

2017

***Society of Women Engineers***

Region D Conference and Section Awards  
Submission Instructions





## General Information

Inside this packet you will find information and eligibility requirements for Region D Conference Awards. Each award has specific selection criteria and submission requirements. Some awards are only applicable to either collegiate or professional sections. Not all awards will receive a cash prize.

The selection criteria and submission requirements for the Section Awards are defined to reflect the National SWE Awards. The intent is that completing a submission for the Region Awards will properly align the Sections to submit an application for the National Awards.

For information or specific questions on the Region D Conference Awards, please contact the Region D Award Program Coordinator at [SWERegionDAwards@gmail.com](mailto:SWERegionDAwards@gmail.com).

## How to Complete the Submission

Follow these steps to successfully complete a nomination package:

- Use the 'Award Guide' to select the award.
- Verify that the individual or section meets the 'Selection Criteria' requirements.
- Complete the submission requirements listed in each award outline below.
- Submit the submission requirements via email or share via Google Drive or DropBox to [SWERegionDAwards@gmail.com](mailto:SWERegionDAwards@gmail.com)
- Submit by the deadline: **Friday, February 10, 2017 at 11:59pm**

Important Information:

1. All packages are to be submitted electronically.
2. You will receive an email acknowledging the submission within 2 days.
3. Incomplete submissions or submissions that do not follow the submission process or requirements will be disqualified.

## Notifications & Feedback

Recipients for the 2016 SWE Region D Conference and Section Awards will be announced and presented at the Formal Dinner on Saturday, March 11, 2017 during Region Conference in Atlanta, GA.

To request feedback after the conference, please send an email to the Region D Awards Program Coordinator at [SWERegionDAwards@gmail.com](mailto:SWERegionDAwards@gmail.com)



## AWARDS GUIDE

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### **Conference Awards**

#### **Diamond Awards – Recognition at Dinner for all submissions – Two \$50 Cash Prizes**

The Diamond Awards will recognize one outstanding members nominated by each Collegiate and Professional Section at the formal banquet and awards ceremony. Two cash awards will be presented during the awards ceremony to one Collegiate and one Professional member who best exemplify the engineering profession through leadership and service as judged by the selection committee from submitted nominations.

#### **Poster Competition – Two \$25 Cash Prizes**

The poster competition is open to Professional and Collegiate Sections and individuals. There will be two categories for the posters: one based on the conference theme of “Growing Together,” and the second based on technical research. Digital posters or abstracts will be submitted prior to the conference, and the top 10 submissions will be notified to bring their posters to the conference. One prize will be awarded for the top poster in each category at the formal banquet and Awards Ceremony.

#### **Scrapbook Award – One \$25 Cash Prize [Collegiate Only]**

This award will be presented to the Collegiate Section with the best section scrapbook.

#### **Social Media Competition – Two \$25 Cash Prizes**

This award will recognize one Professional and one Collegiate Sections that demonstrates the most successful use of Social Media such as Facebook, LinkedIn, Instagram, etc....

#### **Graduating Members – Recognition at Dinner**

Outgoing seniors will be recognized at the formal banquet and awards ceremony based on the information submitted on their conference registration form.

#### **Anniversaries (Membership & Charter) – Recognition at Dinner**

Collegiate and Professional Section Anniversaries will be recognized at the formal banquet and awards ceremony.

### **Section Awards**

#### **Communications Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section that have developed the best communications program to inform and develop its members and the general public. The sections successfully embraces communications in all forms, including brochures, web pages, newsletters, blogs, podcasts, social media, CD’s, etc.

#### **Collegiate to Career (C2C) Award – One \$50 Cash Prizes (Collegiate Only)**

This award will recognize the Collegiate section who has the best program for encouraging on-going collegiate involvement throughout college as well as encouraging graduating collegiate to stay involved with SWE as they transition to professional status.

#### **Collegiate Transition Award – One \$50 Cash Prizes (Professional Only)**

This award will recognize the Professional section who has the best collegiate transition program and sponsors the largest number of paid collegiate transitions by June 30<sup>th</sup> of the current fiscal year.



**Employee Resource Group (ERG) Award (Professional Only)**

This award will recognize one Professional section that demonstrates the best partnerships with one or more employee resource groups (ERGs) that mutually benefits both parties.

**Membership Recruitment Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section demonstrating the most successful membership recruitment programs.

**Membership Retention Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section demonstrating the most successful membership retention programs.

**Outreach Event/Series Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section that has an outstanding outreach event/series.

**Outreach MOU Partnership Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section that has an outstanding program targeted for the outreach organizations with which SWE has a Memorandum of Understanding (MOU).

**Parent & Educator Program Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section that has an outstanding Adult Influencer outreach program.

**Professional Development Program/Event Award – Two \$50 Cash Prizes**

This award will recognize one Professional and one Collegiate Section that has developed the best professional development program or event.

## **CONFERENCE AWARDS**

*Diamond Awards*

*Poster Competition*

*Scrapbook Award*

*Social Media Award*

*Graduating Members*

*Anniversaries (Membership & Charter)*



## Diamond Awards

*Two \$50 cash prizes will be awarded.*

### Objective

Each Professional and Collegiate section may nominate an outstanding member from their section to be recognized during the region awards ceremony as a nominee for the Diamond Award. **One Professional and one Collegiate member** who best exemplify the engineering profession through leadership and service as judged by the selection committee will be selected from submitted nominations to receive the Diamond Award.

### Submission Format

- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Save File as '*DiamondAward\_<FirstName LastName>*'
- Please include a photo of the nominee, preferably a headshot, in JPG format for the presentation of awards at the conference.
- Nominations are limited to one individual per Section.
- Nominees should be informed of his/her nomination or may nominate themselves.

### Report Content

Sections must submit the following information for their outstanding member:

- Title Page: Include Title (Diamond Award), section name, Individual's Name, Individual's Employer or school and name/address/phone of person filing report. Also include a photo, preferably a headshot.
- Personal Statement: In 25 words or less, describe the individual and how they embody the Diamond Award
- Volunteer Activities: In 500 words or less, describe nominee's volunteer activities. Be as specific as possible about how individuals and/or the community have benefited from this person's volunteer service including work/collegiate accomplishments, SWE involvement, special awards, contributions to engineering and/or STEM. Consider the following judging criteria:
  - Public service – application of professional abilities in volunteering (i.e. tutoring, MathCounts, science fairs, public boards etc.).
  - Public Awareness – acceptance/promotion of the engineering profession (i.e. speaker bureau, career guidance, outreach activities)
  - Professional Development and Leadership – advancement of the profession (i.e. helping with engineering exams, career planning, teaching technical continuing education)



courses, engineering legislative concerns, engineering advancement committees, engineering organization positions, etc.)

- Other – as specified by the nominator
- Nominee’s volunteer efforts must be:
  - current, as opposed to several years ago
  - an investment of substantial personal (uncompensated) time
  - personal and direct, as opposed to financial support
  - public service, as opposed to in conjunction with services for family members

### **Judging Criteria**

- 30% Public Service
- 30% Public Awareness
- 30% Professional Development and Leadership
- 10% Other

### **Recognition**

The Diamond Awards will be presented at the conference formal dinner on March 11, 2017.

Each nominee from each Section will be recognized and one overall Diamond Award presented in each of the Professional and Collegiate categories.



## **Poster Competition**

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*Two \$25 cash prizes will be awarded.*

### **Objective**

One award will be presented to the **Region D Professional, Collegiate Section, or individual** with the best conference themed poster. A second award will be presented to the Region D Professional, Collegiate Section, or individual with the best technical poster.

### **Submission Process**

Two deadlines apply to this competition:

- Sections and individuals must submit digital posters in PDF or JPG format.
- Save File as “ConferencePoster\_<individual or section name>” or “Technical Poster\_<individual or section name>”
- Upon receipt of notification from the judges, the Sections or Individuals shall print and carry their posters to the conference for display and final judging.

### **Selection Criteria**

The following criteria will be used to score each poster submission:

- Content – *must be based on the theme, “Growing Together” or technical research*
- Layout – *consistent theme throughout, eye appeal, easy to read and follow*
- Originality

### **Judging Criteria**

- 40% Content
- 25% Layout
- 35% Originality

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.





## Scrapbook Award

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*One \$25 cash prize will be awarded.*

### Objective

This award will be presented to the **one Collegiate Section** with the best section scrapbook.

### Submission Process

Collegiate Sections can submit scrapbook one of two ways:

1. Scrapbook albums must be turned in by 8AM Friday, March 10, 2017 at the Registration Table.
2. Web-based scrapbook web-links must be emailed by 8AM, Friday, March 10, 2017.

### Selection Criteria

The following criteria will be used to score each scrapbook submission:

- Content – *must be current year material only, including Section Newsletters, Officer/Executive Board photographs, events and activities throughout the year (such as meetings, speakers, outreach, conferences, etc.).*
- Layout – *consistent theme throughout, eye appeal, easy to read and follow*
- Originality

### Judging Criteria

- 40% Content
- 25% Layout
- 35% Originality

### Recognition

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Social Media Award***

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*Two \$25 cash prizes will be awarded.*

### **Objective**

This award will be presented to **one Professional and one Collegiate Section** with the best Social Media accounts such as Facebook, LinkedIn, Instagram, etc....

### **Submission Process**

Sections must submit a link to the page(s) to be judged by email to [RegionDAwards@swe.org](mailto:RegionDAwards@swe.org).

### **Selection Criteria**

The following criteria will be used to score each submission:

- Content – Should include Events, Photos, and Links to section website(s), and Information about the Section at a minimum.
- Layout – consistent theme throughout, eye appeal, easy to read and follow
- Originality

### **Judging Criteria**

- 50% Content
- 25% Layout
- 25% Originality

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## **Graduating Members**

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*Recognition at Ceremony*

### **Objective**

The graduating members (undergraduate and graduate) from each Collegiate and Professional Section within Region D will be recognized in a Graduating Members Ceremony.

### **Submission Process**

Collegiate and Professional Sections must submit a list of their graduating members via email. All file names should be in the format of *GraduatingMembers\_<SectionName>*.

### **Recognition**

The graduating members will be recognized during a special ceremony at the conference dinner on March 11, 2017.

## **Anniversaries**

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*Recognition at Ceremony.*

### **Region D Membership Anniversary Recognition**

Region D Members in good standing will be recognized on the anniversary of their join date to SWE. The join date will be that contained in the online directory SWE database: "member joined date." Recognition will be at 5, 10, 20, 25, 30, 40, 50, etc. years of membership, based on the current fiscal year. Life Members will also be recognized.

### **Region D Section Charter Anniversary**

Region D Sections in good standing will be recognized on the anniversary of their charter date. The section charter date will be that contained in the online documents on the SWE website and SWE Community. Recognition will be at 5, 10, 20, 25, 30, 40, 50, etc. years of continued charter in SWE, based on the current fiscal year.

Region D is not responsible for any information in the database, correct or incorrect.

## **SECTION AWARDS**

*Communications Award*

*Collegiate to Career (C2C) Award*

*Collegiate Transition Award*

*Employee Resource Group (ERG) Award*

*Membership Recruitment Award*

*Membership Retention Award*

*Outreach Event/Series Award*

*Outreach MOU Partnership Award*

*Parent and Educator Program Award*

*Professional Development Award*



## Communications Award

*Two \$50 cash prizes will be awarded.*

### Objective

These awards recognize **one Collegiate and one Professional Section** that have developed the best communications program to inform and develop its members and the general public. Embraces communications in all forms, including brochures, web pages, newsletters, blogs, podcasts, social media, CD's, etc.

### Submission Format

- In **2,000 words or less** please highlight your section's communication program
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as '*Communications\_SectionName*
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's membership recruitment efforts in JPG format for the presentation of awards at the conference.

A section can submit only one package for this award. Programs submitted in prior years can be resubmitted for consideration in the current fiscal year if modified or improved over the original submission. Submissions should be professional-grade and readily adaptable to others in the Society.

### Report Content:

The Report is limited to 2,000 words and the following sections. Titles of each new section should be bolded, underlined and centered; please title accordingly:

1. **Title Page:** Include Title (Communications Award), section name, number of section members as of January 15<sup>th</sup> of the current fiscal year, and name, address, phone number and email address of person filing the report.
2. **Executive Summary:** Provide a description of your communications program, including goals and strategies. Describe how your program supports one or more aspects of the mission and/or strategic plan of the Society, Region or your section.
3. **External Activities:** Describe all measures taken to externally promote your section's activities. Include how these actions increase awareness of SWE among the media and public, help support SWE's mission, the strategic goals and objectives of the section, and how well they create positive visibility for SWE. The summary should document proof of media contact, such as: press releases, newspaper articles, employer publications, social media usage, and any other external visibility. Copies of these materials should be scanned in or working links provided and submitted in the Appendix.



4. Internal Activities: Describe all measures taken to internally promote your section's activities. Include how these actions increase awareness of the section's activities among SWE members and supporters, help support SWE's mission, the strategic goals and objectives of the section and how well they create positive visibility for SWE. The summary should document activities such as article submissions to SWE Magazine or other SWE publications, section activities submitted to Headquarters for press release, and section activities submitted for inclusion in SWE's annual report. Copies of these materials should be scanned in or working links provided and submitted in the Appendix.
5. Membership Involvement/Results of the Program: Provide a summary of membership involvement with the various forms of communications used and the results that may be attributed, at least in part, to your communications program. Include examples of positive visibility for SWE, as well as more quantitative results such as % increase in membership, % increase in sponsorship, % increase in activity attendance, % increase in external requests for speakers and/or information, number of presentations by members about SWE or member participation in other organizations with an external focus, number of visitors to the website, blog, estimated reach of electronic newsletters/announcements, etc.
6. Appendix Content: The Appendix should include a list of the media or forms of communications used, as well as PDF files containing examples of materials developed for your section's communications program. This could include items such as press releases, brochures, flyers, announcements, paper newsletters, and links to your website, electronic newsletters, blogs or social media groups. The Appendix does not eliminate the need for the report.

### **Judging Criteria**

- 5% Content/Format
- 25% External Activities
- 25% Internal Activities
- 35% Membership Involvement/Results of Program
- 10% Alignment\*

\*Alignment Criteria - Points will be awarded to programs that provide a consistent look and feel with SWE Society publications, programs that use the templates and procedures provided for press releases, and proper use of the logo and tagline.

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## **Collegiate to Career (C2C) Award**

***One \$50 cash prize will be awarded.***

### **Objective**

The Collegiate to Career (C2C) Award is given to **one Collegiate Section** who has the best program for encouraging on-going collegiate involvement throughout college as well as, encourages graduating collegiate to stay involved with SWE as they transition to professional status and who have sponsored the large number paid collegiate to career membership by Jan 1st.

### **Submission Format**

- In 1,250 words or less please highlight your section's C2C Program.
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**.
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics, photos, program booklets, brochures, etc., within your report
  - Save file as '*Membership\_C2C\_SectionName*'
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's collegiate involvement for Collegiate Transition in JPG format for the presentation of awards at the conference.

