2021 WE Local CALL FOR PARTICIPATION (CFP)
REQUIREMENTS & BEST PRACTICES

Instructions

Speaker selection for any WE Local Conference is highly competitive. To improve your chances of being selected, closely follow the call for participation (CFP) guidelines as outlined in this document.

- Proposal question descriptions and best practices
- Each proposal is worth 35 points:

TITLE	5 POINTS
DESCRIPTION: FOCUSED & CONCISE	5 POINTS
DESCRIPTION: RELEVANT & APPEALING	5 POINTS
LEARNING OUTCOMES	5 POINTS
SPEAKER QUALIFICATIONS	5 POINTS
OVERALL CLARITY & GRAMMAR	3 POINTS
UNIQUE PERSPECTIVE	4 POINTS
RELEVANT TO SWE'S MISSION	3 POINTS
TOTAL AVAILABLE POINTS	**35 POINTS**

IMPORTANT DATES

- **CFP Opens:** August 15, 2020
- **CFP Closes:** Friday, October 9, 2020 at 11:59 p.m. ET, USA. This is the final date to make changes to your proposal.
- **WE Local Albuquerque | Notifications** November 23-25, 2020
- **WE Local Buffalo and Des Moines | Notifications** December 7-11, 2020

TIPS & BEST PRACTICES

- Be sure your proposal is submitted in its <u>final state</u> by Friday, October 9, 2020.
  - This is the date your proposal is shared with reviewers to score.
  - If accepted, this is also the content used in the WE Local app and publications.
- Focus on practical solutions, strategies, and/or techniques that learners can easily apply.
- Proposals are more likely to be selected if they do not include company names in the title and description as company names flag the session as a "sales pitch".
- Presenter Limits – to provide a diverse exposure to subject-matter-experts (SME), a speaker will only be selected for no more than two sessions.

1. ***PRIMARY CONTACT INFORMATION** (Not graded/ 0-point) **–** Provide the name and email address of the primary contact to receive communications about this specific proposal. Confirmations will be sent to this e-mail.
   - Name
   - Email

2. **HOSTING CITY*** (Not graded/ 0=point) – Which 2021 WE Local conference do you wish to submit a proposal for?
   - WE Local Albuquerque
   - WE Local Des Moines
   - WE Local Buffalo
   - I wish to speak at any 2021 WE Local North America conference. However, I understand no travel stipend/expenses are offered.

3. ***RECORDING CONSIDERATION** (Not graded/0-point) **–** Will you allow SWE to record your session to be used for a WE Local digital post-conference offering? The virtual offering will be offered online.
   - Yes
   - No

4. ***HIGH SCHOOL STUDENT CONTENT** (Not graded/0-point) – WE Local's new SWENext program invites high school student award finalists to attend a half day of breakout sessions. Could this proposal be considered for this audience?
   - Yes
   - No

5. ***DAY CONFLICTS** (Not graded/0-point) – Indicate any days that you are NOT available to present your session. SWE accommodates many schedules; therefore, **schedule change requests are not guaranteed after the speaker acceptance**.
   - Friday AM
   - Friday PM
   - Saturday AM
   - Saturday PM

6. ***SESSION PRESENTED BEFORE** (Not graded/0-point) – Has this session been presented at any SWE conference before? If yes, indicate which conference.

7. ***SESSION TITLE** (5-points) – The title is concise and captures interest.

8. ***SESSION DESCRIPTION** (10 points) – Session descriptions are evaluated based on:
   - (5-points) Being focused and concise (limit to 150 words)
   - (5-points) Relevant and interesting

9. ***LEARNING OUTCOMES** (5-points) – Learning outcomes describe what learners will be able to do after attending your session. Each session is evaluated based on the learning outcomes being <u>clearly stated and achievable with instruction</u>. Use the verbs below to write you session's learning outcomes by completing this sentence: After attending your session, **PARTICIPANTS WILL BE ABLE TO…:**
   - Learning outcome (1)
   - Learning outcome (2)
   - Learning outcome (3)
     (lightning talks do not require a third learning outcome)

*LEARNING OUTCOMES, continued next page

OTHER GRADED ITEMS

- CLARITY & GRAMMAR: All elements of the submission should be well-written, easy to understand and free of grammatical errors.

