

Title: Member Engagement Committee Charter

Effective Date: Dec. 16, 2022

Revision: 009

Supersedes: June 2022 Release

Purpose

The Member Engagement Committee is chartered to advise the Board of Directors on membership matters, to assist in preparation of proposed strategic membership and diversity programs, and to provide tools for membership growth and retention, including encouraging the active participation of underrepresented groups in the engineering community. The Member Engagement Committee is responsible for:

- evaluating impact of membership programs to the strategic goals of relevance for the Society and implementing strategies as deemed appropriate in collaboration with Headquarters and other SWE governance bodies
- identifying opportunities to increase the diversity of membership to include underrepresented groups and members through the engagement of the SWE Affinity Groups, mentoring programs, and other membership related activities
- building capacity to enhance SWE member experience to improve membership growth and retention, as well as support SWE global affiliates in a liaison capacity (i.e., to bridge the gap for better member and potential member experience)
- assessing and increasing visibility of existing SWE mentoring programs, supporting launch of new programs where need exist, and sharing tools, resources, and best practices/lessons learned to facilitate leadership pipeline development

Background

One of SWE's value propositions is the strong network of women engineers from academia, government, industry, collegiate institutions and individuals supporting and advocating for the mission of SWE. The Member Engagement Committee has the responsibility for providing input, recommendations, and implementation of strategic membership programs to ensure that SWE is a diverse and inclusive organization focused on issues of interest to women specializing in engineering and technical careers.

Scope

- Working jointly with HQ, evaluate, improve and support the SWE Membership programs and processes.

Scope (continued)

- In scope:
 - Maintain and update membership resources
 - Collect and voice the membership needs of collegiate and professional members from all constituencies
 - Identify opportunities and issues that enable or hinder SWE's ability to be diverse and inclusive
 - Establish a feedback mechanism for membership to provide voice of the member information for HQ and other committees
 - Ensure continuous value to membership
 - Recommend membership program opportunities
 - Propose solutions to membership issues and campaign for needed improvements
 - Develop and maintain resources that provide information for membership growth and retention
 - Lead best practice sharing of membership programs, tools and resources
 - Develop strategies for increasing communication and engagement between underrepresented member populations and cross membership types (professional, collegiate, etc.) members
 - Develop strategies for improving communication and deployment of transition memberships such as College to Career (C2C), returning members, senior members.
 - Coordinate and encourage activities within the mentoring facilitation work group
 - Serve mentoring groups by supporting their leadership's requests for resources and other assistance, as needed
 - Facilitate the support of the existing mentoring groups by providing tools/resources and best practice sharing, as needed
 - Increase visibility to SWE mentoring programs
 - Complete requested membership data analysis for HQ and BOD for growth, retention, and section outreach.
 - Out of scope:
 - Numerical goal setting for membership growth and retention
 - Membership guidelines, fee structure, and types of membership options (including coordination of Life Membership)
 - Membership portion of SWE Web site, marketing materials, member newsletter, and regular communications
 - Membership Database including membership reports and data requests
 - Starting and maintaining mentoring programs
 - Providing requirements to SWE mentoring programs
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Resources and References	<ul style="list-style-type: none"> Existing membership procedures document Society Strategic Plan Society Professional Development Content & Resources Society D&I strategy (as provided to SWE leadership) Partnerships with organizations (NSBE, SHPE, AISES, SME, SASE, oSTEM, Out to Innovate, etc.)
Authority and Limitations	<ul style="list-style-type: none"> No budget authority Committee chair may bring to the attention of the BOD any membership proposals or issues that are identified Committee is not accountable for setting the diversity and inclusion strategy nor owning any metrics, nor report on metrics or results
Deliverables	<ul style="list-style-type: none"> The following deliverables on an as needed basis: <ul style="list-style-type: none"> Collaborate with HQ and Curriculum in developing & maintaining tools for recruiting, retaining and welcoming members Assist LCC in providing training materials and resources to all members and leaders to become SWE brand ambassadors in recruiting and retaining members Updated member resources Member Engagement Committee procedures Committee reports to BOD as required Recommendations for membership programs and models, which support development and growth of membership Responses to Strategic Initiative recommendations directed to the Committee Support HQ in membership initiatives for engagement at conferences
Membership¹	<ul style="list-style-type: none"> Chair Chair-Elect Work Group leads as based on the needs for each FY SWE HQ Liaison from Engagement Services Committee members (Min 12 suggested, not including members of the work group(s)) <p>The membership of the Committee should include underrepresented constituencies and individuals from different member segments.</p>
Criteria for Success	<ul style="list-style-type: none"> Usage of materials in the Membership Resources section of swe.org Increase in the Member Satisfaction (measure via quantitative survey) Sustained growth of baseline membership Increased diversity discussions throughout SWE
Report To	Director designated each FY.
Duration	Effective Date through FY23; to be reviewed in FY25.

Notes:

1. Membership is selected via the process defined in the latest Society Leader and Committee Member Selection Procedure.