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 SWEtie 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.