2023 WE LOCAL CALL FOR PARTICIPATION (CFP) GUIDELINES

Detroit, MI – February 17-18, 2023
Hartford, CT – March 3-4, 2023
Seattle, WA – March 31-April 1, 2023

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 2023 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.

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.

INSTRUCTIONS: Answer each using the CFP Guidelines described below. You have 60 minutes to complete your submission in the WE Local online portal. For questions regarding navigating the application, troubleshooting errors, or resetting a password, please contact CATALYST Technical Support.

TOTAL AVAILABLE POINTS	
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	1 POINT
TOTAL AVAILABLE POINTS	35 POINTS

IMPORTANT DATES
▪ CFP Opens: August 15, 2022
▪ CFP Closes: October 17, 2022
▪ CFP Reviews: November 1- December 15, 2022
▪ CFP Notifications: December 5, 2022
▪ Speaker Acceptances Due: December 21, 2022

TIPS & BEST PRACTICES

- **AVOID THE NUMBER ONE COMPLAINT** – The number one complaint is that session content does not match the description and learning outcomes; therefore, take time to finalize session content before submitting your proposal.
- **SWE PRIORITIZES DIVERSITY** – We encourage participation by speakers from backgrounds that are underrepresented in engineering and technology.
- **SEEKING INTERMEDIATE & ADVANCED TOPICS** – SWE is actively looking for and encourages you to submit intermediate and advanced level content.
- **MERGE SESSIONS** – It is common for SWE to receive multiple proposals on the same topic, so be sure your session has a unique perspective. If not, speakers may be asked to merge their session with another session with the same topic.
- **SUBMIT SESSION IN FINAL STATE** – Changes cannot be made once the CFP closes.
- **BIAS-FREE LANGUAGE** – Use bias-free language as articulated by the American Psychological Association; See the Publication Manual of the American Psychological Association style, 7th edition, Chapter 5 for tips about how to reduce bias.

- **ASK FOR REVIEWERS** – Ask an experienced person to review your proposal to ensure it is clear, concise, and enticing.
- **PRESENTER LIMITS** – To provide a diverse exposure to speakers, a speaker will only be selected for one session (panel discussions may present special cases).
- **NO SALES PITCHES** – Proposals are more likely to be selected if they do not include organization names because it flags the session as a "sales pitch."
- **FOCUS** – Focus on practical solutions, strategies, and/or techniques that learners can easily apply.

Questions with an asterisk (*) are required

HOSTING CITY

1. *HOSTING CITY (0= point) – Which 2022 WE Local conference do you wish to submit a proposal for?
   - WE Local Detroit
   - WE Local Hartford
   - WE Local Seattle
   - I can speak at WE Local Detroit, Hartford, or Seattle and, I understand no travel stipend/expenses are offered.

CONTACT & SPEAKER INFORMATION

2. * **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 April 2023.
   - Name
   - Email
   - Organization Name

3. * **SPEAKER DEMOGRAPHICS & 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:
Pronouns:	Pronouns:
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?
What racial or cultural group does the speaker belong to? - Black or African - East Asian - Indigenous/Native/Aboriginal - Hispanic or Latino/Latina/Latinx - Middle Eastern - Multiracial (Two or More Races) - Pacific Islander - South Asian - Southeast Asian - West Asian	What racial or cultural group does the speaker belong to? - Black or African - East Asian - Indigenous/Native/Aboriginal - Hispanic or Latino/Latina/Latinx - Middle Eastern - Multiracial (Two or More Races) - Pacific Islander - South Asian - Southeast Asian - West Asian

Updated 14 September 2022

- White - Unlisted (please specify) - I prefer not to Answer	- White - Unlisted (please specify) - I prefer not to Answer
What is your gender identity? - Woman - Man - Nonbinary - Another option not listed - Prefer not to answer	- What is your gender identity? Woman - Man - Nonbinary - Another option not listed - Prefer not to answer
City:	City:
Country:	Country:
Years of experience relating to the session content: 1-5 6-10 11-20 20+	Years of experience relating to the session content: 1-5 6-10 11-20 20+
LinkedIn Profile URL:	LinkedIn Profile URL:
Bio (150-word limit): Written in third person, include speaker experience illustrating expertise in the session topic.	Bio (150-word limit): Written in third person, include speaker experience illustrating expertise in the session topic.
What is speaker 1 skill level with presenting content to groups of people? - Novice: no experience giving presentations - Advanced Beginner: limited experience giving presentations - Competent: experienced in giving presentations - Proficient: experienced in giving engaging presentations appropriate for all attendee levels - Expert: experience training others on giving effective presentations	What is speaker 2 skill level with presenting content to groups of people? - Novice: no experience giving presentations - Advanced Beginner: limited experience giving presentations - Competent: experienced in giving presentations - Proficient: experienced in giving engaging presentations appropriate for all attendee levels - Expert: experience training others on giving effective presentations
Speaker Photo: Submit a photo of the speaker that can be used if the session is accepted. Rename the photo to speakers first and last name.	Speaker Photo: Submit a photo of the speaker that can be used if the session is accepted. Rename the photo to speakers first and last name.
Sample Video: Submit a video (max. 90 seconds for sessions w/ one speaker and 180 seconds for seconds w/ more than one speaker) to pitch the presentation topic. The video should briefly introduce why the topic will be interesting for attendees and demonstrate the speaker's comfort with public speaking. Alternatively, you may submit a sample video from a past speaking event, conference, or meeting. The video may be submitted via link or file upload.	
Accessibility: What, if any, speaker accommodations are needed to fully participate?	Accessibility: What, if any, speaker accommodations are needed to fully participate?

SESSION LOGISTICS

4. * **SESSION PRESENTED BEFORE** (0-points – Yes/No) – Has this session been presented before at any SWE conferences? If yes, indicate which conference(s). Select all that apply. SWE will examine the session attendance and the overall survey results to determine if the session should be accepted.

- ▪ WE22
- ▪ WE21
- ▪ WE20
- ▪ 2022 WE Local
- ▪ 2021 WE Local
- ▪ 2020 WE Local

5. * **RECORDING AGREEMENT** (0-point) - Do you agree to allow SWE to record your session for future viewing?
   - ▪ Yes
   - ▪ No

6. * **SCHEDULE CONFLICTS** (0-point) – Indicate if there are days that you are NOT available to present your live session during the conference (applies to all three cities).
   - ▪ Friday AM
   - ▪ Friday PM
   - ▪ Saturday AM
   - ▪ Saturday PM
   - ▪ I am available during all times.

7. * **FORMAT** (1-point) - Select the session format that provides the appropriate time and best learning experience to achieve the learning outcomes.
   - ▪ **LISTEN & LEARN LECTURE** (45 min. total with a 30-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): panel discussions designed to provide opportunities to learn from multiple subject-matter-experts on their experiences and 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

8. * **TITLE** (5-points) – The title is evaluated on it being concise and capturing interest (limit to 10 words).

9. * **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
   - ▪ In 150 words or less, describe: (1) What the topic is and why it's important; (2) What the purpose of the session is; and (3) What will be included in the session. Remember that not everyone works in the same industry and should not assume that the reader is familiar with all technical terms, acronyms, etc.

10. * **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

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

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

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

- Foundational
- Intermediate
- Advanced

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* 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.

03. **DIVERSITY, EQUITY, INCLUSION, & BELONGING:** 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 topic 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.

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* **LEARNING LEVELS** (0-point) **-** Select the learning level most appropriate for your session based on speakers' 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 2023 WE Local CFP platform.

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