2017 ExxonMobil/Society of Women Engineers
STEM OUTREACH COMPETITION FOR COLLEGIATES

“There’s nothing I believe in more strongly than getting young people interested in science and engineering, for a better tomorrow, for all humankind.”
-Bill Nye

Who We Are

We at ExxonMobil believe that K-12 STEM education has a meaningful impact on peoples’ lives and creates economic opportunities for women and minorities. This competition and its awards are one piece of our mission to increase diversity in STEM fields.

In addition to our foundation and corporate initiatives (see links below), we also support many outreach activities through employee volunteerism and our volunteer grants. Each spring ExxonMobil hosts Introduce a Girl to Engineering Day programs at company sites. And throughout the years, our employees are actively involved inside the classroom as Science Ambassadors and as Junior Achievement volunteers. We also sponsor the Mickelson ExxonMobil Teachers Academy, which brings together 500 elementary school teachers for a week-long intensive science and math content training.

ExxonMobil Foundation

The Foundation has a strategic focus supporting education with an emphasis on math and science in the United States, in addition to promoting women as catalysts for economic development and ending deaths from malaria.

ExxonMobil: Math and Science - Diversity and International Initiatives

We work to ensure that access to science, technology, engineering and mathematics education is made widely available, particularly to women and minorities in the United States.

Mickelson ExxonMobil Teachers Academy

The professional development academy for 3rd-5th grade teachers is designed to provide teachers with the knowledge and skills necessary to motivate students to pursue careers in science and math.

Challenge Statement & Requirements

The goal of this competition is to highlight outstanding STEM outreach activities within our SWE community at the 2017 National Conference and to encourage the collegiate students who are leading those activities to continue.

This year we are recognizing creative, engaging and affordable STEM activities for fourth (4th) through eighth (8th) grade students. Applicants must be university students who have led the activity with a K-12 group in the 2016-2017 school year. Additional criteria are outlined in the “Challenge Requirements” section.

The top three submissions will be granted outreach awards to be used to fund events that inspire the children in their communities.
Outreach Awards

To be awarded to SWE section, university department, or other applicable student organization.

- 1st place:  $2000, up to 10 tickets to Celebrate SWE (where the award will be announced), and 2 tickets to the awards banquet at the national conference
- 2nd place: $1500
- 3rd place: $1000

Challenge Requirements

Timeline

- The submission deadline is September 3, 2017 at 11:59 p.m. CST.
  - Late or incomplete submissions will NOT be considered.
- Awards will be announced and presented at the Society of Women Engineers WE17 Annual Conference in Austin, TX on October 25-28, 2017.
  - Award recipients are encouraged but not required to attend.

Eligibility

- Teams must include at least two (2) participants.
- At least two participants on a team must be SWE members in good standing for the fiscal year in which the forms are submitted.
- Limited to one team submission per collegiate section.
  - Collegiate members at large may form teams and apply.
  - Award only available to colleges/universities in the United States, D.C., and Puerto Rico.
- All applicants must be students at a college/university during the fiscal year of the competition (e.g. July 2016-June 2017).
  - Students who graduate in that time are eligible as long as the student activity was completed prior to their graduation.
  - Graduate students and co-ops are eligible.
- Applicants must be at least 18 years of age at the time of submission.
- Individuals may not participate on multiple teams.
- The group must lead the activity with a K-12 group in the 2016-2017 school year.
Grading Rubric

Activity Requirements
Time to build, problem-solve, and test within individual groups should take approximately 30 minutes or less, excluding background and/or debrief discussions*.

*Discussing STEM principles and sharing ideas between groups is encouraged but is dependent on time available and can vary between events and group sizes.

Scoring

- Idea – 100 points total
  - Originality – 20 points
    - Points awarded based on how original/creative the activity is.
    - Cite resources used.
  - STEM Relevance – 20 points
    - Activity addresses STEM concept.
    - Problem solving principle used.
  - Appropriate Difficulty – 20 points
    - Activity is appropriate for 4-8th grade level.
      Note: Applicants may specify that age range is a subset (e.g. 4-5th or 7-8th grade).
    - Vocabulary/concepts are appropriate.
      Note: can use state testing requirements as reference (not requirement).
  - Suitability for Outreach – 20 points
    - Involves team work.
    - Can be completed (start to finish) in allotted time.
  - Enjoyable/Engaging/Interesting – 20 points

