

Positive feedback from attendees and partners based on qualitative and quantitative methods used to evaluate *WE Conferences*.

Report To

Executive Director & CEO

Duration

On-going; review at end of FY18 and then every two years.

Notes:

1. Members are selected via the process defined in the Society Leader and Team Member Selection Procedure; dated 10/10/06