

SWE FY11 Region i Goals & Tactics

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Society of
Women Engineers

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FY11 Theme – *Shaping Lives*

- As we get inspired by the different successes that women engineers have achieved during the past 60 years, we, as SWE, will continue to build history together for another 60 years to come.
- Together we are ***shaping lives***.



FY11 Theme – *Shaping Lives (cont.)*

- FY11 Theme: ***Shaping Lives***
- Subthemes
 - Nurturing your dreams
 - Anchoring your journey
 - Empowering your success
- Have has SWE shaped your life?
- How have the SWE members shaped others' lives through
 - the products and services they have provide in their professions,
 - the SWE outreach activities, growth and professional development opportunities, networking, etc.



FY11 Strategic Goals & Objectives

GOAL #1 – Growing the Profession – Outreach

There is an increase in women choosing to enter the engineering and technology profession

Objective 1.4 - Increase the impact of outreach activities by training a minimum of 1,000 members on messaging to all STEM stakeholders. (FY10 and FY11 Focus)

GOAL #2 – Professional Excellence

Women in engineering and technology excel professionally, and their achievements are showcased and valued

Objective 2.2 - Offer quality of professional development programs for all career stages and sectors as measured by program survey results. (FY09, FY10, and FY11 Focus)

GOAL #3 – Industry Catalyst

SWE is a catalyst for changing the professional climate to enable women in engineering and technology to excel

Objective 3.4 - Increase the number of discussions on SWE's position papers with industry, government, and academic influencers by 20%. (FY09, FY10, and FY11)

GOAL #4 – Inclusive Global Community

Women in Engineering and Technology and SWE stakeholders find value in SWE as a diverse, inclusive, global community

Objective 4.1 - Improve the SWE membership and leadership profile to reflect the demographics of women in engineering and technology. (FY10 and FY11 Focus)



GOAL #1 – Growing the Profession/Outreach

Tactics (Activity, Event, Program)	Assigned To	Complete Date
Increase the number of sections applying for Program Development Grants	Section Leadership	YE FY11
Each section to have at least one career outreach event	Section Leadership	YE FY11



GOAL #2 – Professional Excellence

Tactics (Activity, Event, Program)	Assigned To	Complete Date
Each section to provide professional development sessions and measure quality and value through survey results	Section leadership	YE FY11
Implement templates and guides provided by the Region Conference Task Force (total 6)	RCT, Region Conf. Chair	Feb 2011
Establish a successful program for the region excellence award and apply for region award	Lt. Gov	April 2011
Provide professional development sessions at the region conference for members in all career stages. Add CEU Course Options.	RCT, Region Conference Chair	Feb 2011



GOAL #3 – Industry Catalyst

Tactics (Activity, Event, Program)	Assigned To	Complete Date
Regular updates from the region i reps to the Government & Public Policy Committee	GPPC Rep	YE FY11
Discussion on collegiate blog or region web site on a GPPC white paper	RCCE, RG, Web Site Manager	YE FY11



GOAL #4 – Inclusive Global Community

(increase membership to 20,900)

Tactics (Activity, Event, Program)	Assigned To	Complete Date
Region reports monthly with charts/graphs/targets per section and communicated to section leadership	RMC, CRMC	Monthly, FY11
Utilize the LCC to provide training programs that will help to re-vitalize struggling sections	LCC, COR, RCR	YE FY11
Membership drives in each section, including member get a member campaigns that target an average of 10 members/section growth rate	COR, RCR	Year end 2010
De-activate collegiate sections that do not meet requirements, per RG procedure	RG, RCT, RCR	Dec. 2010
Use social media to status region/section performance to membership goals and promote events	RG	YE FY11



Business As Usual & On-going Mega Issues

1. Complete section bylaws by November 2010 and collegiate bylaws by May 2011
2. 100% compliance for all sections in FY11
 - Section Reports
 - Year End Financial Reports
 - Annual Report (collegiates)
 - Leadership Rosters for FY12
3. Establish region awards for membership growth/retention for FY11
4. If additional region awards are approved by COR, establish criteria for FY12 region awards
5. Establish a region conference procedure document, prior to the call for bids for the 2012 conference (October, 2010)