- Documentation – 100 points total
  Note: Application Form is required. Additional documents are strongly recommended. See suggestions below. Goal is for other groups to be able to recreate your activity.
  - Application Form (in this document)
    - PDF format
    - Optional demographic information does not count in score but is appreciated.
  - Student Handout and complete instructions for the leader/teacher
    - PDF or Office (e.g. Word/Excel) format
  - Supply List and cost of activity for 20 students
    - PDF or Office (e.g. Word/Excel) format
    - Preference will be given to cost effective activities.
    - Cost may exclude “basic” classroom supplies that are not physically attached to the product or otherwise consumed.
      - E.g. pencils for note taking would not be counted towards the cost but a pencil used as an axel would be. Tape would always be counted towards the cost because it’s not reusable.
      - “Basic” supplies: pencils, pens, scissors, paper for notes, rulers, stapler, etc.
  - Video Clip (2-5 minutes) or Pictures and Description
    - Provide introduction to activity and your team.
    - Discuss the demo you held with K-12 grade students and the end result.
    - Video/Pictures of what the students built.

- Team with highest point total wins the competition.
  - In the event of a tie, judges will convene to determine a sole winner.
  - Judges will include ExxonMobil employees and Houston area STEM teachers.
To upload Submissions

1. Email SWE.Outreach.Competition@exxonmobil.com to gain upload access ASAP.
   - Subject line should be “Create User ID: Group Name”.
     E.g. “Create User ID: A&M University”
   - Body of email should include contact information (i.e. first/last name, phone number).
     Nothing else has to be attached or included in the email.
   - We will create a folder unique to your group on an online platform and send you a link so you can access it.
   - Note: There is a time delay on creating this access. Please allow 7-10 business days.
2. You will receive an email with further instruction.
3. Upload documents once they’re complete.
   - The timestamp on the submitted documents must be before the deadline (September 3, 2017 at 11:59 p.m. CST).

Questions

Specific questions concerning the competition can be directed to SWE.Outreach.Competition@exxonmobil.com.

Terms and Conditions

Participants in this competition agree to the following terms and conditions.

- Participants understand that any cash awards received as a result of this competition may be subject to applicable state and federal income taxes.
- Participants agree to adhere to the contest rules and engage in an ethical and professional manner. Any violation of the contest rules or any other misbehavior will disqualify participant from the competition and participant expressly waives any right to pursue legal action against ExxonMobil in the event of a disqualification.
- Participants authorize ExxonMobil to permit the use and display of photographs taken during the Competition in any publication, multimedia production, display, advertisement or World-Wide Web Publication for ExxonMobil. Participant further authorizes ExxonMobil to use his/her name, likeness, or biographical information supplied by Participant. Participant releases and forever discharges ExxonMobil, its agents, officers and employees from any and all claims and demands arising out of or in connection with the use of said photographs/images, including but not limited to, any claims for invasion of privacy or defamation.
- If for any reason the Competition cannot take place as planned for any reason, ExxonMobil reserves the right in its sole discretion to cancel, terminate, modify or suspend the Competition.
- Participants agree to release and hold ExxonMobil harmless from any and all claims, demands, and causes of action for personal injury, death, or loss of or damage to property, howsoever caused, resulting from preparation for or participation in the Competition, EVEN IF THE LOSS OR DAMAGE RESULTS FROM EXXONMOBIL’S NEGLIGENCE.
Application Form

College/University
  Name:
  City, State:
  SWE Region/Section (if any):

Activity Summary
Briefly describe activity below. Cost of activity per 20 students = $______
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Introduction: Introduce your team and tie your experience/major into the activity.
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Contacts
Contacts must be at least 18 years of age at the time of submission, a SWE member in good standing, and a university student. If you’re a graduating senior, please provide valid contact information for after graduation.

  Primary Contact Name:
    SWE Member #
    Phone:
    Email:

  Alternative Contact Name:
    SWE Member #
    Phone:
    Email:
Survey
Are you interested in presenting at conference?
Please check all that apply. Indicating “yes” does not guarantee a position. Travel/expenses will not be funded.

☐ Yes, we would present a poster.
☐ Yes, we would present from a podium.
☐ No, we would not like to present.

Team Demographic Information
This section is optional.

# People on Team:  
# SWE Members:  
# Identify as Women:  
# Undergraduates: