

## WE LOCAL CALL FOR PARTICIPATION (CFP) PROCESS REQUIREMENTS & BEST PRACTICES

**PURPOSE:** The purpose of this document is to (1) identify best practices for completing each section of the abstract process, (2) explain the questions that you will be expected to complete for each session submission, and (3) identify the points available within the review process.

**DIRECTIONS:** Carefully review the following requirements prior to beginning your online submission. We recommend preparing your proposal in Microsoft Word before entering the online submission portal, so you have a way to save a copy of your abstract, in addition to effectively proofreading the content. You have 60 minutes to complete your submission once you enter the online portal template.

- ❑ Please note that questions with an asterisk (\*) are required to complete.

### TIPS AND BEST PRACTICES

#### WHAT MAKES A SESSION STAND OUT? THESE GENERAL TIPS CAN IMPROVE THE QUALITY OF YOUR SUBMISSION

- ❑ It's not uncommon for SWE to receive multiple proposals on the same topic. Be sure that your description shares your unique take on the subject matter.
- ❑ Make sure your description doesn't just report what you're going to talk about, but also clearly lets readers know what they should expect to get out of your session.
- ❑ Your session is more likely to be selected if you do not include company names in the title and description. Including your company names flags your session as a "sales pitch."
- ❑ Be sure to focus on practical solutions, ideas, strategies, and/or techniques that learners can easily apply.
- ❑ Be sure that your description and learning outcomes are brief and to-the-point.
- ❑ Be sure that your description and learning objectives are submitted in their final state. Learners expect your session to reflect the description and learning outcomes that were submitted to SWE. Failure to do so is the number one negative comment about sessions.

#### IMPORTANT DEADLINES AND NOTIFICATIONS

- Presenter Limits - To provide a diverse exposure to speakers, a speaker will only be selected for one session, when possible (panel discussions may present special cases).
- Submission Deadline for WE Local: **August 11, 2018** (11:59 p.m. EDT, USA)
- Speaker Notification: SWE staff will notify all speakers of an accepted or declined proposal via email by **October 26, 2018**.

## SESSION LOGISTICS

1. \* Top lecture abstracts are considered to be recorded and/or provide continuing education units (CEUs). Are you interested in working with SWE, so your session can offer CEUs and be recorded? Please note that a special process and timelines are given for sessions that provide CEUs (Not graded/ 0-point).
  - Yes
  - No
2. \* **Day Conflicts:** Indicate any days you would NOT be able to present at this event (Not graded/0-point).
  - Friday AM
  - Friday PM
  - Saturday AM
  - Saturday PM

## SESSION CONTENT INFO - SESSIONS WILL BE SELECTED BASED ON THE FOLLOWING QUESTIONS AND SCORES.

3. \* **SESSION TITLE** (7-point Likert scale) - The title is concise and captures interest.
4. \* **SESSION DESCRIPTION** (7-point Likert scale) – session descriptions are evaluated based on being concise (limit to 150 words), relevant, focused, interesting and/or compelling.
  - Make sure your description doesn't just report what you're going to talk about, but also clearly lets readers know what they should expect to get out of your session.
  - It's not uncommon for SWE to receive multiple proposals on the same topic. Be sure that your description shares your unique take on the subject matter.
5. \* **LEARNING OUTCOMES** (Likert scale) - Learning outcomes describe how learners will apply the information from your session to their jobs or planning their career. Each session is evaluated based on the learning outcomes being clearly stated and achievable with instruction (7 points) and being clearly linked to the topic in the description (7 points). What are the concrete and realistic skills that attendees will leave your session with?

