

WE20 CALL FOR PARTICIPATION (CFP) PROCESS REQUIREMENTS & BEST PRACTICES

INSTRUCTIONS

Speaker selection for any WE Conference is highly competitive. To improve your chances of being selected, closely follow the call for participation (CFP) guidelines as outlined in this document.

- Proposal question descriptions and best practices
- Each abstract is worth 35 points:

TITLE	5 POINTS
DESCRIPTION - FOCUSED & CONCISE	5 POINTS
DESCRIPTION - RELEVANT & INTERESTING	5 POINTS
LEARNING OUTCOMES	5 POINTS
SPEAKER QUALIFICATIONS	5 POINTS
CLARITY & GRAMMAR	3 POINTS
UNIQUE PERSPECTIVE	3 POINTS
MISSION-RELEVANT	3 POINTS
CORRECT FORMAT SELECTED	1 POINT
TOTAL AVAILABLE POINTS	35 POINTS

IMPORTANT DATES

- **CFP Opens:** Dec. 16, 2020
- **CFP Closes:** March 23, 2020 (11:59 p.m. EDT, USA) This is the final date to make changes to your proposal.
- **Speaker acceptances:** May 25, 2020
- **Review dates:** March 25 - April 24, 2020.

TIPS & BEST PRACTICES

- Be sure your proposal is submitted in its final state by March 16, 2020. This is the date content that is shared with reviewers to score. If accepted, this is also the content used in the WE app and publications.
- Focus on practical solutions, strategies and/or techniques that learners can easily apply.
- Proposals are more likely to be selected if they do not include company names in the title and description because company names flag the session as a "sales pitch".
- Presenter Limits – to provide a diverse exposure to subject-matter-experts (SME), a speaker will only be selected for one session (panel discussions may present special cases).

PROPOSAL QUESTIONS

- 1. *PRIMARY CONTACT INFORMATION (Not graded/ 0-point)** – Provide the name and email address of the primary contact to receive communications about this specific proposal. Confirmations will be sent to this address.

Name:

Email:

- 2. *RECORDING AGREEMENT (Not graded/0-point)** - Do you agree to allow SWE to record your session to be used for the WE virtual conference? The virtual conference includes top sessions released a few months after the conference.

Yes

No

- 3. *SCHEDULE CONFLICTS (Not graded/0-point)** - Indicate any days that you are NOT available to present your session. SWE accommodate many schedules; therefore, schedule change requests are not guaranteed after the speaker acceptance due date.

Thursday AM

Friday AM

Thursday PM

Saturday AM

Friday AM

Saturday PM

- 4. *SESSION TITLE (5-points)** – The title is concise and captures interest.

- 5. *SESSION DESCRIPTION (10 points)** – Session descriptions are evaluated based on:

- (5-points) Being focused and concise (limit to 150 words)
- (5-points) Relevant and interesting

- 6. *LEARNING OUTCOMES (5-points)** – Learning outcomes describe what learners will be able to do after attending your session. Each session is evaluated based on the learning outcomes being clearly stated and achievable with instruction. Use the verbs below to write you session's learning outcomes by completing this sentence:

After attending your session,

PARTICIPANTS WILL BE ABLE TO:

- Learning outcome (1)
- Learning outcome (2)
- Learning outcome (3) (lightning talks do not require a third learning outcome)

OTHER GRADED ITEMS:

- **CLARITY & GRAMMAR:** All elements of the submission should be well-written, easy to understand and free of grammatical errors.
- **UNIQUE PERSPECTIVE:** It's common for SWE to receive multiple proposals on the same topic. Be sure your description shares your unique take on the subject matter.
- **MISSION-RELEVANT:** Your session should work to advance or be aligned with SWE's mission.
- **CORRECT FORMAT SELECTED:** The selected session format – lecture, panel or lightning talk – should be the most appropriate method for achieving the stated learning outcomes.

TABLE 1 - Bloom's Taxonomy Action Verbs

KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Arrange	Classify	Apply	Analyze	Arrange	Assess
Define	Convert	Change	Appraise	Categorize	Choose
Describe	Describe	Choose	Calculate	Combine	Compare
Duplicate	Discuss	Demonstrate	Categorize	Compose	Conclude
Identify	Distinguish	Discover	Compare	Create	Contrast
List	Estimate	Illustrate	Contrast	Design	Describe
Memorize	Explain	Modify	Differentiate	Develop	Estimate
Name	Express	Practice	Examine	Devise	Evaluate
Outline	Locate	Predict	Experiment	Explain	Explain
Recognize	Predict	Prepare	Identify	Generate	Interpret
Recall	Rewrite	Produce	Illustrate	Plan	Relate
Reproduce	Review	Solve	Outline	Summarize	Predict

TRACKS - core content areas to empower women to achieve full potential in careers as engineers and leaders

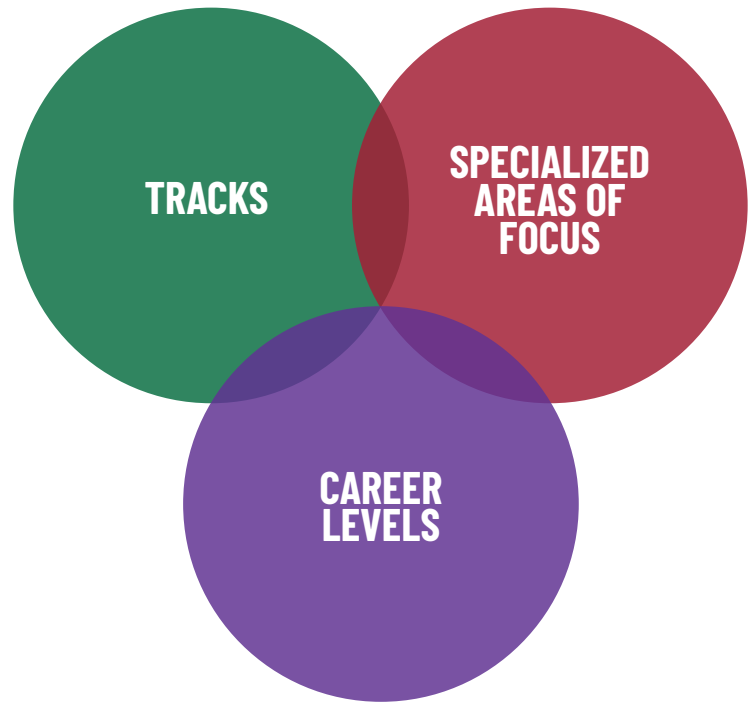
1. Advocacy & Outreach
2. Career Management & Development
3. Inclusion & Cultural Awareness
4. Technical Innovations
5. Self-Management & Development
6. Strategic Leadership

SPECIALIZED AREAS OF FOCUS - content for specific audiences and areas of expertise

1. Entrepreneurship & Small Business
2. Organizational Development
3. Pathfinders
4. STEM REENTRY
5. SWE Fellows Technical
6. SWE Leadership
7. Women in Academia
8. Women in Government & Military

CAREER LEVELS - the core content levels

- | | |
|------------------------------------|-------------------------------------|
| 1. Pre-College | 5. Experienced-Career Professionals |
| 2. Collegiates & Graduate Students | 6. Senior Leaders & Executives |
| 3. Early-Career Professionals | 7. Retired |
| 4. Mid-Career Professionals | |



***TRACKS (Not graded/ 0-point)** – Select the track that most closely relates to the subject matter.

- **ADVOCACY AND OUTREACH:** This track is inspired by SWE's strategic goal of advocacy; focusing on advocating for future generations of women in engineering and technology. Examples of topics include:
 - Participating in or leading advocacy efforts (influencing public policy, techniques for communicating with Congress, etc.).
 - Best practices for developing K-12 outreach programs that encourage and support girls to pursue careers in engineering.
 - Developing strategic partnerships involved in K-12 outreach and advocacy efforts.
- **CAREER MANAGEMENT AND DEVELOPMENT:** This track examines tools and best practices to assist in managing and advancing careers in a variety of engineering industries. Examples include:
 - Resume and interview best practices, salary negotiations.
 - Techniques to manage various professional transitions.
 - Techniques for creating and maintaining successful professional relationships.
- **INCLUSION AND CULTURAL AWARENESS:** This track is inspired by SWE's strategic goal of diversity and inclusion. This content addresses the challenges and opportunities that engineers face within the context of workplace culture and globalization. Examples of topics include:
 - Developing skills to be a more inclusive leader and team member to work effectively with others from diverse backgrounds.
 - Techniques and strategies to build and promote a culture of diversity and inclusion.
 - Research and approaches concerning workplace diversity and globalization.
- **TECHNICAL INNOVATIONS:** Thought leaders from a variety of disciplines will share emerging technologies helping to make organizations more competitive. Examples of topics include:
 - Artificial intelligence
 - Blockchain
 - Data science
 - Machine learning
- **SELF-MANAGEMENT AND DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples of topics include:
 - Developing wellness strategies (personal care, balancing demanding work and personal schedules, etc.).
 - Self-reflection and assessment techniques to recognize strengths and weaknesses, seeking feedback from others and learning from failure.
 - The importance of lifelong learning strategies and development.
- **STRATEGIC LEADERSHIP:** This track focuses on how leaders shape the performance and success of organizations and SWE Sections and the needed leadership skills to meet the myriad of opportunities, challenges and demands STEM leaders face. Examples of topics include:
 - Techniques to develop a greater capacity to grow and support people and teams.
 - Recognizing the importance of sponsorship.
 - Strategic thinking skills and building alliances.

