

2024 WE LOCAL U.S. CALL FOR PARTICIPATION (CFP) GUIDELINES

In Spring 2024, the Society of Women Engineers (SWE) will offer three WE Local events in the United States: Las Vegas, Baltimore, and Wichita. We at SWE are committed to making these U.S. WE Local events – like all our programming – a safe, welcoming, and productive learning environment for all participants. Our goals in this **WE Local U.S. Call for Participation (CFP)** are: to ensure effective programming and speaking opportunities are provided, and to empower attendees to succeed at every stage of their professional development.

IMPORTANT DATES FOR ALL U.S. WE LOCAL EVENTS

- CFP Opens: **September 29, 2023**
 - CFP Closes: **November 7, 2023**
 - Review: **November 8 – December 1, 2023**
 - Speaker Notifications: **December 22, 2023**
 - Speaker Acceptance Due: **January 20, 2024**
 - Backup Session Notifications: **January 29, 2024**
 - Backup Acceptance Due: **February 5, 2024**
 - Speaker Updates Due: **Two weeks before your WE Local event**
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- **WE Local, Las Vegas, Nevada: February 23-24, 2024**
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- **WE Local, Baltimore, Maryland: March 1-2, 2024**
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- **WE Local, Wichita, Kansas: March 15-16, 2024**

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SCORING RUBRIC

Sessions submitted to the US WE Local Call for Participation (CFP) are scored as follows:

SCORING RUBRIC	
TITLE - CONCISE & INTRIGUING	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	35 POINTS

TIPS & BEST PRACTICES

TIPS & BEST PRACTICES

- **PREPARE YOUR SUBMISSION IN ADVANCE** – Read this guide in its entirety and collect all your session information and speaker information before beginning the submission process.
- **AVOID THE NUMBER ONE COMPLAINT** – The number one complaint from session attendees 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.”

HOW TO SUBMIT A SESSION PROPOSAL FOR WE LOCAL 2024 US

Access the [online Cadmium submission portal](#) to submit your session proposal. The sections and questions below closely mirror the application content within the Cadmium portal.

CFP submission deadline = October 31, 2023, 11:59pm ET.

Video walkthrough of how to submit = <https://youtu.be/HmSpF1BD6bE?si=zqdYKY1LwtNtzs5l>

Questions with an asterisk (*) are required

BASIC INFO (“SESSION ABSTRACT” PAGE)

1. * **TITLE** (5-points) – The title is evaluated on being concise and capturing interest (limit to 10 words).
2. * **FORMAT** (1-point) - Select the session format that provides the appropriate time and number of speakers, and the best learning experience to achieve the learning outcomes.
 - **LISTEN & LEARN LECTURE** (30-minute lecture plus 15-minute audience Q&A): Lectures are the standard conference session type where subject-matter experts present to attendees with minimal on-stage group discussions. Must have minimum 1 and maximum 2 speakers.
 - **ENGAGED EXCHANGE PANEL** (45-minute panel discussion + 15-minute audience Q&A): This format is ideal for panel discussions. Panels provide opportunities to learn from multiple subject-matter experts. Must have 1 moderator + 2-4 speakers, i.e., 3-5 presenters total.
 - **SNAP SESSION** (15-minute presentation plus 5-minute audience Q&A): Snap Sessions are short and thought-provoking. SWE typically schedules 2-3 snap sessions in a row, arranged according to themes. Must have minimum 1 and maximum 2 speakers.