- UNIQUE PERSPECTIVE: It is common for SWE to receive multiple proposals on the same topic. Be sure your description shares your <u>unique</u> take on the subject matter.

- MISSION-RELEVANT: Your session should work to advance or be aligned with <u>SWE's mission</u>.

- CORRECT FORMAT SELECTED: The selected session format – lecture, panel or lightning talk – should be the most appropriate method for achieving the stated learning outcomes.

TABLE 1 - BLOOM'S TAXONOMY ACTION VERBS					
KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Arrange	Classify	Apply	Analyze	Arrange	Assess
Define	Convert	Change Choose	Appraise	Categorize	Choose
Describe	Describe	Demonstrate	Calculate	Combine	Compare
Duplicate	Discuss	Discover	Categorize	Compose	Conclude
Identify	Distinguish	Illustrate	Compare	Create	Contrast
List	Estimate	Modify	Contrast	Design	Describe
Memorize	Explain	Practice	Differentiate	Develop	Estimate
Name	Express	Predict	Examine	Devise	Evaluate
Outline	Locate	Prepare	Experiment	Explain	Explain
Recognize	Predict	Produce	Identify	Generate	Interpret
Recall	Rewrite	Solve	Illustrate	Plan	Relate
Reproduce	Review		Outline	Summarize	Predict

Learning Paths

TRACKS – **core content areas to empower women to achieve full potential in careers as engineers and leaders**

1. Advocacy & Outreach
2. Career Management & Development
3. Inclusion & Cultural Awareness
4. Technical Innovations
5. Self-Management & Development
6. Strategic Leadership

SPECIALIZED AREAS OF FOCUS – **content for specific audiences and areas of expertise**

1. Entrepreneurship
2. Late Career and Retirees (LCR)
3. Organizational Development
4. Small Business
5. STEM Reentry
6. SWE Leadership
7. Women in Academia
8. Women in Government & Military

LEARNING LEVELS – **the core content levels**

1. Foundational
2. Intermediate
3. Advanced

*TRACKS (Not Graded/0-point) – Select the track that most closely relates to the subject matter.

1. **ADVOCACY AND OUTREACH:** This track is inspired by SWE's strategic goal of advocacy; focusing on advocating for future generations of women in engineering and technology. Examples of topics include:
   - Participating in or leading advocacy efforts (influencing public policy, techniques for communicating with Congress, etc.).
   - Best practices for developing K-12 outreach programs that encourage and support girls to pursue careers in engineering.
   - Developing strategic partnerships involved in K-12 outreach and advocacy efforts.

2. **CAREER MANAGEMENT AND DEVELOPMENT:** This track examines tools and best practices to assist in managing and advancing careers in a variety of engineering industries. Examples include:
   - Resume and interview best practices, salary negotiations.
   - Techniques to manage various professional transitions.
   - Techniques for creating and maintaining successful professional relationships.

3. **INCLUSION AND CULTURAL AWARENESS:** This track is inspired by SWE's strategic goal of diversity and inclusion. Content address the challenges and opportunities that engineers face within the context of workplace culture and globalization. Examples of topics include:
   - Developing skills to be a more inclusive leader and team member to work effectively with others from diverse backgrounds.
   - Techniques and strategies to build and promote a culture of diversity and inclusion.
   - Research and approaches concerning workplace diversity and globalization.

4. **TECHNICAL INNOVATIONS:** Sessions in this track are given by technical experts, including but not-exclusive to SWE Technical Fellows. Technical Innovations topics share knowledge and recent advances in cutting-edge technologies, engineering crossovers, discipline evolutions and emerging techniques in diverse engineering specialties. Examples of topics include:
   - Artificial intelligence
   - Blockchain
   - Data science
   - Machine learning

5. **SELF-MANAGEMENT AND DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples of topics include:
   - Developing wellness strategies (personal care, balancing demanding work and personal schedules, etc.).
   - Self-reflection and assessment techniques to recognize strengths and weaknesses, seeking feedback from others, and learning from failure.
   - The importance of lifelong learning strategies and development.

