



# LOCAL STRUCTURE

# PROGRAM STRUCTURE

The purpose of the **WE Local Advisory Board** and **WE Local Host Committee** is to support **SWE HQ** to create a conference experience that allows participants in all stages of their collegiate and professional journey to learn, energize/re-energize, and connect through high quality professional development workshops, networking opportunities, inspirational speakers and outreach activities.



# Local Advisory Board

The WE Local Advisory Board (LAB) is an actively engaged group of SWE members who provide **guidance and insight on the strategy and programming** of the WE Local program. LAB members also serve as **“ambassadors”** sharing the vision of WE Local with SWE members and potential partners.

## RESPONSIBILITIES

- Support monthly telecom strategy meetings
- Participate in- or -lead a subcommittee
- Attend face-to-face strategy meetings (Installation and Annual Conference)
- Actively participate in short- and long-term goal discussions
- Attend at least one WE Local Conference

# Local Host Committee

The Local Host Committee (LHC) provides the **“voice of the member” as to what’s unique and important to the local area.** This group is made of up to 15 members who participate in one of eight subcommittees ranging from sponsorship to outreach, programming and more. The LHC also assists onsite with event preparation, execution and tear down.

## RESPONSIBILITIES

- Identify local companies for sponsorship opportunities
- Provide insight and feedback during the planning process
- Actively participate in subcommittees responsibilities and tasks
- Attend the WE Local conference to which you serve on the LHC
- Volunteer for a minimum of four- to six-hours onsite

# SWE Headquarters (HQ)

SWE HQ provides **logistical, marketing, and behind the scenes coordination** for the execution of WE Local conferences to enable consistent experiences for all participants.

## RESPONSIBILITIES

- Executes and maintains all WE Local vendor and venue contracts and negotiations
- Determines and manages budget including projections, invoicing/payments, and management
- Coordinates and communicates with venues and vendors
- Marketing and communications of all WE Local functions and events tied to the program
- Participates in- or -leads a variety of subcommittees including sponsorship and marketing
- Sales management and negotiations

# WE LOCAL ROLES

Members of SWE Headquarters, WE Local Advisory Board (LAB), and WE Local Host Committees (LHC) participate in three key roles when serving. This includes Chair, Subcommittee Lead, HQ Support, or Liaison. Descriptions and opportunities for each of the roles are listed on the next slides.

# Role: Chair

Highest role within the WE Local program, the Chair provides guidance and leadership to the WE Local Advisory Board or WE Local Host City. The Chair executes the WE Local vision along with strategy amongst their boards or committees.

WE Local has the following Chair roles:

- Local Advisory Board (LAB) Chair
- Local Advisory Board (LAB) Chair-Elect
- Local Host Committee (LHC) Chair

# Role: Subcommittee Lead

A Subcommittee Lead provides leadership, instruction, direction and guidance to their selected WE Local subcommittee for the purpose of achieving subcommittee milestones. Subcommittee Lead roles are held by LAB and/or SWE Headquarters.

WE Local has the following Subcommittee Leads:

- Awards
- Collegiate Competition
- Program
- Social
- Sponsorship (HQ Led)
- Travel Grants
- Marketing (HQ Led)
- SWENext DesignLab (HQ Led)
- Volunteer
- Chair Advisor (to be held by previous FY LHC Chair)



# Role: Liaison

A liaison is the point of contact on the subcommittee for the Local Host Committee (LHC). The liaison completes tactical items to reach subcommittee milestones; communicates the progress of the subcommittee to the LHC; and if necessary, requests assistance from fellow LHC members to complete a project.

WE Local has the following opportunities for Liaisons:

- Awards
- Collegiate Competition
- Program
- Social
- Sponsorship (HQ Led)
- Marketing (HQ Led)
- SWENext DesignLab (HQ Led)
- Volunteer

# WE LOCAL SUBCOMMITTEES

Members of SWE Headquarters, WE Local Advisory Board (LAB), and WE Local Host Committees (LHC) participate on subcommittees for a designated time. Subcommittees assist with achieving tactical items that impact the conference milestones of each WE Local conference.

# WE LOCAL SUBCOMMITTEES

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# Subcommittee: Chair Advisor

## Chair Advisor

The Chair Advisor works directly with the WE Local Manager and WE Local Host Committee Chairs by providing support and direction from their previous years' experience serving as an LHC Chair. In addition to encouraging chairs to recruit volunteers and leverage their existing networks and ensuring Chairs have support from the LHC to have a successful event. The Advisor will also support HQ to cover all LHC meetings if HQ is unable to attend. And is also serves as the Social Subcommittee Lead. This role must be filled by a FY17 or FY18 LHC Chair.

**Time commitment:** August–Last Conference

**Average monthly commitment:** 8–12 hours

**Subcommittee Lead:** One LAB Member, Kristina George

**HQ Support:** Vanessa Velasco, SWE HQ

# Subcommittee: Collegiate Competition

The Collegiate Competition Subcommittee member works alongside the LAB Collegiate Competition Lead to coordinate the abstract, poster, and lightning talk portions of the collegiate competition for their WE Local conference. Subcommittee duties include the collection of student abstract submissions, recruitment of abstract and in-person judges, review of abstracts to select finalists, and onsite competition support such as in-person judging of posters and lightning talks and determination of the competition winners.

