



SWE-KC FY17 Strategic & Tactical Plan

Strategic Goal 1: Increase SWENext Participation by 25 students

- A. SWE-KC Owner: Katie
- B. Tactical Plan:
 - i. Continue to advertise and send flyers home at IGED, IGED Junior, and SWEetie Pi Reception
 - ii. Ensure we are advertising and passing out flyers at all Outreach events
 - iii. Partner with companies and/or schools hosting outreach events and ask them to advertise SWENext (i.e. Explorer Posts, Project Lead the Way)
 - iv. Post information about SWENext on SWE-KC and IGED websites
 - v. Advertise SWENext through Girl Scouts

Strategic Goal 2: Report a minimum of 15 events in the Outreach Metrics Tool

- C. SWE-KC Owner: Alyssa
- D. Tactical Plan:
 - i. Continue to have outreach chair and/or committee submit events in the tool
 - ii. Add link to SWE-KC website (under Outreach) to encourage individuals to enter
 - iii. Officers and committee chairs each log one individual event in FY17
 - iv. Work to get data out of the metrics tool (to be able to utilize the data for impacts)
 - v. Consider recognizing SWE-KC members that enter numerous events

Strategic Goal 3: Host one Parent Educator Program (PEP) per section and report it in the Outreach Metrics Tool

- E. SWE-KC Owner: Neelima
- F. Tactical Plan:
 - i. Investigate if we will host a PEP at IGED again (and if modifications are necessary).
 - ii. Consider hosting PEP at IGED Jr.
 - iii. Host a mother/daughter engineering day for SWENext members and/or Girl Scouts
 - a. Event would tentatively take place in Spring (February or April).
 - b. Adriana can contact Tulsa section for details on their event.

Strategic Goal 4: Share a minimum of 1 goal with LCC that your section would like coaching on this year.

- G. SWE-KC Owner: Adriana
- H. Tactical Plan:
 - i. Goal 1: Diversify membership (thru events and/or participation)
 - ii. Goal 2: Identify strategy to fill the leadership pipeline (succession planning)
 - iii. Goal 3: Create volunteer opportunities for SWE-KC members (rather than focusing on gaining committee members)

Strategic Goal 5: Nominate two section program for a Region and Societal Award

- I. SWE-KC Owner: Becca
- J. Tactical Plan:
 - i. Nominate a section program for at least one region award
 - ii. Nominate a section program for a society award
 - iii. Improve recognition of the SWE-KC section in newsletters and on blog
 - a. Focus on outside of the officers & committee chairs

Strategic Goal 6: Nominate a section leader for a Region and Societal Award

- K. SWE-KC Owner: Sunita
- L. Tactical Plan:
 - i. Nominate a leader for a region award
 - ii. Nominate a leader for a society award
 - iii. Improve recognition of women in newsletters and on blog
 - a. Focus on outside of the officers & committee chairs
 - b. Encourage SWE-KC members to participate in Region mentoring program
 - iv. Devote time at board and/or committee members to share information on SWE-KC members

Strategic Goal 7: Host a professional development event for membership

- M. SWE-KC Owner: Adriana (Placeholder)
- N. Tactical Plan:
 - i. Review survey feedback from Black & Veatch WEKC event
 - a. Decide if we want to do it again next year or hold our own.
 - ii. Find a leader to plan next year's event.
 - iii. Continue to add a professional development topic into existing events (such as Fellow's Reception or Meet & Greets)
 - iv. Host a "smaller" event, such as Speed Mentoring in the Spring.

Strategic Goal 8: Implement a fundraising plan to raise at least \$1000 in FY17.

- O. SWE-KC Owner: Amy
- P. Tactical Plan:
 - i. Explore an item/product to sell at WE16 and iCON17
 - ii. Explore Dollars for Doers at KC engineering companies
 - a. Begin with EC member's employers for FY17.
 - iii. Explore fundraising as part of the professional development event.
 - a. If WEKC event happens next year, could consider using this for profit.
 - iv. Explore fundraising as part of a social and/or networking event.
 - a. Ideas could include Pinot Palette, golf tournament, or restaurant event.
 - v. LCC can present "Fundraising" module for those interested.