

Title: Pre-College Engagement and Support Committee Charter

Effective Date: July 1, 2024
Approved with Motion B2431

Revision
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Supersedes: SWENext Charter
dated May 8, 2023 B2339 and
Outreach Charter dated July 1,
2023 B2340

Purpose

Increase the number of pre-college students exposed to and choosing to enter the engineering and technology profession by

- providing valuable cross-industry relevant content and programming
- cultivating a SWE identity for pre-college students
- supporting and training adult advocates and educators with the tools and resources that increase their ability to promote STEM as an important and exciting career choice for pre-college girls

Background

The engineering function is an essential element in advancing technology across industries. However, research highlights that there is a noticeable decline in the number of people entering the field.

- ✓ *The Organization for Economic Co-operation and Development (OECD) data analyzed by the SWE Research team demonstrates that the women are underrepresented in engineering degree attainment across many countries.¹*

Pre-college STEM engagement has proven to significantly increase the likelihood of pursuing STEM careers. To support this, the Society of Women Engineers (SWE) has increased programming for pre-college students and expanded the exposure of role models to broaden career options and counteract negative stereotypes about women in the field of engineering.

To strengthen the support of advocates and pre-college students, we created the SWENext and Outreach committees. The committees are combined with this charter as these two committees regularly require collaboration and to align with the SWE HQ student programs organization. Our committee audience or beneficiaries are:

- Pre-college students
- SWE members (Professionals, collegiates, and pre-college educators)
- Adult advocates who connect with students interested in STEM

¹ Society of Women Engineers. (2023, October 29). Global Tertiary Education. Research - Global Tertiary Education. <https://swe.org/research/2023/global-tertiary-education/>

Scope	<ul style="list-style-type: none"> ● Develop and provide valuable programming relevant to cross-industry technical priorities within the next 3-5years for pre-college students by <ul style="list-style-type: none"> ✓ providing pre-college program recommendations to conference advisory boards for SWE conferences. ✓ interacting with pre-college students interested in STEM through SWE’s established programs and forums ✓ collaborating with SWE Headquarters (HQ) to support society-level programs and regularly evaluating committee-led programs for commercialization (i.e., transferred to HQ management). ● Provide tools and guidance to SWE members and adult advocates to lead effective outreach activities in their communities by <ul style="list-style-type: none"> ✓ gathering best practices and training for starting and sustaining SWENext Clubs and related programming across different audiences and forums globally ✓ collaborating with strategic partners, educators, SWE groups, and members to gather input on tools, resources and events ● Develop effective ways for SWE members, sections, and affiliates to share Outreach best practices and Outreach news by <ul style="list-style-type: none"> ✓ creating and delivering regular content targeting adult advocates, pre-college educators, and pre-college students ✓ gathering information on the state of outreach within SWE and externally ● Increase interaction with advocates (parents, teachers, SWENext club counselors, and school counselors) with relevant materials and resources by <ul style="list-style-type: none"> ✓ providing resources and increasing collaborations with SWE sections and affiliates to run Parents and Educators Programs (PEP) <p>Out of scope:</p> <ul style="list-style-type: none"> ● Ordering of collateral ● Hiring of consultants or securing societal level partnerships ● Updates to the website ● Detailed resourcing and schedule deployment of pre-college and adult advocate programming classified as commercialized
Resources and References	<ul style="list-style-type: none"> ● Partnerships with organizations with similar goals ● Data from the Outreach metric tool as provided from HQ ● Pre-College Workgroup Structure and Scope Assessment Tool
Authority & Limitations	<ul style="list-style-type: none"> ● No budget authority ● No authority to sign Memorandum of Understandings (MOUs) on behalf of SWE
Annual Committee Program	<ul style="list-style-type: none"> ● HQ technical priorities report highlighting cross-industry engineering skills needs to be projected over the next five years within two months of the fiscal year. This effort may involve a technical interchange between the committee and HQ to develop the technical priorities.

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<i>Planning Inputs</i>	<ul style="list-style-type: none"> ● HQ 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. ● HQ training roadmap and training developmental support priorities for pre-college programming and associated program leaders or advocates. ● 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 ● Outreach Metric Tool Data ● Updated SWENexter student engagement list and demographic data (Quarterly) and SWENext Clubs Databases (Annually) ● Committee Strategic Plan
Deliverables	<ul style="list-style-type: none"> ● Pre-college and adult advocate programs concepts and grassroots pilot projects ● Pre-college and adult advocate program grassroots to commercialization proposals ● Engineering Technical advisory feedback on projects ● Publication of pre-college student-focused and Adult Advocate content for SWE Newsletters ● Pre-college Awards program in collaboration with the Awards Committee ● Pre-college and Adult Advocate experiential learning challenges
Membership	<ul style="list-style-type: none"> ● Committee Chair and Chair-Elect ● Committee Operations Lead ● Work Group Leads and members ● Leads for special projects, as needed ● HQ assigned Liaison for Outreach & Student Programs
Criteria for Success	<ul style="list-style-type: none"> ● Increased programming and participation in programs specifically targeting cross-industry skills projected as critical competencies or technologies within the next five years. ● Pre-college student conversion to Collegiate SWE membership. ● Improved engagement of SWE members and students, as captured in the Outreach Metric Tool data and SWENext Clubs ● Improved engagement of adult advocates and educators measured by programming feedback, adult advocate engagement and the growth of the SWE Educators membership base
Report To	Director
Duration	Beginning in FY25, to be re-evaluated every two years at a minimum and when SWE alters or expands its pre-college engagement and programming strategy

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