



SWE-KC Strategic Goal Setting Agenda

SWE-KC, FY19

September 23rd, 2018 at 01:00pm-3:30pm

[Cerner Corporation - Innovations Campus](#)

8779 Hillcrest Rd, Kansas City, MO 64138, USA

I. Call to Order – 01:00 pm

II. Roll Call

SWE-KC Roll Call		
Position	Name	Attending
President	Amy Gum	Y
Vice President	Kaitlyn Mores	Y
Treasurer	Katie Bushong	Y
Secretary	Jenny Lu	Y
Events Chair	Aswathi Pradeep	Y
Membership Chair	Myette Simpson	Y
Awards Chair	Andrea Legreid	Y
Outreach Chair	Chelsea Pfaffly	
IGED Committee Co-Chair	Kristin Murray	

III. Coffee, Water, Set-up

IV. Communication Plan (*Jenny*)

- a. Syncing up on e-blasts, newsletter, etc
- b. Establishing Social Media Chair position.
 - i. Will call in next E-blast and newsletter.

V. Goal Setting

- a. Review SWOT, Survey, Brainstorming Board
- b. Review SWE-KC Focus & SWE Strategic Goals
- c. Prioritize our focus for the next 1-3 years
- d. Create Strategic Goals
- e. Decide on Goals for FY19
- f. Assign owners (and supporting owners) to each FY19 Goal
- g. Tactical Plans & Resources needed for each goal
- h. Refer to “Strategic Goals and Tactical Plan” document located in “FY19 Leadership” -> “Strategic Planning” folder for details on strategic goals and action items.

VI. Review, Modify & Approve Budget

- a. Account status
 - i. General checking account: approx. \$18,400
 - ii. General IGED checking account: approx. \$45,000
 - iii. General savings account: approx. \$6,000
 - iv. Other assets: points in various places
 - v. Awaiting WE KC sponsorship checks
 1. \$900 from sponsorships
 2. \$1,800 from ticket cells
 - vi. Awaiting reimbursement from speaker from NASA for speaker from IGD 2017
- b. Draft budget review
 - i. PDG grants not guaranteed for Robotics event/reception.
 - ii. Joint STEM organizations event – did not hold last year so removing from budget

- iii. Dollars for Doers
 - 1. Google and John Deere donate money for employees who do community activities.
- iv. Changes:
 - 1. Removing Joint STEM Org Networking Event
 - 2. Remove girls in gear and add \$100 to "Other outreach" instead
 - 3. Add \$100 to Prof. Dev. Events
 - 4. Require EC Approval for Budget changes in excess of \$350
- c. Budget approval vote
 - i. Approved by all.

VII. Business

- a. We have an Outreach Chair, Chelsea Pfaffly, Welcome!
- b. Officer Reports
 - i. President
 - ii. Vice President
 - iii. Treasurer
 - 1. Use AirTable link for reimbursement submissions.
 - iv. Secretary
 - 1. Created a "Pictures" folder on Google drive for us to put pictures for now.
 - v. Events
 - 1. Oct event
 - a. Talked to Boulevard, cannot do weeknight tours, but possibly Oct 20?
 - i. Need to ask for a different date since this date coincides with WE18.
 - b. Will still do a Meet & Greet and push Boulevard event to later.
 - 2. Dec event
 - a. Aswathi contacted a community center about Cookie Exchange, at a venue where kids can come and make cards for soldiers.
 - 3. Jan event
 - a. Possibly RBG movie event, looking into movie times.
 - vi. Outreach
 - 1. IGED Jr is in motion.
 - 2. IGED has kicked off.
 - vii. Membership
 - 1. 150 members on membership report.
 - a. Unpaid members has gone from 52 to 45.
 - b. Call tree has been created to encourage membership renewal.
 - viii. Awards
 - 1. Need statistics to include in award nominations.
- c. Announcements
 - i. Won Silver Mission Award, to be collected at WE18!
- d. Cancel Conference Call on September 27th

VIII. **Next Executive Council Meeting:** October 16th at 6:00pm (*Panera Bread, 103rd & Stateline*)

IX. **Adjournment – 3:30 pm**