### **Report Content**

The Report is limited to 1,250 words and the following sections. Titles of each new section should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Collegiate To Career Award), section name and size, and name, address, and phone number of person filing report.
2. **Program Description**:
  - a. **Collegiate Sections**: Describe how your section encourages collegiates to stay involved with their C2C membership. Include details on what your section does throughout the year to encourage collegiates to stay involved each year of their college membership, promotion of C2C memberships and transition to professional status.

### **Judging Criteria**

#### **Collegiate**

- 50% C2C Program/Event
  - Membership Involvement/Participation with program/events, Creativity
- 50% C2C Score
  - $C2C\ Score = (C2C\ members / Base) * 100$
  - $Base = total\ paid\ members\ as\ of\ Jan\ 1st$

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## Collegiate Transition Award

*One \$50 cash prize will be awarded.*

### Objective

The Collegiate Transition Award is given to **one Professional Section** who has the best collegiate transition program and sponsored the largest number of paid collegiate transitions by June 30th of the current fiscal year.

### Submission Format

- In 1,250 words or less please highlight your section's Transition Program.
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**.
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics, photos, program booklets, brochures, etc., within your report
  - Save file as '*Membership\_Transition\_SectionName*'
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's collegiate involvement for Collegiate Transition in JPG format for the presentation of awards at the conference.

### Report Content

The Report is limited to 1,250 words and the following sections. Titles of each new section should be bolded, underlined and centered; please title accordingly:

1. Title Page: Include Title (Collegiate Transition Award), section name and size, and name, address, and phone number of person filing report.
2. Program Description:
  - a. Describe your organization's Transition program. Provide details on what your organization does throughout the year to encourage collegiate members to transition to professional membership. Please include the total number of transitions your organization supported in the last fiscal year and which collegiate sections or collegiate MAL or International members your organization supports throughout the year.
3. Transition Event: Describe your organization's end of the year Transition Event. What do you do to officially transition collegiate members?

### Judging Criteria

#### **Professional**

- 80% Transition Program/Event
  - Membership Involvement, Creativity, Reach (number of events, number of collegiate (members and sections))
- 20% Number of Transitions
  - *Transitions = total number of paid transition memberships of eligible students by June 30<sup>th</sup> of the current fiscal year*

### Recognition

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.





## **Employee Resource Group (ERG) Award**

*Recognition at Ceremony, Best Practices Featured in SWE Media*

### **Objective**

The Employee Resource Group (ERG) Award will be rewarded to **one Professional Section** who demonstrates the best partnerships with one or more employee resource groups (ERGs) that mutually benefits both parties. Employee Resource Groups (ERGs) can be any organization at a company that organizes people from the workplace around a common goal. The partnership can be in any form such as a joint professional development event, sharing speakers, co-planning outreach events, or any type of support for a common goal. This award collects best practices that can be featured in SWE Media.

### **Submission Format**

- In 500 words or less please highlight your section's ERG engagement.
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**.
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics, photos, program booklets, brochures, etc., within your report
  - Save File as '*ERG\_SectionName*'
- Please include a photo representing your section's ERG engagement in JPG format for the presentation of awards at the conference.

### **Report Content**

The report is limited to 500 words and should describe the following:

- Describe the type of partnership involved (joint event, shared training, etc.)
- Describe what SWE was responsible for planning and what the ERG planned. Include information on roles (for example if the SWE Section President is also the Events Chair on the ERG, explain the players and their roles).
- Describe how the partnership benefited both SWE and the ERG
- What percentage of ERG are SWE members.
- Describe what made the event successful (best practices)
- Describe any changes you would suggest or how the partnership plans to grow in the future.
- Up to two photos (attached separately from the document above) may be shared and can be used by SWE for media and publications.

### **Judging Criteria**

- 45% SWE Participation
- 45% ERG Participation
- 10% Best Practice Sharing

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Membership Recruitment Award***

*Two \$50 cash prizes will be awarded.*

### **Objective**

This award recognizes successful **one Professional and one Collegiate Section** with the best membership recruitment programs.

