Strategic Goals

1. Impact 450 Students through K-12 Outreach
   - Owner: Chelsea (Kaitlyn Supporting)
   - SWE-KC Alignment: Outreach
   - Society Alignment: Advocacy
   - Plan:
     - IGED & IGED Jr
     - Expanding Your Horizons
     - FIRST Robotics Regional Reception
   - Ideas:
     - Girls Scouts
     - Integrate something into Cookie Exchange
     - Family STEM Night
     - Take your child to work day activity

2. Nominate two SWE-KC members for WE Local awards and one member for a Society award. Nominate a SWE-KC program for a WE Local Award. Nominate SWE-KC for the SWE Mission Award.
   - Owner: Andrea (Kaitlyn Supporting)
   - SWE-KC Alignment: Recognition
   - Society Alignment: Professional Excellence / Diversity & Inclusion
   - Plan:
     - Maintain Activity Log for Outreach, Meetings, events, etc
     - Seek nominations from the SWE-KC Community
     - Leverage from previous award submissions and packets
     - Look at FY17 and FY18 Mission Award application to identify week areas
3. Host two small/mid-scale professional development events (in addition to WE KC) throughout the year
   o Owner: Aswathi (Myette Supporting)
   o SWE-KC Alignment: Professional Development & Networking
   o Society Alignment: Professional Excellence & Globalization
   o Plans & Ideas:
     ▪ Speed Mentoring
     ▪ Community Read
     ▪ Meetings with a Speaker
     ▪ Think & Drinks
     ▪ Learning Center Webinar (Members Only)
     ▪ Panel of engineers 3-5 years into their career

4. Arrange a Leadership Coaching Committee Presentation for Leadership Team
   o Owner: Kaitlyn (Amy Supporting)
   o SWE-KC Alignment: Professional Development
   o Society Alignment: Professional Excellence
   o Plan:
     ▪ Identify Topic of Interest (via survey of Leadership team)
     ▪ Plan to Coincide with January Mid-Meeting or Monthly Leadership Team Meeting
   o Ideas:
     ▪ Present to General Membership

5. Impact 5 College Students through resume or career fair preparation
   o Owner: Jenny (Katie Supporting)
   o SWE-KC Alignment: Outreach
   o Society Alignment: Advocacy
   o Plans & Ideas:
     ▪ Google Hangouts with SWE-KC Prof. Engineers
       ● Find interest from membership & then advertise to schools or on website
     ▪ Coffee & A Chat
     ▪ Resume Reviews
     ▪ Interview Prep
6. Hold 2 Events per month. Events should be varied, include hosting or co-hosting at least on service project, and are inclusive of events derived from other goals. We will provide at least 2 weeks’ notice of events to membership via email, social media, etc.
   - Owner: Aswathi (Jenny Supporting)
   - SWE-KC Alignment: Networking & Professional Development
   - Society Alignment: Diversity & Inclusion / Professional Excellence
   - Plans & Ideas:
     - Meet & Greets
     - Harvesters with ASCE
     - Crafts Night
     - Sushi Making with SWENext & College folk (Nara)
     - Board Game night @ Pawn & Pint
     - Joint Events with Diverse Engineering Groups
     - See ideas from goals above

7. Retain 81% of existing membership for FY19 and increase new membership by 5%
   - Owner: Myette (Aswathi Supporting)
   - SWE-KC Alignment: Professional Development & Networking
   - Society Alignment: Diversity & Inclusion / Professional Excellence
   - Plans & Ideas:
     - Renewal Call Tree & Emails
     - Identify why our people have become members
     - Engage with other organization to create relationships to build and retain membership
       - Engage with 4 universities
       - Engage with 5 companies
     - Member welcome emails with upcoming events and ways to get involved
     - Member Only Events or Member Exclusive Discounts
     - Identify Smaller Companies who may be unfamiliar with SWE
     - Contact Graduating seniors who will be working in Kansas City
     - Engage Recent Grads with a “New to KC” event
     - New Member feature in newsletter or e-blast
Worthy Objectives

- Track membership monthly in spreadsheet on Google Drive
- Have at least two members of the leadership team at each event
- Each member of the leadership team will contribute at least one newsletter article.
- Find a person to maintain SWE-KC Social Media Brand
- Compile list of local engineering organization contacts
- Create unified event sponsorship plan to reduce friction with corporate partners
- Create targeted partnerships with other minority engineering orgs for events and cross org collaboration
- Increase SWENext Interactions
Resources

- Leadership Team Goals & Values
- SWOT Analysis
- FY19 Survey Results
- Strategic Planning Brainstorm
- Area Colleges & Universities
  - KU, MU, K-State, UMKC, Pitt State, MCC
- Tools
  - Gmail
  - Bitwarden
  - Calendar.google.com
  - Airtable
- Society Resources
  - SWE-KC Branding
  - SWE Branding (deep, pdf)
  - SWE Branding (broad, blog)
  - Governance Documents & Resources
  - A better search for SWE docs?
- Outreach
- Membership
- LCC Modules
- Learning Center
- SWE’s Mission, Vision & Goals
- Branding Resources
  - SWE-KC Website (swe-kc.org)
  - Facebook
  - Twitter (and IGED twitter)
  - Instagram
  - LinkedIn
  - SWE Website
  - SWE Facebook
  - SWE LinkedIn
  - SWE Twitter