



Society of  
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

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*Tampa Bay Section Strategic  
Plan  
D007*

*September 2009*

**GOAL #1 – Growing the Profession – Outreach**

There will be an increase in women choosing to enter the engineering and technology profession.

**Objectives:**

- 1.1. Increase the number of women graduating from engineering/technology schools
- 1.2. Expand the demographic profile of women in engineering and technology education.
- 1.3. Increase the frequency and impact of outreach activities.
- 1.4. **Improve retention in math and science education.**  
(FY10 Focus)

<b>Tactic (Activity, Event, Program)</b>	<b>Responsibility</b>	<b>Relates to Objective(s)</b>	<b>Complete Date</b>	<b>Status/Tasks</b>
<i>Provide continued support to the USF Student SWE chapter</i>	<i>USF Student Liaison</i>	<i>1.1, 1.4</i>	<i>Continuing</i>	<ul style="list-style-type: none"> <li>• <i>Women’s Forum</i></li> <li>• <i>USF Engineering Expo</i></li> <li>• <i>Student Scholarship</i></li> </ul>
<i>Host a Girl Scout Badge Workshop for at least 2 girl scout troops</i>	<i>Outreach</i>	<i>1.3, 1.4</i>	<i>Dec. 2009</i>	<ul style="list-style-type: none"> <li>• <i>Initial planning has begun</i></li> </ul>
<i>Participate and Promote E-Week 2010</i>	<i>Outreach, USF Student Liaison</i>	<i>1.2</i>	<i>Feb. 2010</i>	<ul style="list-style-type: none"> <li>• <i>Announcement has been distributed for volunteer to participate in Banquet planning</i></li> <li>• <i>Sponsor table at USF Engineering Expo</i></li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>

**GOAL #2 – Professional Excellence**

Women in engineering and technology will excel professionally, and their achievements will be showcased and valued.

**Objectives:**

- 2.1. Increase participation in professional development programs.
- 2.2. **Increase the quality of professional development programs for all career stages and sectors.**  
**(FY09 and FY10 Focus)**
- 2.3. Increase recognition (impact and opportunities) of women with engineering and technology experience.
- 2.4. Increase recognition of SWE members as influential and sought after leaders.

<b>Tactic (Activity, Event, Program)</b>	<b>Responsibility</b>	<b>Relates to Objective</b>	<b>Complete Date</b>	<b>Status/Tasks</b>
<i>Resume Night</i>	<i>Professional Development</i>	<i>2.1, 2.2</i>	<i>November 2009</i>	<ul style="list-style-type: none"> <li>• <i>Find speaker for event</i></li> </ul>
<i>EWB-USA Presentation</i>	<i>Professional Development</i>	<i>2.1, 2.2, 2.3</i>		<ul style="list-style-type: none"> <li>• <i>Schedule event</i></li> </ul>
<i>Build number of programs provided to members; Goal: 1 this year, 2 next, etc. as participation increases</i>	<i>Professional Development</i>	<i>2.1, 2.2, 2.3, 2.4</i>	<i>Ongoing</i>	<ul style="list-style-type: none"> <li>•</li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>

**GOAL #3 – Industry Catalyst**

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

**Objectives:**

- 3.1. Increase the frequency and impact of SWE-generated advocacy statements.
- 3.2. Increase the participation of SWE members in advocacy forums.
- 3.3. Increase SWE's role in developing and promoting research.
- 3.4. **Increase the number of discussions with industry, government, and academic influencers.**  
**(FY09 and FY10 Focus)**
- 3.5. Increase issue-oriented media presence.

<b>Tactic (Activity, Event, Program)</b>	<b>Responsibility</b>	<b>Relates to Objective(s)</b>	<b>Complete Date</b>	<b>Status</b>
<i>Raytheon Meeting</i>	<i>Board Member</i>	<i>3.2, 3.4</i>	<i>August 2009</i>	<ul style="list-style-type: none"> <li>• <i>Lots of participation</i></li> <li>• <i>Generated new interest in chapter</i></li> </ul>
<i>USF Women's Forum</i>	<i>USF Student Liaison</i>	<i>3.2, 3.4</i>	<i>March 2010</i>	<ul style="list-style-type: none"> <li>•</li> </ul>
<i>Speak with companies HR and VP's about benefits and importance of SWE</i>	<i>Professional Development</i>	<i>3.1, 3.2, 3.4</i>		<ul style="list-style-type: none"> <li>• <i>Will look for additional opportunities and have at least 1 meeting per year</i></li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>
				<ul style="list-style-type: none"> <li>•</li> </ul>

