



WE21 Membership Meeting



MEMBER RETENTION



SWE MEMBERSHIP RETENTION RATE IS:



FY21 65% FY20 61%

MEMBERSHIP GROWTH

FY20 SWE MEMBERSHIP 41,950

FY21 SWE MEMBERSHIP 41,309



MEMBER SATISFACTION SCORE

FY21 4.24 OUT OF 5



FY20 4.09 OUT OF 5

SCORE

WHEN SWE MEMBERS WERE ASKED:

“Overall how satisfied are you with your membership so far?”





SWE'S NET PROMOTER SCORE (Member Survey)



- How likely would you be to recommend SWE membership to a colleague or peer?

FY20

33%

FY21

46%*

THAT'S A

39%

INCREASE FROM
FY20 TO FY21

*Highest rating of any professional engineering society



SWE CPC Hits 101 Members!



Diversity

SWE THE JOURNEY TO 2020

1950
SWE was founded.



As a diversity organization, we must have no issues with diversity, equity and inclusion within the Society, right?



OVER MANY YEARS
The Board discussed the need to increase diversity within the Society's leadership pipeline. Task forces and work groups were convened, and data was gathered. Not much changed.



2020 We issued a statement condemning the murder of George Floyd and acknowledging the need to do more within our own organization. Incoming President Heather Doty took ownership.



2019 Members were very vocal about the lack of diversity at the Board level during the Membership Town Hall and on social media.



2018 We added diversity and inclusion to our strategic plan plus diversity metrics to our KPI dashboard to measure progress.



The Journey ... Warp Speed in 2020-2021

SPECIAL DIRECTORS



Rose-Margaret
Ekeng-Itua, Ph.D.



Maisha
Gray-Diggs, Ph.D.



LISTENING TOWN HALL

DEI TRAINING



MARKETING AND BRANDING REVIEW

Assigned
Board
Sponsors

AFFINITY GROUPS

African American
Asian Connections
HeForSWE
Latinos
LGBTQ+ & Allies
Indigenous
Peoples
Entrepreneurs

Global Women
Engineers
Late Career
& Retiree
Small Business
Women in
Government
HeforSWE

SCHOLARSHIPS

AWARDS

UNDERSTAND SYSTEMIC ISSUES

SECTIONS

CONFERENCE
ABSTRACTS

TRANSPARENT COMMUNICATION



CAPTURE CONSISTENT DEMOGRAPHICS



The SWE DEI Journey Continues...

5 modules from Selena Rezvani; most are between 45-90 minutes in length

- Developing the Mindset for Inclusive Leadership
 - Addressing Unconscious Bias in Society
 - Intercultural Fluency 101 & Confronting Cultural Bias
 - How to be an Ally at Any Level
 - Spark Momentum with Self Reflection
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- Thank you to DuPont for your sponsorship!



The SWE DEI Journey Continues...



- Association expertise
 - Past engagement includes facilitation of SWE's strategic planning process and the governance task force project
 - Work with some of the largest STEM associations including ACS, AIA, and ASCE
- Engagement will conduct research to understand opportunities to advance diversity, equity and inclusion in the organization's volunteer structures and pipeline.
- SWE Board and HQ staff will guide this work.
- At the culmination of this project, McKinley will provide SWE with comprehensive recommendations, promising approaches and ideas to improve processes and success in recruiting and sustaining more diverse candidates for the Board, Committees, the Senate and other Society level leadership roles.



The SWE DEI Journey Continues...



- Focus Groups:
 - In person at WE21; 14 participants; October 21
 - Virtual Women of Color; 16 participants; October 25
 - Virtual SWE Leaders; 14 participants; October 25

- 30-Minute Interviews
 - 22 scheduled and 1 completed; will be finished by end of October