***SPECIALIZED FOCUS AREA (Not graded/ 0-point)** – Select the specialized area of focus for the specific audience or area of expertise of your session. Not all sessions will have a specialized area of focus; therefore, select an area of focus only if the content is intended for a specific audience type.

- N/A:** select n/a if your session is for the general audience.
- ENTREPRENEURSHIP & SMALL BUSINESS:** this focus area is for those interested in or actively involved in creating and maintaining new business ventures. The session may touch on (but are not limited to) themes like creating a startup team, business planning, raising venture capital, new venture structures, strategies for product marketing and licensing
- PATHFINDERS:** this focus area was created to meet the needs of the late career and retired members.
- ORGANIZATIONAL DEVELOPMENT:** this specialized content is used to identify techniques for organizational improvements and change.
- STEM REENTRY:** this content is intended to provide resources to any engineering professional who has taken a career break for two or more years and wants to rejoin the STEM workforce. The sessions are for both individuals reentering the workforce and organizations considering launching a program.
- SWE LEADERSHIP:** this focus area relates to topics on SWE governance and topics on SWE's leadership competency development for SWE leaders. Many of the presenters are active SWE leaders within their section and/or are members of SWE's leadership coaching committee (LCC).
- SWE FELLOWS TECHNICAL:** sessions in this focus area have been identified by the SWE Fellows Technical group beforehand, and the speaker must be clearly identified as a SWE Fellow. These sessions often, but not exclusively, share the variety of the speaker's technical expertise including updates in cutting-edge technologies, emerging techniques, engineering crossovers and discipline evolutions in diverse engineering disciplines.
- WOMEN IN ACADEMIA:** this specialized area of focus examines various career paths and opportunities for women in academia. Administrators, faculty and graduate students within the academic community will share insights, research and experiences.
- WOMEN IN GOVERNMENT AND MILITARY:** this area of focus examines various career paths and opportunities for women in government and the military.

*** TARGET CAREER LEVELS (Not graded/ 0-point)** – Select 1-2 most relevant target career level for your session.

- PRE-COLLEGE:** a student who has not entered a college or university.
- COLLEGIATES & GRADUATE STUDENTS:** a student in, or recent graduate of, a college or university.
- EARLY CAREER PROFESSIONALS:** a professional who is a recent graduate who may/may not have prior experience in a field or profession.
- MID-CAREER PROFESSIONALS/MANAGERS/EMERGING TECHNICAL LEADERS:** an individual who has 10-20 years of professional experience, generally with others reporting to them.
- EXPERIENCED-CAREER PROFESSIONALS:** an experienced professional with over 20 years of professional experience and increasing levels of responsibility. This individual is often seen as a thought-leader.
- SENIOR LEADERS/EXECUTIVES:** an experienced professional in executive leadership positions.
- RETIRED:** An individual who has ended working in a professional career.

***SPEAKER QUALIFICATIONS (5-points)** – Provide the primary and secondary speaker information illustrating subject matter-expertise (SME). All speakers are evaluated based on the content submitted by the deadline.

Primary Speaker Contact Information	Secondary Speaker Contact Information
First Name:	First Name:
Last Name:	Last Name:
Credentials (related to the session topic)	Credentials (related to the session topic)
Job title:	Job title:
Current employer:	Current employer:
Years of experience in the proposed session: <ul style="list-style-type: none"> ▪ 1-5 ▪ 6-10 ▪ 11-20 ▪ 20+ 	Years of experience in the proposed session: <ul style="list-style-type: none"> ▪ 1-5 ▪ 6-10 ▪ 11-20 ▪ 20+
LinkedIn Profile URL:	LinkedIn Profile URL:
Country:	Country:
Email:	Email:
Mobile Number:	Mobile Number:
Bio (50-word limit) illustrating experience in the topic submitted.	Bio (50-word limit) illustrating experience in the topic submitted.

*** SESSION FORMAT (Not graded/ 0-point)** – To adult learners, the delivery method is as important as the content. Select the format that provides the best learning experience to achieve the stated learning outcomes.

- LECTURE/WORKSHOP (60 minutes total –45 minutes plus 15 minutes of Q&A; limited to two speakers):** lectures are the standard conference session type where subject matter experts (SME) present to as many as 200 attendees, so there are minimal group discussions.
- PANEL DISCUSSION (60 minutes; limited to 4 speakers plus one moderator):** panels are designed to provide opportunities to learn from multiple subject matter experts (SMEs) on their past experiences and personal views on identified topics or themes.
- LIGHTNING TALKS (short format – 15 minutes plus 5 minutes of Q&A; limited to two speakers):** a lightning talk is a short, thought-provoking presentation lasting 15 minutes with 5 minutes provided for Q&A. SWE typically schedules 3-6 talks in a row – this grouping is called a block. Lightning Talks are arranged into blocks according to identified themes.