**Time commitment:** August–Onsite

**Average monthly commitment:** 2-4 hours, however during abstract review up to 4-5 hours

**Subcommittee Lead:** One LAB Member, Jennifer Winikus

**LHC Liaison:** One Liaison per LHC

**HQ Support:** Mackenzie Morgan

# Subcommittee: Marketing

Serving on the Marketing Subcommittee, you will assist with the content creation for blogs and emails; editing/proofing of WE Local content including digital and print assets; and the promotion of WE Local milestones to encourage participation.

**Time commitment:** July–Onsite

**Average monthly commitment:** 8–10 hours

**Subcommittee Lead:** Vanessa Velasco, SWE HQ

**LAB:** Two LAB Members, Marta Wicke and Nicole Woon

**LHC Liaison:** One Liaison per LHC

**HQ Support:** DJG Marketing Agency

# Subcommittee: Program

In collaboration with the LAB Program Subcommittee Members, the Program Subcommittee conducts speaker evaluations through the “Call for Participation” and also provides speaker feedback.

Previous experience with abstract evaluation and/or a background in academia is recommended but not required.

**Time commitment:** August–December

**Average monthly commitment:** 6–10 hours

**Subcommittee Lead:** Katharine Gamble, LAB Chair

**LAB:** Three LAB Members, Nicole Woodman, Evette Stroble, and Jenny Morikawa

**LHC Liaison:** Three Liaisons per LHC

**HQ Support:** SWE’s Learning & Development and WE Local departments

# Subcommittee: Social

The Social Subcommittee truly brings the local flavor to WE Local conferences. The subcommittee will work with SWE HQ to plan and coordinate social activities for the conference that includes the WE Local celebration, conference photo slideshows, and niched networking event. Previous experience with event planning recommended but not required.

**Time commitment:** 90 Days Prior to Conference–Onsite

**Average monthly commitment:** 2–10 hours

**Subcommittee Lead:** One LAB Member, Kristina George

**LAB:** One LAB member

**LHC Liaison:** Two Liaisons per LHC

**HQ Support:** Trenyce McCoy



# Subcommittee: Sponsorship

Though all LHC members are a part of sponsorship and fund development, one individual will lead, encourage, and drive LHC participation. As the lead, you will assist with identifying organizations, providing contact names, and write a proper introduction(s) to bridge SWE HQ to local small- and mid-size businesses. Onsite, the lead will also walk around to each of the tables and thank exhibitors for their participation.

Previous experience with fund development/sales and/or strong involvement within community is recommended but not required.

**Time commitment:** October–Onsite

**Average monthly commitment:** 2–6 hours including monthly sponsorship calls with HQ

**Subcommittee Lead:** Monica Cutrone, SWE HQ

**LHC Liaison:** One Liaison per LHC

**HQ Support:** To be shared between Strategic Partnerships and WE Local Departments

# Subcommittee: SWENext DesignLab

The LHC DesignLab Subcommittee will develop, coordinate, and execute the WE Local DesignLab outreach event. Members of this subcommittee can hold one of seven leadership roles which include:

- Volunteer Coordinator
- Middle School Coordinator
- Parent Educator Program (PEP) Coordinator
- Materials & Assessment Coordinator
- Awards Coordinator
- Registration Coordinator/PEP Room Assistant
- Safety Coordinator

Previous experience with outreach recommended but not required.

**Time commitment:** Planning begins 120 Days Prior to the Conference

**Average monthly commitment:** Varies by position. Minimum 5 hours per month, 10–12 in final month of planning

**Subcommittee Lead:** Darcy Andersen, SWE HQ

**LHC Liaison:** Five Liaisons per LHC

# Subcommittee: Travel Grants

WE Local Travel Grant subcommittee members will review applications for grants that are submitted by SWE members requesting financial assistance to attend a WE Local conference. Members of this committee will also develop the judging rubric for evaluating applications.

Previous experience with award applications, applying judging/grading rubrics is recommended but not required.

**Time commitment:** November–January **This will depend on the breakdown chosen (single deadline or multiple deadlines)**

**Average monthly commitment:** 6–10hours

**Subcommittee Lead:** Wendy Obenauf, LAB Member

**LAB:** One LAB member, Yvonne Simms

**LHC Liaison:** One LHC member

# Subcommittee: Volunteer

The Volunteer Subcommittee works closely with SWE HQ to identify and organize volunteer opportunities for SWE members to engage in a meaningful way at WE Local conferences. The Subcommittee assists with the identification of volunteer opportunities, conducts volunteer training, assists with volunteer assignments onsite during the conference.

Previous experience with volunteer coordination and management recommended but not required.

**Time commitment:** 90 Days Prior to Conference–Onsite

**Average monthly commitment:** 2–4 hours, however onsite 8–10 hours

**Subcommittee Lead:** One LAB Member, Nicole Woodman

**LHC Liaison:** One Liaison per LHC

**HQ Support:** Mackenzie Morgan, SWE HQ