SESSION SPECIFICATIONS

1. * **WE LOCAL EVENT** (0-point) - Which WE Local US event are you applying to? Select all that apply. If your session is selected, it will be **selected for only one WE Local** event. Please note that **SWE does not reimburse travel expenses** nor offer any stipends or speaker fees for CFP sessions.
 - WE Local in Las Vegas, Nevada, February 23-24, 2024
 - WE Local in Baltimore, Maryland, March 1-2, 2024
 - WE Local in Wichita, Kansas, March 15-16, 2024
2. * **TRACK** (0-point) - Select the track that most closely relates to the subject matter of your session.
 - 1. **CAREER DEVELOPMENT**: This track examines tools and best practices to assist in managing and advancing careers in engineering and technology. Examples include:
 - Resume and interview best practices and salary negotiations.
 - Techniques to manage professional transitions.
 - Techniques for creating and maintaining successful professional relationships.
 - 2. **DIVERSITY, EQUITY, INCLUSION, & BELONGING (DEIB)**: 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.
3. **TECHNICAL INNOVATIONS:** This track evaluates new trends in engineering technology, including disruptive technologies. Sessions in this track are given by technical experts. See the keywords in the following section for examples of technical content included in the conference.
4. **SELF-MANAGEMENT AND STRATEGIC LEADERSHIP:** This track addresses topics to improve and grow personally as well as how leaders shape the performance and success of their organizations. Participants will develop new skills and hone existing skills that will prepare them to be more effective leaders. Examples of topics include:
- i. Best practices for developing and maintaining wellness strategies.
 - ii. Self-reflection and assessment techniques to recognize strengths and opportunities for improvements, seeking feedback from others, and learning from failure.
 - iii. Techniques to develop a greater capacity to grow and support people and teams.
 - iv. Recognizing the importance of mentoring and sponsorship.
 - v. Approaches to effectively influence others and build alliances.
3. * **LEARNING LEVEL** (0-point) - Select the learning level most appropriate for your session based on your level of experience with the content.
- 1. **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.
 - 2. **INTERMEDIATE:** builds on existing knowledge, appropriate for those seeking to expand upon existing knowledge or experiences. Appropriate for audiences with 3-9 years of experience.
 - 3. **ADVANCED:** for those with nearly ten years of experience applying foundational and intermediate concepts and looking to implement new content and programs. Advanced level content is often appropriate for audiences with 10-20 years of experience.
4. * **SESSION PRESENTED BEFORE** (0-point) - Has this session been presented at any previous WE Local or WE Annual events? Select all that apply.
- WE23
 - WE Local 23
 - WE22
 - WE Local 22
 - WE21
 - WE Local 21
 - WE20
 - WE Local 20
 - WE19
 - WE Local 19
 - WE18
 - WE Local 18
 - Session has not been presented at previous WE events

5. * **SCHEDULE CONFLICTS** (0-point) – Please enter any times when the speaker(s) are **NOT** available to present this session.

All schedule requests are due at the time of submission. SWE does not guarantee that we will be able to accommodate new schedule requests apart from those submitted here.

- Friday AM
- Friday PM
- Saturday AM
- Saturday PM
- Speaker(s) available at all times

6. * **PRIMARY CONTACT INFORMATION** (0-point) - **EXTREMELY IMPORTANT!** Enter the email address for the Primary Point of Contact for this session. This is who will receive the notification whether this session is accepted for presentation at WE Local 2024. Therefore this should be a working email address which is actively monitored.

Make note of the email address entered here, and ensure that the person checking this email is monitoring their inbox for the WE Local status notification circa late December 2023.

7. Additional Contact (optional) - Enter a second email address to receive the notification whether this session is accepted for presentation at WE Local 2024.

8. Additional Contact (optional) - Enter a third email address to receive the notification whether this session is accepted for presentation at WE Local 2024.

9. Additional Contact (optional) - Enter a fourth email address to receive the notification whether this session is accepted for presentation at WE Local 2024.

10. Additional Contact (optional) - Enter a fifth email address to receive the notification whether this session is accepted for presentation at WE Local 2024.

SESSION DESCRIPTION

1. * **DESCRIPTION** (10 points) – In 150 words or less, describe: (1) What the topic is and why it's important; (2) What is the purpose of the session; and (3) What will be included in the session.

Remember that not everyone works in the same industry. Do not assume that the reader is familiar with all technical terms, acronyms, etc.

The session description is evaluated based on:

- (5-points) Being focused and concise (limit to 150 words)
- (5-points) Being relevant and interesting

(CONTINUED BELOW)

LEARNING OUTCOMES

1. *** 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 a verb from the table below to start each of your learning outcomes.

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

Each learning outcome must **begin with a verb**. Examples of well-written learning outcomes include: "Identify the basic principles of data science" or "Describe useful conflict resolution techniques."

Listen & Learn Lectures and Engaged Exchange Panels require 3 Learning Outcomes.

Snap Sessions must submit minimum 2 and maximum 3 learning outcomes.

- * Learning outcome (1)
- * Learning outcome (2)
- Learning outcome (3) (Required for Lectures and Panels, optional for Snap Sessions)

VIDEO PITCH

1. (optional) **VIDEO PITCH** - Submit a new video (maximum 90 seconds) pitching the topic and demonstrating the public speaking expertise of the speaker(s). Alternatively, you may submit a sample video from a past speaking event, conference, or meeting. Videos may be submitted as a file upload only.

