



PROGRAM STRUCTURE

WE Local is a triple partnership between the **WE Local Advisory Board (LAB)**, **WE Local Host Committee (LHC)** and **SWE Headquarters (HQ)**.

Together this three-legged stool creates a conference experience that allows participants in all stages of their collegiate and professional journey to learn, energize/re-energize, and connect through a high-quality program. Members and Staff serve on a Subcommittee by providing support to various milestones for each conference.



WE Local Advisory Board (LAB)

LAB is a diverse community of **passionate and driven SWE Members** with a variety of backgrounds who ensure the member's voice is heard by **leveraging continuous feedback** in order to **enhance a more repeatable and maintainable program** and conference infrastructure.

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

WE Local Host Committee (LHC)

The 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 12 members who **participate in subcommittees** ranging from sponsorship to outreach, programming and more. The LHC also assists on-site 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

Triple Partnership Structure

SWE Headquarters (HQ)

Full-Time

- Senior Manager
- Coordinator

Project Basis

- DJG Marketing Agency
- Engagement
- Learning & Development
- Strategic Partnerships
- Student Outreach Programs

WE Local Advisory Board (LAB)

Roles

- Chair
- Chair-Elect
- Subcommittee Leads
- Members

Subcommittees

1. Awards
2. Collegiate Competition
3. Floater
4. Marketing
5. Program
6. Social
7. SWENext

WE Local Host Committee (LHC)

Roles

- Chair
- Liaison

Subcommittees

1. Awards
2. Collegiate Competition
3. Floater
4. Marketing
5. Program
6. Social
7. Sponsorship
8. SWENext DesignLab

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 on WE Local. This includes Chair, Subcommittee Lead or Member/Liaison. Descriptions for each of the roles are listed on the next slide.

The Roles

✓ **Chair**

Provides guidance and leadership to the WE Local Advisory Board or WE Local Host City.

✓ **Subcommittee Lead**

Provides leadership, instruction, direction and guidance to their Subcommittee for the purpose of achieving subcommittee milestones.

✓ **Liaison/Member**

Completes tactical items to reach subcommittee milestones; communicates the progress; and if necessary, requests assistance from fellow liaisons/members to complete a project.

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.

Awards (including Travel Grants)

Award Liaisons work on behalf of WE Local with the Society's Awards & Recognition Committee (ARC) to select WE Local Award Recipients. The Subcommittee assists with the following:

- Promotion of awards,
- Soliciting of up to three judges,
- Evaluating submissions,
- Writing and collecting segments of the Awards dinner script, and
- On-site support during Saturday evening's, WE Achieve Awards Ceremony.

Subcommittee Lead: Kim O'Rourke, FY19/20 LAB

LAB Member: Dian Nguyen, FY20/21 LAB

HQ Support: Trish Kolar (ARC) and Vanessa Velasco (WE Local)

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Collegiate Competition (CC)

CC Liaisons work alongside the LAB Collegiate Competition Subcommittee Lead to coordinate abstract, poster, and lightning talk portions of the Competition. The Subcommittee assists with the following:

- Promotion and collection of the Competition,
- Recruitment of online abstract and in-person judges,
- Review of online abstract submissions,
- On-site support for the judging/evaluation of posters and lightning talks, and
- Determination of Competition winners.

Subcommittee Lead: Jonna Gerken, FY20/21 LAB

LAB Member: Devyn Yates, FY20/21 LAB

HQ Support: Mackenzie Morgan

Floater

This Liaison supports the LHC in a variety of tasks and/or assigned duties specific to the Subcommittee or need of the group.

POC: LAB Chair or LHC Chair

HQ Support: Mackenzie Morgan or Vanessa Velasco, depends on your Host City

Marketing (including Volunteers)

Liaisons work alongside SWE HQ Staff to promote the content calendar to local sections and the WE Local Host City Facebook event page. Duties include:

- Writing blog and email copy,
- Posting to social media (pre-conference and on-site),
- Sharing marketing templates with LHC and Sections to encourage participation,
- Recruitment and status updates for on-site volunteers (non-LAB or LHC),
- And to have fun!

Subcommittee Lead: Vanessa Velasco, SWE Headquarters

Program

In collaboration with LAB Program Subcommittee Members and fellow LHC Program Subcommittee Liaisons, the agenda content aka Breakout Sessions start and end with the Program Subcommittee. Duties include:

- Promotion of Call for Participation (CFP) to network, employer, friends, etc.,
- Online individual evaluation of CFP submissions,
- Virtual team evaluation of CFP submissions,
- Review of Host City agenda including providing recommendations or changes,
- Selection of Niche Networking Breakfast Topics including hosting on-site event,
- Serve as back-up speaker (must meet SWE's CFP requirements).

Subcommittee Lead: Nicole Woodman, FY20 LAB Chair

LAB Member: Jenn Winikus, Adriana Porter and Steven Ulrich, all LABFY20/21

HQ Support: Vanessa Velasco, SWE Headquarters

Social

The Liaisons who bring the local flavor to WE Local with the WE Local's Friday night event, the WE Local Celebration including obtaining photos for the Host City's "Show Us Your SWE" slideshow which is on display throughout the conference.

Subcommittee Lead: Tori Morgan, LAB FY20/21

LAB Member: Kiera Kaufman, LABFY20/21

HQ Support: Mackenzie Morgan, SWE Headquarters

Sponsorship

This role is crucial to the development of the WE Local Career Fair as well as the Conference itself which is supported by local- and -national Partners. Duties include:

- Collection of prospects including (if possible) contact information for small- to -medium business partners and large corporations who are non-CPC,
- Drive the participation of sharing businesses from fellow Local Host Committee (LHC) members, and
- Provide “thank you” cards on behalf of the LHC to all participating Partners.

Subcommittee Lead: Monica Cutrone, SWE Headquarters

LAB Member: NA

SWENext DesignLab

At DesignLab, students participate in a Community Engagement Challenge where they present their work while parents and educators learn about how they can inspire young generations to pursue STEM. As the Liaison, you will:

- Assist with the promotion and marketing of SWENext DesignLab,
- Create connections with Local Section in the area to conduct Outreach programs, and
- Provide hands-on assistance while on-site.

Subcommittee Lead: Sabrena Lopez, SWE Headquarters

LAB Member: Carole Womeldorf



LOCAL

QUESTIONS?

Contact WE Local at welocal@swe.org or call the Society of Women Engineers at (312) 596-5223.