

## 2020 WE Local Call for Participation (CFP) GUIDELINES & BEST PRACTICES

**PURPOSE:** The purpose of this document is to (1) identify best practices for completing a WE Local CFP proposal, (2) recognize the review criteria used for each proposal, and (3) identify the required nine questions.

**DIRECTIONS:** Answer each question based on the recommendations provided below. Changes cannot be made once the CFP closes because proposals are scored based on the information submitted. As a result, 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 proposal, in addition to effectively proofreading the content.

**Note: Questions with an asterisk (\*) are required to complete.**

### IMPORTANT DEADLINES

Based on Member and Speaker feedback, WE Local will host two separate CFPs for the 2020 WE Local season.

- CFP #1 Deadline: Friday, August 23, 2019 at 11:59 p.m. PT**
  - WE Local San Diego | January 31-February 1, 2020
  - WE Local Salt Lake City | February 7-8, 2020
  - WE Local Raleigh | February 20-21, 2020
  
- CFP #2 Deadline: Monday, September 23, 2019 at 11:59 p.m. ET**

*CFP #2 will not open until Saturday, June 1, 2020*

  - WE Local Buffalo | March 27-28, 2020
  - WE Local Des Moines | April 17-18, 2020

### TIPS AND BEST PRACTICES: TO IMPROVE THE QUALITY OF YOUR PROPOSAL

- Be sure that your description and learning outcomes 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.
- Your proposal is more likely to be selected if you do not include company names in the title and description. Including your company name flags your session as a “sales pitch.”
- 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).
- Focus on practical solutions, strategies, and/or techniques that learners can easily apply.
- Keep in mind that each proposal is scored based on the following questions.

## CONFERENCE: SELECT THE CONFERENCE YOU WISH TO SPEAK AT

1. Please indicate which WE Local conference you wish to speak.
  - WE Local San Diego | January 31-February 1, 2020
  - WE Local Salt Lake City | February 7-8, 2020
  - WE Local Raleigh | February 20-21, 2020
  - WE Local Buffalo | March 27-28, 2020
  - WE Local Des Moines | April 17-18, 2020
2. Day Conflicts: Indicate any day you are NOT able to present at WE Local. (Not graded/0-point).
  - No Conflict
  - Friday AM
  - Friday PM
  - Saturday AM
  - Saturday PM

## SESSION CONTENT: SESSIONS ARE SELECTED BASED ON THE FOLLOWING QUESTIONS/SCORES

### 1. SESSION TITLE, 10 word limit

The title is concise and captures interest. (7-point likert scale).

### 2. SESSION DESCRIPTION, 150-word limit

Session descriptions are evaluated based on being concise (limit to 150 words), relevant, focused, interesting and/or compelling. (14-point likert scale).

- 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.
- Be sure that your description and learning outcomes are brief and to-the-point.

### 3. LEARNING OUTCOMES

Learning outcomes describe how learners will apply the information 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).

To help with writing your learning outcomes, use the verbs listed in Table 1 (on the next page). It is also helpful to complete the sentence, "By the end of the session, participants should be able to ..."

- Learning Outcome (1)
- Learning Outcome (2)
- Learning Outcome (3)



**TABLE 1: BLOOM’S TAXONOMY ACTION VERBS**

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

**LEARNING PATHS: SELECT THE BEST TRACK, SPECIALIZED AREA OF FOCUS AND CAREER LEVEL.**

**TRACK**

1. Career Management
2. Inclusion & Cultural Awareness
3. Innovation & Disruption
4. Self-Management & Development

**SPECIALIZED AREAS OF FOCUS**

1. Entrepreneurship
2. Organizational Development
3. Outreach
4. Pathfinders
5. Small Business
6. STEM Re-Entry
7. SWE Fellows Technical
8. SWE Leadership
9. Women in Academia
10. Women in Government & Military



**CAREER LEVEL**

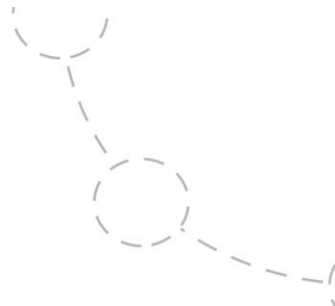
1. Pre-College
2. Collegians & Graduate Students
3. Early-Career Professional
4. Mid-Career Professional
5. Experienced-Career Professional
6. Senior Leaders & Executives
7. Retired



#### 4. TRACKS

SWE recently updated the tracks to include five core tracks. Identify the track that most closely relates to the subject matter of your proposed session. (Not graded/ 0-point).

- CAREER MANAGEMENT:** this track addresses a variety of tools and best practices to assist women in STEM to manage and advance their careers while working in a variety of industries. Examples include resume and interview best practices, salary negotiations, understanding corporate culture, planning for retirement, etc.
  - Develop techniques to manage various professional transitions.
  - Identify best practices for successful professional relationships.
  - Recognize techniques for effective communication in the workplace.
  
- INCLUSION AND CULTURAL AWARENESS:** this track is inspired by SWE's strategic goal of diversity and inclusion 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:
  - 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 technology, including disruptive technologies. Thought leaders from a variety of disciplines will discuss:
  - 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 topics collegians and professionals can take to improve and grow personally. Examples include:
  - Developing wellness strategies (personal care, work life balance, etc.).
  - Self-reflection and assessment through recognizing strengths and weaknesses, seeking feedback from others, and learning from failure.
  - The importance of lifelong learning strategies and development.



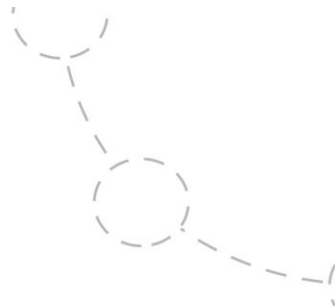
#### 4. TRACKS, continued

- **STRATEGIC LEADERSHIP:** this track focuses on how decisions of leaders shape the performance and success of their organizations/sections. Participants will develop new skills and hone current ones that will 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 face within highly technical STEM fields.
  - Develop new leadership skills and hone current skills to assist with meeting the myriad of opportunities, challenges, and demands of your profession.

#### 5. SPECIALIZED FOCUS AREA

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 most closely relates to your proposed session. (Not graded/ 0-point).

- **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.
- **PATHFINDERS:** this program was created to be more intentional in meeting the needs of the late career and retired members.
- **ORGANIZATIONAL DEVELOPMENT:** this specialized content is used to identify techniques for organizational change.
- **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.
- **SMALL BUSINESS:** this focus area identifies sessions that would be relevant to employees, managers, and owners of small businesses, as professional development and the path to success in smaller organizations may look very different than large corporations. These sessions are not exclusive to small businesses and may be relevant to a more general audience as well.
- **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.



## 5. SPECIALIZED FOCUS AREA, continued

- SWE LEADERSHIP:** this focus area relates to topics on 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).
- SWE FELLOWS TECHNICAL:** these sessions are given by SWE's most experienced members, often, but not-exclusively, SWE Fellows, sharing the variety of their technical expertise including technical updates in cutting-edge technologies, reviews of diverse viewpoints, and examples of emerging techniques, engineering crossovers, discipline evolutions and emerging techniques in diverse engineering disciplines. The presentations are curated by SWE Fellows.
- 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.
- N/A**

## 6. TARGET CAREER LEVELS

Select the most relevant target career level for your proposed session. (Not graded/ 0-point).

- PRE-COLLEGE:** a student who has not entered a college or university.
- COLLEGIANS & GRADUATE STUDENT:** a student in, or recent graduate of, a college or university.
- EARLY CAREER PROFESSIONALS:** a professional who is a recent graduate who may/may not have prior experience in a field or profession.
- MID-CAREER PROFESSIONALS/MANAGERS/EMERGING TECHNICAL LEADERS:** an individual who has 10-20 years of professional experience, generally with others reporting to them.
- EXPERIENCED-CAREER PROFESSIONALS:** an experienced professional with over 20 years of professional experience and increasing levels of responsibility. This individual is often seen as a thought-leader and/or mentor of a subject.
- SENIOR LEADERS/EXECUTIVES:** an experienced professional in executive leadership positions within an organization.
- RETIRED:** An individual who has ended working in a professional career.



## SESSION FORMAT

### 7. SESSION FORMAT

Select the format that provides a high-quality learning experience to achieve the stated learning outcomes. To the adult learner, the delivery method is as important as the content.

(Not graded/ 0-point).

- LECTURE/WORKSHOP PRESENTATION:** (45 minutes for lecture and Q&A total): lectures are the standard conference session type where subject matter experts (SME) share an overview and best practices on an identified topic to a large session, as many as 200 attendees may attend, so there are minimal group discussions.
- PANEL DISCUSSION** (60-75 minutes): panel discussions are designed to provide opportunities 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.

## SPEAKER INFORMATION

### 8. PRIMARY CONTACT INFORMATION

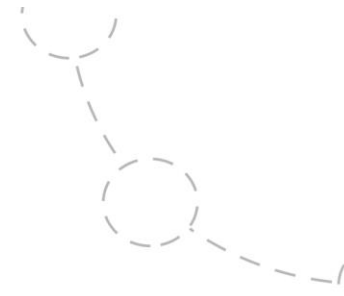
If you are not the speaker, please provide your name and email address. (Not graded/ 0-point).

- Name
- Email

### 9. SPEAKER QUALIFICATIONS

Enter the speaker(s) credentials and experience indicating subject matter expertise.

Primary Speaker	Secondary Speaker Contact Information
First Name:	First Name:
Last Name:	Last Name:
Credentials:	Credentials
Current job title:	Current job title:
Current employer:	Current employer:
LinkedIn Profile URL:	LinkedIn Profile URL:
Address:	Address:
Country:	Country:



## 9. SPEAKER QUALIFICATIONS, continued

Primary Speaker	Secondary Speaker Contact Information
Email - Confirmation and communication emails will be sent to this address	Email:
Mobile Number:	Mobile Number:
Primary Presenter Photo	Primary Presenter Photo
Presenter(s) biographical information, degree(s) and institution(s). You may also provide links to past recorded presentations by the presenter to be considered by reviewers. Include any information that supports why this presenter brings a unique perspective to the topic. Please limit this description to 50 words for each presenter.	Presenter(s) biographical information, degree(s) and institution(s). You may also provide links to past recorded presentations by the presenter to be considered by reviewers. Include any information that supports why this presenter brings a unique perspective to the topic. Please limit this description to 50 words for each presenter.

### NOTICE FOR ALL SPEAKERS

- All WE Local **speakers are volunteers** who provide their expertise and time at no cost to the Society.
- If accepted as a speaker for WE Local conferences, Speakers will be provided with a **discount code** for registration.
- Keynote Speakers** are not selected through the 2020 WE Local CFP platform.
  - The 2020 WE Local Keynote Speaker nomination process will take place **in September 2019**. Visit the [welocal.swe.org](http://welocal.swe.org) website to stay up-to-date.

### NEED ASSISTANCE?

- Do you need assistance with the portal?** For example, navigating the application, troubleshooting errors, or resetting a password? Contact WE Local at [welocal@swe.org](mailto:welocal@swe.org).
- Do have questions regarding the WE Local CFP process or questions about the general program?** Contact WE Local at [welocal@swe.org](mailto:welocal@swe.org).