List three learning outcomes people will get from attending this session. Be sure to use the verbs listed in Table 1. To help with writing your learning outcomes, complete the sentence, **BY THE END OF THE SESSION, PARTICIPANTS SHOULD BE ABLE TO:**

- Learning outcome (1)
- Learning outcome (2)
- Learning outcome (3) (*lightning talks do not require a third learning outcome*)

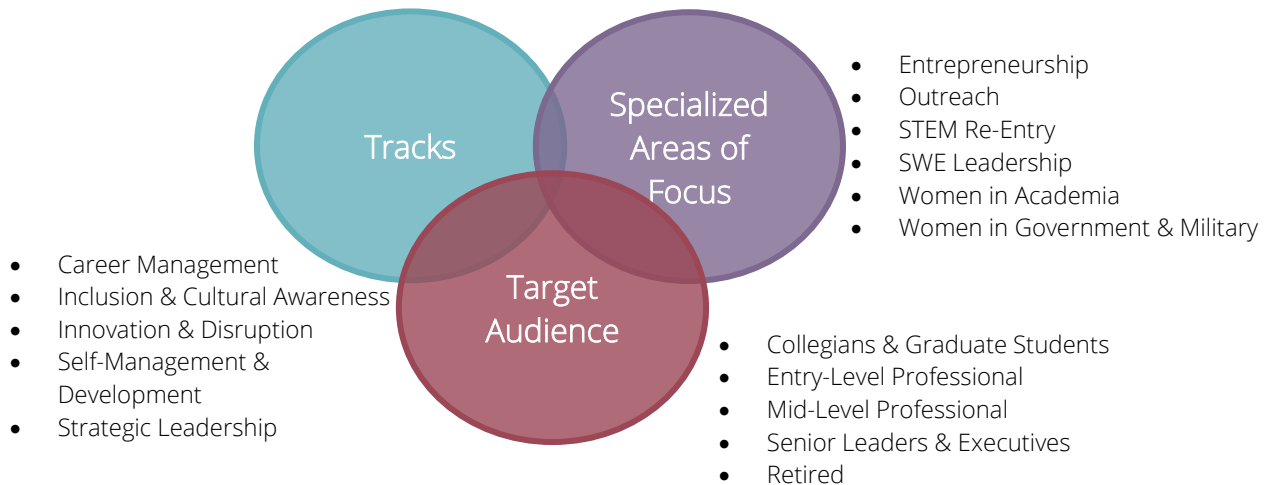
View a complete list of Learning Objective Action verbs on the next page.

Table 1. Bloom's Taxonomy Action Verbs

Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation
Arrange	Classify	Apply	Analyze	Arrange	Assess
Define	Convert	Change	Appraise	Categorize	Choose
Describe	Describe	Choose	Calculate	Combine	Compare
Duplicate	Discuss	Demonstrate	Categorize	Compose	Conclude
Identify	Distinguish	Discover	Compare	Create	Contrast
List	Estimate	Illustrate	Contrast	Design	Describe
Memorize	Explain	Modify	Differentiate	Develop	Estimate
Name	Express	Practice	Examine	Devise	Evaluate
Outline	Locate	Predict	Experiment	Explain	Explain
Recognize	Predict	Prepare	Identify	Generate	Interpret
Recall	Recognize	Produce	Illustrate	Plan	Relate
Repeat	Rewrite	Relate	Model	Prepare	Predict
Reproduce	Review	Solve	Outline	Summarize	Rate
State	Summarize	Write	Select	Write	Summarize

Note. Adapted from [http://www.sae.org/training/seminars/instructorzone/measurable\\_verbs\\_for\\_learning\\_objectives.pdf](http://www.sae.org/training/seminars/instructorzone/measurable_verbs_for_learning_objectives.pdf)

**LEARNING PATHS – SELECT THE BEST (6) TRACK, (7) SPECIALIZED AREA OF FOCUS, AND (8) TARGET AUDIENCE FOR YOUR SESSION.**



6. \* **TRACKS** (Not graded/ 0-point): **SWE recently updated the tracks to include five key areas of focus (tracks).** Identify one of the five tracks that most closely relates to the subject matter of your proposed session.

