



2022 WE LOCAL CALL FOR PARTICIPATION (CFP) GUIDELINES

Albuquerque, New Mexico – February 25-26, 2022
Des Moines, IA – March 4-5, 2022
Buffalo, NY – April 8-9, 2022

REQUIREMENTS & BEST PRACTICES FOR SESSION ACCEPTANCES

The Society of Women Engineers (SWE) is committed to providing a safe, productive, and welcoming learning environment for all attendees, speakers, sponsors, organizations, and all others participating. The 2022 [WE LOCAL](#) session selection process was created to ensure effective programming and speaking opportunities are provided to empower attendees to succeed at every stage of their professional development.

INSTRUCTIONS: Speaker selection for the conference is competitive. Follow the guidelines as you complete your proposal and be sure to submit your session in the final state - - ready for the conference mobile app and publications.

AVAILABLE SESSION SCORES

TITLE	5 POINTS
DESCRIPTION - FOCUSED & CONCISE	5 POINTS
DESCRIPTION - RELEVANT & INTERESTING	5 POINTS
LEARNING OUTCOMES	5 POINTS
SPEAKER QUALIFICATIONS	5 POINTS
OVERALL CLARITY	3 POINTS
UNIQUE PERSPECTIVE	3 POINTS
RELEVANT TO SWE'S MISSION	3 POINTS
CORRECT FORMAT SELECTED	1 POINT
TOTAL AVAILABLE POINTS	35 POINTS

IMPORTANT DATES
▪ CFP Opens: September 7, 2021
▪ CFP Closes: October 29, 2021
▪ CFP Reviews Begin: November 9, 2021
▪ CFP Reviews End: November 29, 2021
▪ Speaker Acceptances Due: December 21, 2021

→ SWE prioritizes diversity in our selection process and encourages participation by speakers from backgrounds that are underrepresented in engineering and technology.

→ SWE is actively looking for and encourages you to submit intermediate and advanced level content.

TIPS & BEST PRACTICES

- Proposals that present a unique perspective with clear takeaways are preferred. It is common for SWE to receive multiple proposals on the same topic, so be sure your session shares your unique take.
- Your proposal should be submitted in its final state by Friday, October 29, 2021, when the CFP closes.
- All elements of the submission should be easy to understand, and free of errors.
- 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 organization 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 one session.

ACCESSING THE PORTAL

- Access the [online portal](#) to submit your session proposal.
- For questions regarding navigating the application, troubleshooting errors, or resetting a password, contact John Hinch at jhinch@omnipress.com.

HOSTING CITY:

HOSTING CITY* (NOT GRADED/0= POINT) – WHICH 2022 WE LOCAL CONFERENCE DO YOU WISH TO SUBMIT A PROPOSAL FOR?

- 2022 WE Local Albuquerque
- 2022 WE Local Des Moines
- 2022 WE Local Buffalo
- I wish to speak at any of the above mentioned 2022 WE Local conferences.
I understand no travel stipend/expenses are offered.

Questions with an asterisk () are required*

CONTACT & SPEAKER INFORMATION

1. * PRIMARY CONTACT INFORMATION (0-point) – Provide the name and email address of the primary contact to receive communications. Confirmations and all future communications will be sent to this email address through the date of the conferences.
 - Name
 - Email
 - Organization Name
2. * SPEAKER QUALIFICATIONS (5-points) – Complete the speaker questions for each speaker. Be sure to illustrate subject matter-expertise related to the topic of the session.

Primary Speaker	Secondary Speaker
First Name:	First Name:
Last Name:	Last Name:
Credential:	Credential:
Current Job Title:	Current Job Title:
Current Employer:	Current Employer:
Email:	Email:
Mobile Number:	Mobile Number:
Is the person a SWE member?	Is the person a SWE member?
Gender: <ul style="list-style-type: none"> ▪ Woman ▪ Man ▪ Nonbinary ▪ Another option not listed ▪ Prefer not to answer 	Gender: <ul style="list-style-type: none"> ▪ Woman ▪ Man ▪ Nonbinary ▪ Another option not listed ▪ Prefer not to answer
City:	City:
Country:	Country:
Years of experience relating to the session: <ul style="list-style-type: none"> ▪ 1-5 ▪ 6-10 ▪ 11-20 ▪ 20+ 	Years of experience relating to the session: <ul style="list-style-type: none"> ▪ 1-5 ▪ 6-10 ▪ 11-20 ▪ 20+
LinkedIn Profile URL:	LinkedIn Profile URL:
Bio (75-word limit): Include any information that supports why this presenter brings a unique perspective to the topic.	Bio (75-word limit): Include any information that supports why this presenter brings a unique perspective to the topic.
Public speaking and presentation experience: <ul style="list-style-type: none"> ▪ Novice 	Public speaking and presentation experience: <ul style="list-style-type: none"> ▪ Novice

<ul style="list-style-type: none"> ▪ Intermediate ▪ Advanced ▪ Expert 	<ul style="list-style-type: none"> ▪ Intermediate ▪ Advanced ▪ Expert
<p>Accessibility: Please note if the speaker requires any special modifications or accessibility accommodations to fully participate.</p>	<p>Accessibility: Please note if the speaker requires any special modifications or accessibility accommodations to fully participate.</p>