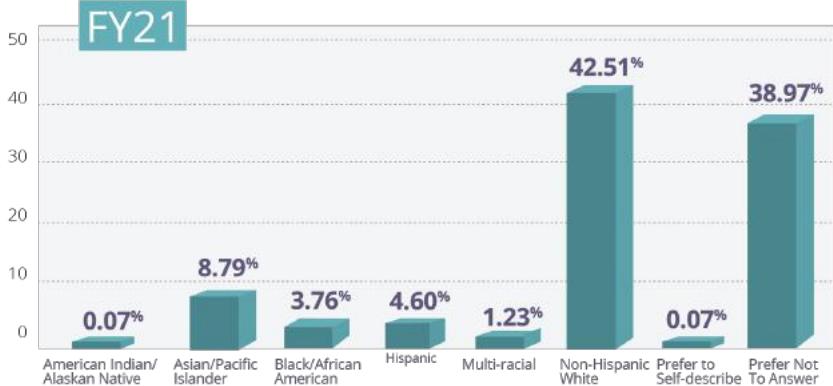
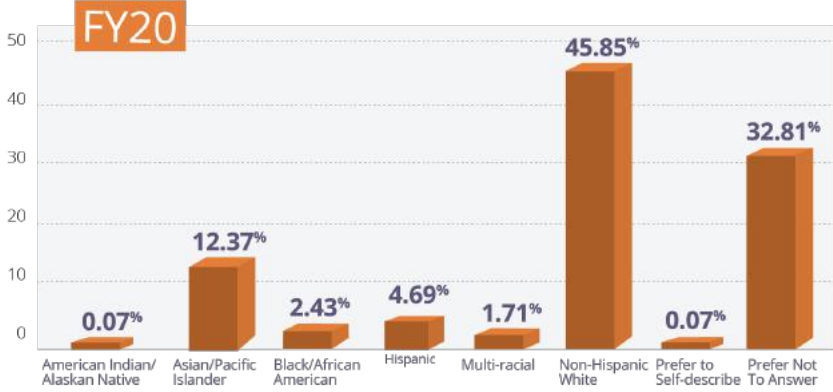
- Survey sent to current SWE leadership; Society and Section level
 - 101 responses to date; reminder sent (pool of just over 1,000 leaders)



FY20/FY21 DIVERSITY LEADERSHIP & PERCEPTION SCORES



LEADERSHIP DIVERSITY



DIVERSITY PERCEPTION SCORE

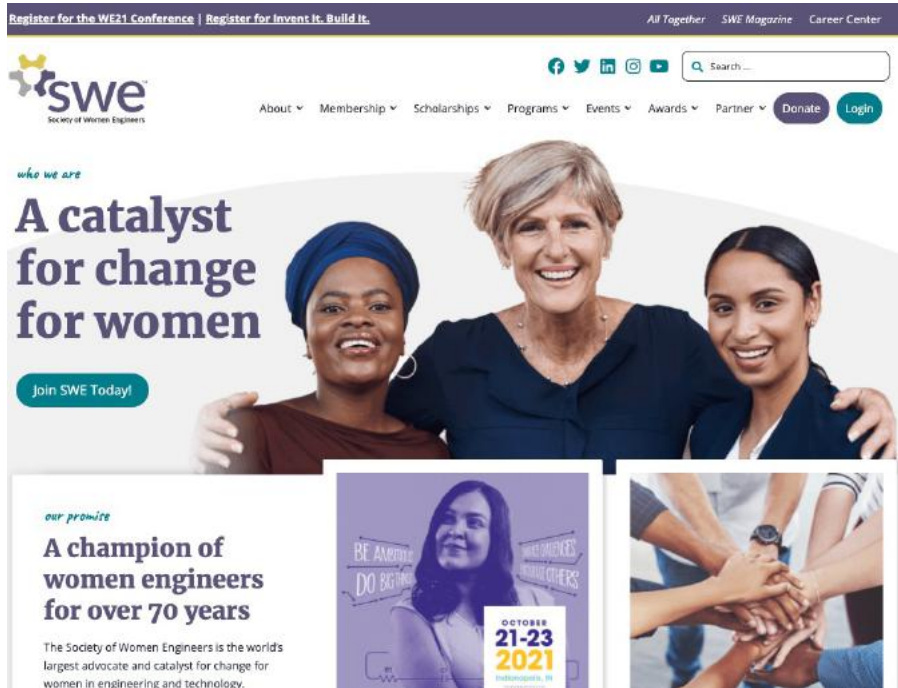




Swe.org updates



Swe.org refresh



- New site launched in May 2021
- 30% traffic increase
- 18% new users to site
- Scholarship and membership are the most visited areas
- ADA compliant to address various visual, physical and audio impairments