6. **STRATEGIC LEADERSHIP:** This track focuses on how leaders shape the performance and success of organizations and SWE Sections and the needed leadership skills to meet the myriad of opportunities, challenges, and demands STEM leaders face. Examples of topics include:
   - Techniques to develop a greater capacity to grow and support people and teams.
   - Recognizing the importance of sponsorship.
   - Strategic thinking skills and building alliances.

*SPECIALIZED AREA OF FOCUS (Not graded/ 0-point) – Select the specialized area of focus for the specific audience or area of expertise of your session. Not all sessions will have a specialized area of focus; therefore, select an area of focus only if the content is intended for a specific audience type**.**

1. **N/A:** Select n/a if your session is for the general audience.
2. **ENTREPRENEURSHIP:** This focus area is for those interested in or actively involved in creating and maintaining new business ventures. Session may touch on (but are not limited to) themes like creating a startup team, business planning, raising venture capital, new venture structures, strategies for product marketing and licensing.
3. **LATE CAREER AND RETIREES (LCR)**: This area of focus provides conference programming and participation opportunities for and/or by the LCR demographic. It includes presentations for LCR participants on a broad range of topics. It also includes topics presented by LCR participants showcasing their career expertise and SWE legacy.
4. **ORGANIZATIONAL DEVELOPMENT:** This specialized content is used to identify techniques for organizational improvements and change.
5. **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.
6. **STEM REENTRY:** This content is intended to provide 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 are for both individuals reentering the workforce and organizations considering launching a program.
7. **SWE LEADERSHIP:** This focus area relates to topics on SWE governance and topics on SWE's leadership competency development for SWE leaders. Many of the presenters are active SWE leaders within their section and/or are members of SWE's leadership coaching committee (LCC).
8. **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.
9. **WOMEN IN GOVERNMENT AND MILITARY:** This area of focus examines various career paths and opportunities for women in government and the military.

TARGET LEARNING LEVELS (Not graded/ 0-point) – Select only one (1) target learning level for your session..

1. **FOUNDATIONAL**: Focus on awareness and factual recall; appropriate for those with limited experience (0-2 years) with the subject matter. Foundational level content often provides an introductory or basic understanding of the content areas.
2. **INTERMEDIATE**: Appropriate for those with experience (3 -9 years) with the content who are looking to build on and increase their knowledge of the identified content areas. Can indicate that the session will result in application or analysis of topics.
3. **ADVANCED**: Appropriate for those who have been actively applying the foundational and intermediate concepts and are looking to increase their expertise in the content areas. Advanced level content is often appropriate for those with 10-20 years' experience.

SESSION FORMAT

*SESSION FORMAT (0-points) – To adult learners, the delivery method is as important as the content. Select the format that provides the best learning experience to achieve the stated learning outcomes.

1. **LECTURE/WORKSHOP (30-60 minutes total)**: Lectures are the standard conference session type where subject matter experts (SME) present to group of 5 to 100 attendees.
2. **PANEL DISCUSSION (60 minutes; limited to 4 speakers plus one moderator):** Panels 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.
3. **LIGHTNING TALKS (short format – 15 minutes plus 5 minutes of Q&A; limited to two speakers):** a lightning talk is a short, thought-provoking presentation lasting 15 minutes with 5 minutes provided for Q&A. SWE typically schedules two- to -three lightning talks in a row – this grouping is called a block. Lightning Talks are arranged into blocks according to identified tracks.

SPEAKER QUALIFICATIONS

SPEAKER QUALIFICATIONS (5-points) – Provide the primary and secondary speaker information illustrating subject matter-expertise (SME). All speakers are evaluated based on the content submitted by the deadline.

Primary Speaker	Secondary Speaker
First Name:	First Name:
Last Name:	Last Name:
Credentials (related to the session topic)	Credentials (related to the session topic)
Job title:	Job title:
Current employer:	Current employer:
Years of experience in the proposed session: • 1-5 • 6-10 • 11-20 • 20+	Years of experience in the proposed session: • 1-5 • 6-10 • 11-20 • 20+
LinkedIn Profile URL:	LinkedIn Profile URL:
Country:	Country:
Email:	Email:
Mobile Number:	Mobile Number:
Bio (50-word limit) illustrating experience in the topic submitted.	Bio (50-word limit) illustrating experience in the topic submitted.