SESSION LOGISTICS

3. * **RECORDING AGREEMENT (0-point)** - Do you agree to allow SWE to record your session (either in real-time or for future viewing)?
 - Yes
 - No
4. * **SCHEDULE CONFLICTS (0-point)** – Indicate if there are days that you are NOT available to present your live session during the conference Friday and Saturday dates for each conference.
 - Friday AM
 - Saturday AM
 - I am available during all times.
 - Friday PM
 - Saturday PM
5. * **FORMAT (1-point)** - Select the session format that provides the appropriate time and best learning experience to achieve the learning outcomes.
 - **LISTEN & LEARN LECTURE (60 min. total with a 45-min. lecture plus 15 min. Q&A):** lectures are the standard conference session type where subject-matter-experts (SMEs) present to as many as 100+ attendees, so there are minimal group discussions. Limited to two speakers.
 - **ENGAGED EXCHANGE PANEL DISCUSSION (60 min. total with a 45 min. discussion and 15 min. Q&A):** panels are designed to provide opportunities to learn from multiple subject-matter-experts (SMEs) on past experiences and personal views on identified topics. Limited to 4 speakers plus one moderator.
 - **SNAP SESSIONS (formerly known as lightning talks) (short format – 15 min. plus 5 min. of Q&A):** snap sessions are short, thought-provoking sessions. SWE typically schedules 2-3 snap sessions in a row – this grouping is called a block, arranged according to themes. Limited to two speakers.

SESSION CONTENT INFO

6. * **TITLE (5-points)** – The title is evaluated on it being concise and capturing interest (limit to 10 words).
7. * **DESCRIPTION (10 points)** – The session description is evaluated based on:
 - (5-points) Being focused and concise (limit to 150 words)
 - (5-points) Being relevant and interesting
8. * **LEARNING OUTCOMES (5-points)** – Learning outcomes are measurable statements that describe what attendees should be able to do after participating in your session. Each session is evaluated based on the learning outcomes being clearly stated and achievable with instruction. Use the verbs below to write your session’s learning outcomes.
 - Learning outcome (1)
 - Learning outcome (2)
 - Learning outcome (3) (15 min. sessions do not require a third learning outcome)

TABLE 1 - Bloom's Taxonomy Action Verbs					
KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Define	Classify	Apply	Analyze	Categorize	Assess
Describe	Describe	Change	Appraise	Compose	Compare
Duplicate	Discuss	Demonstrate	Calculate	Create	Conclude
Identify	Estimate	Illustrate	Categorize	Design	Contrast
List	Explain	Modify	Compare	Develop	Evaluate
Name	Express	Practice	Contrast	Devise	Interpret
Outline	Predict	Prepare	Examine	Plan	Relate
Recognize	Review	Solve	Outline	Summarize	Predict

LEARNING PATHS

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

1. Advocacy and Outreach
2. Career Management & Development
3. Diversity, Equity, & Inclusion (DEI)
4. Technical Innovations
5. Self-Management & Development
6. Strategic Leadership

KEYWORDS –the keywords help identify the specific technological topic(s) being addressed by the session.

LEARNING LEVELS – content is identified based on attendees' and speakers' experience with the topic.

1. Foundational
2. Intermediate
3. Advanced

9. * **TRACKS (0-point)** - Select the track that most closely relates to the subject matter of your session.

01. 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.

02. 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 of topics include:

- Resume and interview best practices, salary negotiations.
- Techniques to manage various professional transitions.
- Techniques for creating and maintaining successful professional relationships.
- Techniques to develop a greater capacity to grow and support people and teams
- Recognizing the importance of mentoring, sponsorship, strategic thinking, and building alliances.

03. DIVERSITY, EQUITY, AND INCLUSION: This track is based on SWE's vision of a world with gender parity and equality in engineering and technology. Topics within this track focus on removing barriers, biases, and obstacles within the profession and promoting inclusive environments.

- *Examples of topics include:*
- Tools to be inclusive leaders and team members.
- Techniques to build and promote a culture of diversity, equity, and inclusion.
- Approaches for global diversity practices.
- Leveraging intersectionality in the workplace.

04. TECHNICAL INNOVATIONS: Sessions in this track are given by technical experts. 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

05. 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.

06. 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.

10. * KEYWORDS (required for sessions within the Technical Innovations track only) (0-point) – Select 1-2 keywords that most closely describe your session topic. (0-point).

- Additive Manufacturing & 3D Printing
 - Advanced Mobility Solutions
 - Artificial Intelligence
 - Automation
 - Block Chain
 - Cloud Computing
 - Data Analytics
 - Deep Learning
 - Embedded Systems
 - Emerging Technologies and Innovation
 - Energy Transition & Sustainability
 - Internet of Things
 - Machine Learning
 - Mobile & Smart Devices
 - Robotics
 - Semiconductor
 - VLSI
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11. * LEARNING LEVELS (0-point) - Select the learning level most appropriate for your session based on your level of experience with the content.

01. Foundational: appropriate for those with limited experience (0-2 years) with the subject matter and often introduces subject matter; content focuses on awareness and factual recall.

02. Intermediate: intermediate content builds on existing knowledge attendees already have, appropriate for those seeking to build upon their existing knowledge with the content. Often, sessions provide learning outcomes that can be applied to attendees' work or professional lives. Appropriate for those with 3-9 years' experience.

03. Advanced: appropriate for those looking to implement new content and programs because they have experience applying the foundational and intermediate concepts. Advanced level content is often appropriate for those with 10-20 years' experience.

NOTICE FOR ALL SPEAKERS

- **All WE Local speakers are volunteers who provide their expertise and time at no cost to the Society.**
- **If accepted, speakers will be provided with a discount code for registration.**
- **Keynote Speakers are not selected through the 2022 WE Local CFP platform.**

For any questions about the WE Local conference, contact welocal@swe.org