**CAREER MANAGEMENT** - this track addresses a variety of topics women in STEM face during their careers while working in a variety of industries. Examples include career planning, management, and advancement techniques (internships, resume and interview best practices, salary negotiations, understanding corporate culture, etc.).

- Develop techniques to develop, manage and refine plans for various professional transitions across a variety of industries.
- Develop wellness strategies to assist you with personal and professional life transitions and/or balance.
- Identify best practices and tools to assist with career management and life transitions.

- ❑ INCLUSION AND CULTURAL AWARENESS - this track is inspired by SWE's strategic goal of [globalization](#) and addresses the challenges and opportunities that women in engineering face within the context of diversity, globalization, and culture. Examples of topics within this track include:
  - Identifying techniques and strategies to build and promote a culture of diversity and inclusion within your organization.
  - Research and hot topics concerning workplace diversity and globalization.
  - Developing skills to be a more inclusive leader and team member to work effectively with others from diverse backgrounds.
  
- ❑ INNOVATION AND DISRUPTION – this track evaluates new technology trends in engineering, including disruptive technologies. Thought leaders from a variety of disciplines will discuss:
  - New business trends and hot topics in engineering technology.
  - Identifying techniques and best practices to assist with being more innovative and competitive.
  - Best practices for being an effective leader of innovative initiatives.
  
- ❑ SELF-MANAGEMENT AND DEVELOPMENT – this track addresses a variety of issues collegians and professional women in STEM face personally. Themes within this track focus on:
  - Developing wellness strategies.
  - The importance of lifelong learning strategies and development.
  - Self-reflection and assessment through recognizing strengths and weaknesses, seeks feedback from others and learns from failure.
  
- ❑ STRATEGIC LEADERSHIP – this track focuses on how decisions of leaders shape the performance and success of their organizations. Participants will develop new skills and hone current ones that will ultimately prepare and equip them to be more effective leaders. Many of the sessions within this track are intended for mid-career professionals. Examples of themes within this track include:
  - Aspects of organizational behavior, market structure and forces, and organizational design.
  - Techniques to develop a greater capacity to grow as a professional by exploring the character and challenges successful women leaders within highly technical STEM fields.
  - Develop new skills and hone current skills that will make you a more effective leader to assist with meeting the myriad of opportunities, challenges, and demands of your profession.

7. \* **FOCUS AREA** (Not graded/ 0-point): the specialized areas of focus are new to the WE program. The intent of the specialized areas of focus is to provide professional development for key areas of expertise. Select the specialized area of focus that closely relates to your proposed session.

- ❑ ENTREPRENEURSHIP: The sessions may touch on (but are not limited to) themes like business planning, raising venture capital, developing your elevator/sales pitch, new venture structures, new technology development, strategies for product marketing and licensing, creating your startup team, and researching resources available to startups.
  
- ❑ OUTREACH – the Outreach area of focus is for SWE's members and engineering outreach practitioners who currently deliver, or want to begin delivering, outreach programs that inspire and

support girls to study and pursue careers in engineering. Best practices and hot topics in K-12 outreach.

- STEM RE-ENTRY** – this specialized content is intended to provide valuable resources to any engineering professional who has taken a career break for two or more years and wants to re-join the STEM workforce. The sessions in this area of focus are for both the individual reentering the workforce and for organizations considering launching a reentry program.
- SWE LEADERSHIP** – this focuses on topics relating to SWE governance and volunteer leadership. Many of the presenters are active SWE volunteer leaders within their section and/or are members of SWE’s leadership coaching committee (LCC).
- WOMEN IN ACADEMIA** – this specialized area of focus examines various career paths and opportunities for women in academia. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences.
- WOMEN IN GOVERNMENT AND MILITARY** - this area of focus examines various career paths and opportunities for women in government and the military.
- Other -**

8. \* Select ONE or TWO KEYWORDS to describe your overall proposed session (Not graded/ 0-point).

