



SWE-KC FY19 Strategic Goals and Tactical Plan

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 weak areas

3. Host two small/mid-scale professional development events (in addition to WE KC) throughout the year
 - Owner: Aswathi (Myette Supporting)
 - SWE-KC Alignment: Professional Development & Networking
 - Society Alignment: Professional Excellence & Globalization
 - 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
 - Owner: Kaitlyn (Amy Supporting)
 - SWE-KC Alignment: Professional Development
 - Society Alignment: Professional Excellence
 - Plan:
 - Identify Topic of Interest (via survey of Leadership team)
 - Plan to Coincide with January Mid-Meeting or Monthly Leadership Team Meeting
 - Ideas:
 - Present to General Membership

5. Impact 5 College Students through resume or career fair preparation
 - Owner: Jenny (Katie Supporting)
 - SWE-KC Alignment: Outreach
 - Society Alignment: Advocacy
 - 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 & Greet
 - 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](#)