**GOAL #4 – Inclusive Global Community**

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

**Objectives:**

- 4.1. **Improve the SWE membership and leadership profile to reflect the demographics of women in engineering and technology. (FY10 Focus)**
- 4.2. **Increase number of potential leaders in the pipeline. (FY09 Focus)**
- 4.3. Expand volunteer opportunities that respect the diverse lifestyles and priorities of our members.
- 4.4. Improve volunteer satisfaction.
- 4.5. Enhance networking mechanisms for connecting members throughout SWE.
- 4.6. Increase organizational understanding and commitment to the value of diversity and inclusion as an integral part of SWE's culture.

<b>Tactic (Activity, Event, Program)</b>	<b>Responsibility</b>	<b>Relates to Objective(s)</b>	<b>Complete Date</b>	<b>Status</b>
<i>Have a greeter at each meeting</i>	<i>Membership</i>	<i>4.4, 4.5</i>	<i>Quarterly</i>	•
<i>Have introductions of attendees and guest at each meeting</i>	<i>Board Member/Attendee</i>	<i>4.4, 4.5</i>	<i>Quarterly</i>	•
<i>Hold one diversity awareness activity at a meeting</i>	<i>Membership</i>	<i>4.1, 4.4, 4.5, 4.6</i>	<i>Feb. 2010</i>	• <i>Looking into diversity game to play at one of the meetings</i>
<i>Follow-up with attendees</i>	<i>Membership</i>	<i>4.3, 4.4, 4.5</i>	<i>Quarterly</i>	•
<i>Identify areas that members feel need improvement</i>	<i>Membership/Board</i>			• <i>Survey to be distributed to current members</i>
<i>Identify current demographics and areas that need improvement</i>	<i>Membership, Board</i>	<i>4.1, 4.3, 4.6</i>	<i>Dec. 2009</i>	• <i>Review membership data to determine diversity of section.</i> • <i>Target missing</i>

				<i>demographics by making members aware and encouraging members to reach out to those groups.</i>
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**GOAL #5 – Strengthen the Section**

What will your goal be?

**Overall Strategic Priority**

Revitalize chapter to build and maintain membership, increase professional development activities, and strengthen chapter status in the local community.

**Objectives:**

What are your specific objectives for your section this year?

<b>Tactic (Activity, Event, Program)</b>	<b>Responsibility</b>	<b>Complete Date</b>	<b>Status</b>
<i>Leadership Coaching</i>	<i>Professional Development, Board</i>	<i>Dec. 2009</i>	<ul style="list-style-type: none"><li>• <i>Board members will chose leadership modules most interested in and schedule full day coaching session</i></li></ul>
<i>Membership Plan</i>	<i>Membership</i>	<i>June 2010</i>	<ul style="list-style-type: none"><li>• <i>See attached</i></li></ul>
<i>Increase awareness and number of Professional Development programs offered through strengthened membership and increased meeting participation</i>	<i>Professional Development, Membership</i>	<i>June 2010</i>	<ul style="list-style-type: none"><li>•</li></ul>
<i>Review and identify potential candidates</i>	<i>Board</i>	<i>Regional and National deadlines</i>	<ul style="list-style-type: none"><li>• <i>Assign volunteer if needed</i></li></ul>
<i>MEET OUR GOALS!!!</i>	<i>All</i>	<i>June 2010</i>	<ul style="list-style-type: none"><li>•</li></ul>

## **Membership**

- Retention – retain 85% of current professional members
- New Members – increase Professional members by 15%
- Clarification for goal measurements is as follows:
  - Number will be measured from July 1, 2009 – June 30, 2010
  - Collegiate members will not be included in the count
  - Members who have moved out of the section will not be used in the % calculations.  
( Ex: start count is 40 & 5 move out of the area ... for calculations, start count is 35)

### **Plan to meet the membership goals:**

1. Query the SWE National Database on the first of each month to obtain membership information.
2. Track performance to the goals using the data obtained.
3. At the beginning of the year, contact any members who have let their membership expire inviting them to rejoin the section.
4. Each month send e-mail to any member who has let their membership expire.
5. Each month send e-mail reminders to those who need to renew dues in the current month.
6. Follow up with potential members.
  - a. Invite to a future meeting
  - b. Bring literature and membership forms to each meeting
7. Send a reminder to graduating seniors to encourage them to upgrade to a professional member. (Jan & May)