



SWE-KC 'Mid-Year Discussion' Agenda

SWE-KC, FY17

January 22nd, 2017 at 1:00-4:30pm

Starbucks, 16521 W 119th St., Olathe, KS 66061

Main Event, 11950 N Kansas City Rd, Olathe, KS 66061

I. Call to Order – 1:00pm

II. Roll Call

SWE-KC Roll Call		
Position	Name	Attending
President	Adriana Porter	x
Vice President	Neelima Parasker	x
Treasurer	Amy Gum	x
Secretary	Katie Lin	x
Section Representative	Becca Brader	x
Events Committee Chair	Suzie Carpenter	x
Membership Committee Chair	Marian McClellan	
Outreach Committee Chair	Alyssa Zimmerman	x
IGED Committee Chair	Kristin Murray	
Awards Chair	Sunita Lavin	x
Newsletter Editor	Kim Bartak	
<i>Professional Development Event Chair</i>	<i>OPEN</i>	
<i>Fundraising Chair</i>	<i>OPEN</i>	
<i>Correspondence Secretary Chair</i>	<i>OPEN</i>	
<i>Webmaster</i>	<i>OPEN</i>	

III. Review/approve minutes for December

IV. Old Business –1:00pm

- A. Event Recaps/Activity Log on Google Drive Status
 - i. Reminder to update the [survey](#) after events
- B. Facebook Page Status (Becca)
 - i. **Action item:** Neelima to add announcement that we are deleting the Facebook Page and instruct members to join the Group, and then make the Facebook page inactive.
- C. UMKC February Event (Becca)
 - i. UMKC would like to do a resume workshop on 2/15 between 10 AM – 1 PM.
Action item: Becca to follow up with UMKC section and suggest moving it to the evening or between only 12-1. Note: If this doesn't work out, suggest another meet & greet event
 - 1. Will need 2-3 volunteers to help with this

V. New Business – 1:15pm

- A. [2016 Attendance Report](#)
 - i. We only have 4 sign-in sheets
 - ii. **Action item:** Suzie to verify attendance report from photo release forms; Alyssa to fill in information from outreach events if available
 - iii. Adriana put together an attendance report
 - 1. Had 26 SWE members attend at least 1 event
 - 2. Had 21 non SWE members attend an event
 - 3. Most non SWE members attended 1-2 events

4. We have only 1 person who has attended more than 2 events that are not a current officer/fellow/committee member
- B. LCC Topic on Membership + Succession Planning ([slides](#))
- i. Assessing Your Organization's Culture Questionnaire
 1. Officers have varying results on cultural traits, including operational excellence, teambuilding, customer service
 - ii. Why we became members of SWE
 1. Sunita: got involved to be help plan IGED, and then became an officer
 2. Suzie: to start networking with other women in the field
 3. Alyssa: got asked to be the president of her collegiate section
 4. Amy: joined in college and stayed because of IGED
 5. Becca: joined in college; rejoined as a professional in KC to reenergize her career and meet other women
 6. Adriana: joined in college since Purdue advertised to her and she didn't know anyone at her college; stayed involved as a professional because she moved to a new place where she didn't know anyone
 7. Neelima: got involved due to IGED
 8. Katie: joined in college to meet new people (was encouraged to join by Kristin); stayed involved for professional development
 - iii. Let's keep in mind how can we share these "why we joined" stories effectively
 - iv. Numbers from November membership report
 1. Have 98 members as of the November membership report and 36 non-renewed members
 - a. ~15 members are C2C or just graduated; 63 are professional members
 - b. Current members seem to be younger; were members in college; probably members of other organizations as well
 2. Potential members: opportunities exist within many large companies and they need to see the benefits of membership (currently members can be involved in SWE without being a member)
 - a. They need to see where their \$100 membership goes
 - b. **Suggestion:** add stuff to the newsletters about what you get out of your SWE membership (such as a summary of the webinars)
 - c. Marian and Neelima are planning to work on targeting various companies within Kansas City, developing a presentation, and exploring the SWE Employer Sponsored Membership
 3. Member Segment Analysis
 - a. Consider if we should segment our e-blasts to various membership groups (such as a group of retired/more flexible members who would be more available to help out at events during the day)
 4. Strategies to target new members
 - a. Create positive impressions
 - b. Try different communications methods
 - c. Provide diverse programs and activities
 - d. Vary the price of the activities
 - e. Establish a guest follow-up program
 - i. **Suggestion** for Marian and Neelima to work on (following up after events via information from our sign-in sheet)
 - f. Emphasize membership benefits
 5. Other notes:

- a. SWE HQ does not publish the companies people work at in the membership reports, but they can provide this information if we reach out to SWE HQ
- b. **Action item:** All – bring to the next EC meeting your top 2-3 takeaways from the membership presentation, so we can choose what items to focus on
- c. **Action item:** All – bring your membership [handout](#) with 2-3 personal contacts that we can commit to recruiting or inviting to an event

VI. Officer Reports – 2:00pm

A. President

i. SWENext Club opportunity

- 1. A high school teacher was interested in starting a SWE Next club at her high school, but she would prefer for there to be a city-wide SWENext Club
 - a. She was envisioning a monthly meeting where we talk about what engineering is, etc.
 - b. Group decision is none of us have the bandwidth to support this, but we think it is a good idea. We would need to recruit a new person to run this SWENext group.
 - i. **Action item:** Adriana will try to get a more detailed role description and we will then start to recruit someone to run this

ii. iCON17 Conference

- 1. **Action item:** Katie will send carpooling survey to Adriana to send to the people who are attending the conference