### **Submission Format**

- In **1,250 words or less** please highlight your section's recruitment efforts
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as '*Membership\_ Recruitment\_ SectionName*'
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's membership recruitment efforts in JPG format for the presentation of awards at the conference.

### **Report Content**

1. **Title Page:** Include Title (Membership Recruitment Program Award), section name, and name/address/phone of person filing report.
2. **Recruitment Activities and Programs:** Explain all recruitment activities/programs your section provides to solicit potential members. This section should include exclusive meetings for new members, incentive programs/opportunities, communications (including use of media, to welcome new members and newly transferred members), etc. Provide link to your website.
3. **New Member Involvement:** Explain how you get potential members involved in section activities.
4. **Joint Activities:**  
**Professionals:** Describe activities and events held throughout the year to encourage collegiate members to join the local professional section.  
**Collegiate:** Include details on your collegiate upgrade program and include details on the interaction between professional and collegiate members throughout the year.
5. **Corporate Involvement:** Describe the local industry in your area. How do you recruit to this industry? What percentage of companies are you targeting? What is your trend in recruiting from these companies?

### **Judging Criteria**

**Professional Sections:**



- 30% Recruitment Activities and Programs
- 35% Member Recruitment Score (see below)
- 10% New Member Involvement
- 15% Joint Section Activities
- 10% Corporate Involvement

**Collegiate Sections:**

- 40% Recruitment Activities and Programs
- 35% Member Recruitment Score (see below)
- 10% Joint Section Activities
- 15% New Member Involvement

*Member Recruitment Score = (New/Base)\*100*

*Base = total paid members as of June 30th of prior fiscal year*

*New = new members who joined in the current fiscal year*

**Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Membership Retention Award***

***Two \$50 cash prizes will be awarded***

### **Objective**

This award recognizes **one Professional and one Collegiate Section** with the most successful membership retention programs.

### **Submission Format**

- In **1,250 words or less** please highlight your section's recruitment efforts
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as '*Membership\_Retention\_SectionName*'
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's membership recruitment efforts in JPG format for the presentation of awards at the conference.

### **Report Content**

The Report is limited to 1,250 words with the following sections. Titles of each new sections should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Membership Retention Program Award), section name, and name, address, and phone number of person filing report.
2. **Retention Activities and Programs**: Explain all retention activities/programs your section provides to encourage current members. This section should include exclusive meetings for current members, member incentives, recognition programs, communications (including use of media to retain members), etc. Provide link to your website.
3. **Sustained Membership**: Explain how your section influences life, senior, and fellow grades of membership. Include here information on if your section has recognized members for SWE Awards, including Fellow Grade and Distinguished Service Award.
4. **Dropped Members**: Explain your sections efforts to retain dropped members.
5. **Corporate Members**: Describe the local industry in your area. How do you retain corporate members? What do you do to integrate corporate members into your section & its activities?

### **Judging Criteria**

#### **Professional Sections**

- 30% Retention Activities and Programs
- 35% Member Retention Score (see below)



- 10% Sustained Members
- 15% Dropped Members
- 10% Corporate Members

### **Collegiate Sections**

- 50% Retention Activities and Programs
- 35% Member Retention Score (see below)
- 15% Dropped Members

*Member Retention Score = ((Base-Drop)/Base)\*100*

*Base = total paid members as of June 30th of prior fiscal year*

*Drop = total number of paid members in prior fiscal year who did not pay dues for the current fiscal year*

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Outreach Event/Series Award***

*Two \$50 cash prizes will be awarded.*

### **Objective**

This award will recognize **one Professional and one Collegiate Section** that has an outstanding event/series outreach program. The Event/Series Program Award is not limited to a one-time only activity. It may be a series of programs with the same theme. Sections are encouraged to submit as many entries as desired for the event/series awards. Sections are encouraged to submit programs that can be used by other sections (“Best Practices”), thus the program does not need to be new to the section.