NOTE: Video upload is optional, but the Video Task in the Cadmium submission portal is required. To complete the required Video Task in Cadmium, click into the Video Task, then either upload a video, or click the checkbox to "Opt out of uploading files" if you do not wish to upload a video.

SPEAKER INFORMATION

1. *** SPEAKER INFORMATION** - Submit the following information for each proposed speaker. Additional information fields are optional.

(Listen & Learn Lectures must have minimum 1 and maximum 2 speakers.

Engaged Exchange Panels must have 1 moderator + 2-4 speakers, i.e., 3-5 presenters total.

Snap Sessions must have minimum 1 and maximum 2 speakers.)

- First and last name
- Email address
- Role in this Session
 - i. Listen & Learn Lectures and Snap Sessions have only the “Speaker” role available
 - ii. Engaged Exchange Panels require 1 presenter designated in the “Moderator” role, plus minimum 2 and maximum 4 other presenters designated in the “Speaker” role

- Phone number
- City and country
- Title/position
- Company/organization
- Gender (includes Prefer Not To Answer option)
- Racial or cultural group (includes Prefer Not To Answer option)
- Member of the LGBTQ+ community? (include Prefer Not To Answer option)
- Years of experience on session topic
 - i. 1-5
 - ii. 6-10
 - iii. 11-15
 - iv. 16-20
 - v. 20+
- Public speaking level
 - i. Novice
 - ii. Advanced Beginner
 - iii. Competent
 - iv. Proficient
 - v. Expert
- Any accessibility requirements?
- Is this speaker a SWE Member?
- Is this speaker a member of any SWE Affinity Groups? Check all that apply.
- Speaker bio (maximum 150 words) – Bio should be written in third person and should use complete sentences. (e.g., “Jane Doe is an experienced mechanical engineer who currently works as Project Lead at PublicTransit4All in Fictionville, Kansas.” etc.) **IMPORTANT:** Bio should include speaker experience illustrating expertise in the session topic.
- Speaker photo

OPTIONAL EDITS + HOW TO WITHDRAW AN ABSTRACT

While logged into Cadmium, click into your existing abstract submission. Near the top there is a bar that says Home > Abstract > Task List. Click Abstract. There you can edit the Title or Session Type (Lecture / Panel / Snap), or withdraw the session by clicking the Abstract Status Dropdown menu, then selecting Withdrawn.

SPEAKER NOTICE

NOTICE FOR ALL SPEAKERS

- All WE Local speakers are volunteers who provide their expertise and time at no cost to SWE.
- If accepted, speakers will be provided with a discount code for registration.
- For any general questions about the WE Local conferences, contact SWE at welocal@swe.org. For any specific questions about the Cadmium portal or how to submit to the WE Local 2024 CFP, contact SWE at cfp@swe.org

FAQs

FREQUENTLY ASKED QUESTIONS

1. Can I submit more than one proposal?

Yes. To provide opportunities to as many people as possible, SWE tends not to accept more than one session per person. However, submitting multiple proposals may increase your chances of being selected.

2. Does WE Local accept speakers who do not identify as women?

Yes. We accept submissions from all gender identities and encourage submissions from groups that are underrepresented in engineering and technology.

3. Can an author submit the same proposal under different tracks?

No. If the proposal is better suited for a different track, the reviewers will notate that recommendation during the review process. Submissions with duplicate titles and descriptions will not be considered.

4. How do I participate in the Poster Competition?

The Poster Competition has a different call for participation process. Visit welocal.swe.org or contact us at welocal@swe.org to learn more about the Poster Competition.

5. Do speakers need to be SWE members?

Speakers do not need to be a SWE member to submit a proposal or speak at the conference.

6. How do I submit a keynote presentation proposal?

Keynote speakers are selected through a separate process – distinct from the CFP process – which usually occurs about one year before the event. Please visit welocal.swe.org to learn more about the keynote speaker nomination process.

7. Does SWE offer an honorarium to speakers who are selected through the CFP submission process?

No. Speakers selected through the CFP submission process must self-fund their travel, lodging, and all other expenses. SWE does not reimburse costs or offer any stipends or speaker fees. However SWE does provide a discount code to all speakers selected through the WE Local CFP, which allows discounted registration for their WE Local event.