B. Vice President

i. Updates to role for remainder of year

- 1. Moving forward – Adriana will be helping with events and Neelima will work with Marian on membership

C. Treasurer

i. FY17 Budget

- 1. Unused budget so far in outreach categories and meet & greet appetizers
- 2. **Action Item:** All – look through [Amy's treasurer's report](#) and contact Adriana and Amy before the next EC meeting know if we are on track with spending or not
- 3. Suzie mentioned she is exploring other options for the Pinot's Palette fundraiser event

D. Secretary

i. Winter Newsletter

- 1. This is ready to go out – thank to Kim for putting it together!

ii. E-blast will be sent out with newsletter early this week.

E. Section Rep

i. Region Updates

- 1. Mini-Grants are still available (\$100)
- 2. Next section report is due Feb. 10
- 3. Reminder: @swe.org emails are going away in June
- 4. PEP (Parents Educator Program) – a toolkit will be available soon on the website

5. iCON17 is during Mardi Gras in St. Louis (be aware for driving/parking, etc)
6. Region is needing volunteers for the SWE Boutique table (let Becca know)
7. Region i award judging is due Monday and will be announced at the conference
8. Region leadership positions and Leadership Coaching Committee are available – see Jenna’s Region e-blast for more details
9. Leadership Summit will be in Oklahoma City again, date TBD
- ii. GKC Science & Engineering Fair – April 6th
 1. Need people to volunteer on April 6 (judging) & April 8 (announce it)
 2. **Action item:** Katie to add volunteer opportunity to February e-blast (Amy needs to know by Feb. 14 to submit the form by Feb. 24-25)
 3. **Action item:** Amy will fill out the form and send in the check.

VII. FY17 Strategic & Tactical Plan – 2:15 pm

- A. Review [FY17 Strategic & Tactical Plan](#) (additional action items listed in this document)
 - i. 1) Complete, 2) On-Track, 3) Behind
- B. Discuss semester timeline for goals categorized as 2 & 3

VIII. 2017 Event Outlook – 3:00pm

- A. 2017 “Planned” Events
 - i. Suzie is working with NSBE on a joint event in February
 - ii. KCWITT wants to have a joint event on March 18 (tentative date)
 - iii. Suzie set up a call with Black & Veatch to discuss a joint Meet & Greet and begin discussions on the annual professional development event
 - iv. Suzie is working on a painting fundraiser event – date TBD
- B. Recruiting co-hosts for:
 - i. Sweetie Pi Reception (Friday, March 17)
 1. Sunita volunteered to be a co-host if we can’t find another one
 - ii. March Meet & Greet
 - iii. April Networking Event

IX. Committee Reports – 3:10pm

- A. Events – see above
- B. Membership
 - i. [January membership report](#)
 1. Have 101 members currently
 2. Several new members from Honeywell joined in January after we found the Employer Sponsored Membership code and shared it
 3. Some members do have companies listed
- C. Outreach
 - i. Expanding Your Horizons – Feb. 3 (we have enough volunteers)
 - ii. Girls in Gear – in June
 - iii. Alyssa needs more committee members – (main task would be to help plan Girls in Gear event)
- D. Awards
 - i. Karen Gilbertson is going to work throughout this year on her Fellow packet, but won’t be submitted this year due to Karen being on vacation Jan – Mar.
 - ii. Lesson learned is it’s a good idea to work a year in advance to get the packets done in time.
 - iii. Adriana suggested nominating Jenna Harpole for Distinguished New Engineer (DNE), and we also suggested submitting Kristin’s packet for DNE. Sunita said we can probably only nominate one per section.

1. **Action Item:** Becca to contact Region Awards chair to see if they have Jenna's DNE packet

E. IGED

- i. Student numbers are lower this year (Alyssa has 200 right now, and there is 1 week left to register)
- ii. Alyssa thinks we have ~56 people signed up as mentors

X. **Goal-Setting Roundtable – 3:20pm**

A. Each person share 1 goal for rest of the year)

- i. Adriana – recruit enough people to have an EC next year
- ii. Becca – work on Society awards and develop a plan to more effectively use LinkedIn and Facebook group
- iii. Amy – focus more on fundraising and try to get up to \$1000
- iv. Alyssa – reach 1100 kids and find 1-2 people to join her committee (she's at 786 kids reached for this year so far)
- v. Sunita – work on Society awards with Becca
- vi. Katie – continue to update blog and develop more ways to utilize and promote it
- vii. Neelima – work with Marian on membership initiatives

XI. **Announcements/Important Dates**

A. Announcements

- i. None

B. Upcoming Events/Important Dates

- i. Meet & Greet: Wednesday, January 25th
- ii. Expanding Your Horizons: Friday, February 3rd
- iii. iCON17 Conference: February 24th-25th (St. Louis)
- iv. IGED: Friday, March 3rd

XII. **Recognition**

XIII. **Team Building Activity – 3:30 pm (Neelima)**

XIV. **Next Executive Council Meeting: Wednesday, February 15th at 5:30pm (Panera @ Stateline)**

XV. **Adjournment**