



# LOCAL STRUCTURE

# THE PARTNERSHIP

WE Local is a 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 as well as select Headquarters staff serve on Subcommittees in order to provide support to a variety of milestones for each conference.



# STAKEHOLDERS

WE Local is stakeholders include the **WE Local Advisory Board (LAB)**, **WE Local Host Committee (LHC)** and **SWE Headquarters (HQ)**. Learn about each of these committees including their responsibilities on the next few slides.

# 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 virtual meetings
- Participate in- or -lead a subcommittee
- Attend one face-to-face strategy meeting
- Actively participate in short- and long-term strategic objective 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. The LHC is made of (up to) 12 members who reside all over the United States and **serve on one of seven subcommittees**. The LHC assists on-site with event preparation, execution and tear down of their LHC conference.

## RESPONSIBILITIES

- Actively participate on one (1) Subcommittee as a Member (formerly known as a Liaison)
- Promote and share deadlines and WE Local happenings and deadlines
- Identify local companies and organizations for paid partnership opportunities
- Provide instant feedback along with improvements for the conference planning process
- Volunteer on-site as the Volunteer Coordinator for a minimum of two hours

# SWE Headquarters (HQ)

SWE HQ provides **logistical, marketing, and behind the scene Subcommittee and conference support** for the execution of WE Local North America conferences. From host city selection to conference evaluation, HQ ensures a consistent conference experience.

## RESPONSIBILITIES

- Executes and maintains all vendor and venue contracts, negotiations and communications
- Manages budget including projections and overall financing of the project
- Responsible for the development of marketing materials including promotion of the conference deadlines and promotions
- Supports all Subcommittees as well as Local Host Committees by providing HQ insights
- Nurtures the sales process as well as closing for all WE Local partnerships (also known as sponsorships)

# WE LOCAL ROLES

There are **five roles** a LAB, LHC and HQ Staff Member can serve on during their WE Local term. This includes the **Chair, Chair-Elect, Subcommittee Lead, Member** (formerly known as Liaison) and **HQ Support**. A quick description including the total number of roles per Committee/Board are noted on the next slides.

# Roles by the Numbers

## SWE Headquarters (HQ)

### Full-Time

- Manager (1)

### Project Basis

- Administrative Services
- DJG Marketing Agency
- Engagement
- Events Department
- Learning & Development
- Strategic Partnerships
- Student Outreach Programs

## WE Local Advisory Board (LAB)

### Roles

- Chair (1)
- Chair-Elect (1)
- Subcommittee Lead (4)
- Member (9)

### Subcommittees

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

## WE Local Host Committee (LHC)

### Roles

- Chair (1)
- Member (10-12)

### Subcommittees

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



# Roles Defined

## ✓ Chair

The Chair provides guidance and leadership to the WE Local Advisory Board or WE Local Host City.

## ✓ Subcommittee Lead

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

## ✓ Member

Members complete tactical tasks to reach subcommittee milestones. They communicate their progress to the LHC or LAB and when necessary, requests assistance from fellow members to complete a task.

## ✓ HQ Support

Up to three HQ Event Staff members support the WE Local Host Committees Chairs and Subcommittee Leads through their WE Local leadership journey. One Staff Member (the full time Manager) serves on the WE Local Advisory Board.

# SUBCOMMITTEES

SWE Headquarters Staff, the WE Local Advisory Board (LAB) and WE Local Host Committees (LHC) **not only serve on the Board or Committee** but also **support one of seven subcommittees**. Subcommittees assist with **completing tactical tasks** that have a **direct impact on conference milestones** for each WE Local conference. Some Subcommittees **support more than one** conference while others **will support all conferences**.

# Awards

The **Awards Subcommittee** coordinates with Awards and Recognition Committee to **evaluate WE Local Awards**. The Subcommittee **recruits judges** to evaluate awards and coordinates with headquarters (HQ) on **potential Host City specific awards**. They also **assist with the overall experience** of the WE Achieve Awards Ceremony

The WE Local Travel Grant was established to provide financial assistance to SWE members to attend WE Local conferences. The subcommittee **determines the appropriate application** criteria for who can receive a grant and is also tasked with **judging applications including selection recipients** against that criteria.

# Collegiate Competition (CC)

The WE Local Collegiate Competition Subcommittee assists with the **planning and execution of undergraduate and graduate competitions** for each WE Local conference.

The competition provides collegiate members with the opportunity to **present their research and receive feedback** while engaging with other SWE members.

The WE Local Collegiate Competition Subcommittee Members have the ever-important role of **connecting and engaging with collegiate sections and members**. As SWE continues to grow, it is essential to **facilitate opportunities** for collegiate and professional members to **network and learn** from each other.

# Floater

A Floater is **ready and prepared to assist** the WE Local Advisory Board and WE Local Advisory Board Chair **with tasks that are needing extra assistance**. As a Floater, you are eager to **apply your vast skills, knowledge and experience** to contribute **to a Subcommittee milestones/goals** of a WE Local North America conference.

# Marketing

The WE Local Marketing Subcommittee assists with the **promotion of conference deadlines and happenings** to internal and external stakeholders. Internal stakeholders include **local SWE Sections**, Local Host Committee Members and **personal and/or professional networks**. External stakeholders include **new businesses** and/or **organizations** that are new to SWE.

# Program

The Program Subcommittee is responsible for **providing feedback and guiding the breakout session programming** that is offered at WE Local North America conferences.

The Subcommittee reviews CFP (Call for Participation) submissions including **providing recommendations** to the final agenda. The Subcommittee is also responsible for **creating niche networking topics** for each conference's Local Niche Networking Hour. All tasks are aimed at **providing content for the diverse membership** of SWE.

# Social

The WE Local Social Subcommittee **assists the Local Host Committee** (LHC) Social Members in **defining the plans for the Saturday evening social networking event**, WE Local Celebration, held at each WE Local conference. Internal stakeholders include **Social Subcommittee Members**, Local Host Committee Members and Headquarters staff. External Stakeholders include those **attending the WE Local Conferences**.



# SWENext DesignLab

Coming soon!



# LOCAL

# QUESTIONS?

Contact WE Local at [welocal@swe.org](mailto:welocal@swe.org).