### **Submission Format**

- In **1,000 words or less** please highlight the outreach event/series program
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as ‘*Outreach\_EventSeries\_SectionName*’
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section’s membership recruitment efforts in JPG format for the presentation of awards at the conference.

### **Report Content**

The Report is limited to 1,000 words with the following sections. Titles of each new sections should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Outreach Event/Series Award), section name, and name, address, and phone number of person filing report. Also include the number of members who worked on program, the approximate number of hours in planning by members, and the number of participants at event (if applicable).
2. **Description of Event and Overall Program**:
  - Describe in detail your event/program. Describe and/or site location, number of volunteers, sections involved, external partners involved, and overall objectives of the event program.
  - Include the relevance of your event/program to SWE’s mission and goals.
  - Describe the program audience, including overall numbers and demographics, and the impact of the event on the participants, if applicable. Include survey results
  - Describe how effective the program was in meeting its intended goals. On scale of 1-10, 1 being non effective and 10 being very effective, rate your program’s effectiveness.
  - Describe how the event was communicated. Please include types of media used to promote both volunteer and participant attendance.



### **Judging Criteria**

- 20% Quality of the program
- 30% Relevance of the program to the mission and goals of SWE
- 15% Effort expended and amount of preparation by the section
- 25% Participation and effectiveness of the program
- 10% Communication of the event

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Outreach MOU Partnership Award***

*Two \$50 cash prizes will be awarded.*

### **Objective**

This award recognizes **one Professional and one Collegiate Section** that has an outstanding program targeted for the outreach organizations that SWE has a Memorandum of Understanding (MOU) with FIRST, Girls Incorporated, and Girl Scouts of the USA.

The Outreach MOU Partnership Award is not limited to a one-time only activity. It may be a series of programs with the same theme. Sections are encouraged to submit programs that can be used by other sections (“Best Practices”), thus the program does not need to be new to the section.

### **Submission Format**

- In **1,000 words or less** please highlight the outreach event/series program
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as ‘*Outreach\_MOUPartnership\_SectionName*’
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section’s membership recruitment efforts in JPG format for the presentation of awards at the conference.

### **Report Format**

The Report is limited to 1,000 words with the following sections. Additional appendices can be provided. Titles of each new sections should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Outreach MOU Partnership Program Award), section name, and name, address, and phone number of person filing report. Also include the number of members who worked on program, the approximate number of hours in planning by members, and the number of participants at event (if applicable).
2. **Description of MOU Partnership Program**:
  - Describe in detail your event/program. Describe and/or site location, number of volunteers, sections involved, external partners involved, and overall objectives of the event/program.
  - Include the relevance of your event/program to SWE’s mission and goals.
  - Describe the program audience, including overall numbers and demographics, and the impact of the event on the participants, if applicable. Include survey results.
  - Describe how effective the program was in meeting its intended goals. On scale of 1-10, 1 being not effective and 10 being very effective, rate your program’s effectiveness.
  - Describe how the event was communicated. Please include types of media used to promote both volunteer and participant attendance.





### **Judging Criteria**

- 20% Quality of the program
- 30% Relevance of the program to the mission and goals of SWE and MOU with FIRST, Girls Incorporated, or Girl Scouts
- 15% Effort expended and amount of preparation by the section
- 25% Participation and effectiveness of the program
- 10% Communication of the event

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## **Outreach Parent & Educator Program Award**

*Two \$50 cash prizes will be awarded.*

### **Objective**

This award recognizes **one Professional and one Collegiate Section** that have an outstanding Outreach Parent and Educator program.