Advocating for Change

- Awareness
- Legislation

Career Management

- Career Transitions
- Education
- Guidance/Assistance to Others

Entrepreneurship

- Funding/Venture Capital
- Operations
- Research and Development

Inclusion and Cultural Awareness

- Cultural Competence
- D&I Best Practices
- Interpersonal Communication
- Organizational Team/Group Dynamics

Innovation and Disruption

- Legal
- Management
- Regulations and Standards
- Systems and Equipment

K-12 Outreach

- Activities and Resources
- Adult Participation
- Partnerships/Sponsorships

- Student Participation

SWE Leadership

- Governance Opportunities
- Tools and Resources
- Training
- Section Opportunities

Strategic Leadership

- Implementation
- Leading Teams
- Planning
- Techniques
- Types of Leadership

Women in Academia

- Academia to Industry (relations)
- Administration
- Faculty
- Graduate
- Grants/Fundraising
- Research Methods

Women in Government

- Career Benefits
- Military
- Non-Military
- Research

9. \* **TARGET AUDIENCE** (Not graded/ 0-point): select the most relevant target audience for your proposed session.

- COLLEGIANS & GRADUATE STUDENT:** A student in, or recent graduate of, a college or university.
- ENTRY-LEVEL PROFESSIONALS:** A professional who is a recent graduate who may/may not have prior experience in a field or profession.
- MID-LEVEL PROFESSIONALS/MANAGERS/EMERGING TECHNICAL LEADERS:** An individual who has 10-15 years of professional work/employment experience, generally with others reporting to them
- SENIOR LEADERS/EXECUTIVES** in industry or government: An experienced professional with professional leadership experience and is seen as a thought-leader and/or mentor of a subject.
- RETIRED:** An individual who has ended working in a professional career.

### SESSION FORMAT AND SPEAKER INFORMATION

10. \* **SESSION FORMAT** (0-point binary yes/no) - the format that provides a high-quality learning experience in order to achieve the stated learning outcomes - To the adult learner, the delivery method is as important as the content so be creative and keep in mind the large group setting.

- LECTURE/WORKSHOP PRESENTATION** (45 minutes for lecture including Q&A for 45-60 minutes total) Lectures are the standard conference session type where subject matter experts (SME) can share an overview and best practices on an identified topic to a large session, as many as 200 attendees may attend, so there is minimal group discussion.
- PANEL DISCUSSION** (60 minutes) Panel discussions are designed to provide the opportunity to learn from multiple subject matter experts (SMEs) on their past experiences and personal views on identified topics or themes.
- LIGHTNING TALKS** (short format – 15 minutes each) A lightning talk is a short, thought-provoking presentation lasting only 15 minutes with 5 minutes provided for Q&A. SWE typically schedules 3-6 talks in a row – this grouping is called a block. Lightning Talks are arranged into blocks according to identified themes. Select the theme(s) that apply to your session.

### 11. PRIMARY CONTACT INFORMATION

Speaker Qualifications (7-point Likert scale) - the speaker(s) credentials and experience indicates subject matter expertise.

Primary Speaker Contact Information:	Secondary Speaker Contact Information:
First Name:	First Name:
Last Name	Last Name:
Credentials	Credentials

Current job title:	Current job title:
Current employer:	Current employer:
Full Address:	Full Address:
Country	Country
Email - Confirmation and communication emails will be sent to this address:	Email:
Mobile Number:	Mobile Number:
Primary Presenter Photo – ability to upload photo	Primary Presenter Photo – ability to upload photo?
Presenter(s) biographical information, degree(s) and institution(s). Include any information that supports why this presenter brings a unique perspective to the topic.  Please limit description to 50 words for each presenter.	Presenter(s) biographical information, degree(s) and institution(s). Include any information that supports why this presenter brings a unique perspective to the topic.  Please limit description to 50 words for each presenter.

## PHASE 2

### UPLOADPRESENTATION

To support multiple learning styles, we encourage you to make your presentation or handouts available to participants through the mobile app. Please upload them here no later than **two weeks before your selected conference**.