This program should clearly demonstrate an event or activity, or series of events or activities, or component of an event, where engineering students and/or professionals raise awareness of adult influencers (parents, teachers, or school counselors) on engineering career opportunities, importance of engineering as a profession, and the need for a technically literate population. Sections are encouraged to submit programs that can be used by other sections (“Best Practices”), thus the program does not need to be new to the section

### **Submission Format**

- In **1,000 words or less** please highlight your section’s Parent and Educator Program
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as ‘*Outreach\_ParentEducator\_SectionName*’
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section’s membership recruitment efforts in JPG format for the presentation of awards at the conference.

### **Report Content**

The Report is limited to 1,000 words with the following sections. Additional appendices can be provided. Titles of each new sections should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Outreach Parent and Educator Program Award), section name, and name, address, and phone number of person filing report. Also include the number of members who worked on program, the approximate number of hours in planning by members, and the number of participants at event (if applicable).
2. **Description of Outreach Parent and Educator Program**:
  - Describe in detail your event/program. Describe and/or site location, number of volunteers, sections/MALs/International Affiliates involved, external partners involved, and overall objectives of the event/program.
  - Include the relevance of your event/program to SWE’s mission and goals.
  - Describe the program audience, including overall numbers and demographics, and the impact of the event on the participants, if applicable. Include survey results.
  - Describe how effective the program was in meeting its intended goals. On scale of 1-10, 1 being not effective and 10 being very effective, rate your program’s effectiveness.



- Describe how the event was communicated. Please include types of media used to promote both volunteer and participant attendance.

### **Judging Criteria**

- 20% Quality of the program
- 30% Relevance of the program to the mission and goals of SWE
- 15% Effort expended and amount of preparation by the section
- 25% Participation and effectiveness in the program
- 10% Communication of the event

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.



## ***Professional Development Award***

***Two \$50 cash prizes will be awarded***

### **Objective**

This award will recognize **one Professional and one Collegiate Section** that has developed the best professional development program or event. A program is a one-day seminar with a variety of workshops or a series of at least two events that have a common theme. This program must support the professional development goals of the Society. An event can be a single professional development meeting or workshop.

### **Submission Format**

- In **1,000 words or less** please highlight your section's Professional Development program or event.
- Content for the Report should cover the **Report Content** of the award. The Report will be judged based on the requirements listed in **Report Content**
- Format for the Report must be as follows:
  - Create Report in a Word Document or PDF File ONLY
  - 1.5 Line Spacing
  - 12-Point Times Roman New Font
  - 1-inch margins on all sides (top, bottom, left, right)
  - Titles of each new section should be bolded, underlined and centered
  - Do not include graphics or photos within the Report
  - Save File as '*ProfessionalDevelopment\_SectionName*'
- Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.
- Please include a photo representing your section's membership recruitment efforts in JPG format for the presentation of awards at the conference.

Only one package can be submitted for this award. Continuation of a program held over multiple years can be considered for this award. Repeat of a program held in prior years can be considered as well; however, please indicate any innovations done for the current program from the prior year.

### **Report Content**

The Report is limited to 1,000 words with the following sections. Titles of each new sections should be bolded, underlined and centered; please title accordingly:

1. **Title Page**: Include Title (Professional Development Award), section name, section size, and name, address, and phone number of person filing report.
2. **Program/Event Description**:
  - Describe the professional development program/event and the purpose it was held.
  - Include if this program/event was new to your section or an expanded event from a previous year.
  - Include details on how well the program/event met mission and strategic goals of the Society, as well as the professional development goals of the section.
  - Include any tangible measurements from the program/event (surveys, etc.) that show its effectiveness.
  - Also include the percentage of membership involved in planning the program/event and the percentage of membership participation.



### **Judging Criteria**

- 35% Program Description and Purpose
- 25% Attainment of Society and Section Goals
- 15% Effectiveness
- 15% Participation (Planning and Attendance)
- 10% Innovative/Expansion of Program

### **Recognition**

Awards will be announced and distributed at the conference formal dinner on March 11, 2017.