Research: new site, new information

The screenshot displays the SWE website's research section. At the top, there is a navigation bar with links for Home, K-12, Higher Education, Workplace, Global, Additional Resources, and Contact Us. A search bar is also present. The main content area features a large article titled "The Impact of COVID-19 on Women in Engineering" with a sub-headline "SWE has been checking in with its members and corporate partners to find out how the COVID-19 pandemic has affected them and how they are adjusting to increasing in-person activities. Our latest research compares member responses from the summer of 2020 to those obtained in 2021. Download our latest survey reports [here](#)." Below this are several smaller sections: "About SWE Research" (The Society of Women Engineers promotes much-needed systemic changes to increase gender equity in engineering and technology through its support and involvement in research that informs policies and practices.), "Fast Facts" (Download an infographic that provides a snapshot of the latest data on women in engineering and technology, including degree awarded, top engineering disciplines for women, and the representation of women engineers in the workforce.), "SWE Programs and Resources" (SWE cultivates the potential of women engineers through a global network of professionals that provide mentorship and training opportunities for those entering or pursuing an engineering career, from elementary school to high school, from college to career. SWE offers a variety of programming to meet the needs of our members, educators, and corporate partners.), and "SWE State of Women in Engineering" (Every year, SWE publishes its State of Women in Engineering magazine issue. This special issue of SWE's award-winning magazine presents the latest research on issues affecting women and girls in STEM, with special attention to research activities that align with SWE's mission to empower women to achieve their full potential as engineers and leaders. SWE's State of Women in Engineering magazine is available online and in print.). There is also a "Recent Updates" section with a "See All Updates" button, listing items like "Singapore Research Scientists and Engineers", "Singapore Higher Education", "COVID-19 Research", "Malaysia Engineering Professionals", and "Malaysia Higher Education".

- Housed under swe.org
- Latest data on women engineers in college and career
- Data from U.S. and countries where SWE has a growing membership
- SWE Research reports available for download
- Latest research and data highlighted under Recent Updates
- Download Fast Facts infographic for quick reference

CONTENT
USAGE
PERCEPTION
SCORE:

2021 2.83

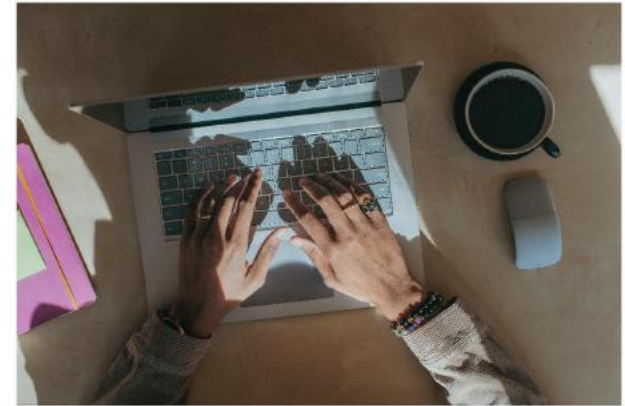
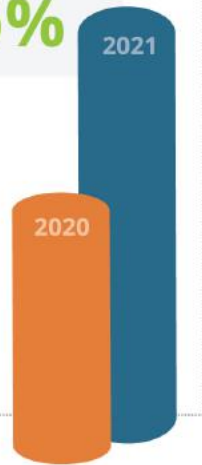
2020 2.75

ALL TOGETHER USERS

GROWTH=
+43%

2021 : USERS
340,911

2020 : USERS
238,594



**Research
Website Users:**

2021 13,335

2020 12,345

GROWTH=
8%

Scholarships



Scholarship Updates

SWE is proud to award **289** scholarships, totaling more than **\$1,200,000**, to undergraduate and graduate students for the 2021-2022 academic year!

The SWE scholarship program will assist these young individuals in accomplishing their dreams of being engineers who contribute to society.

This program continues to grow with a big announcement coming soon!



Congressional Visits

2021 Congressional Visit April 14th



- Yes, it was virtual. But we had 150 SWE members from over 35 different states participate in 100 meetings with legislators and their staff.
- Welcome remarks from Rep. Chrissy Houlahan (D-PA) and Debbie Lesko (R-AZ).
- Advocated for several pieces of legislation including:
 - STEM Opportunities Act
 - Combating Sexual Harassment in Science Act
 - Pregnant Workers Fairness Act
 - STEM Restart Act
- SWE will host a fireside chat in November to launch the Women in STEM Caucus in the Senate





Swe Magazine



New Digital Magazine



Home Features About Past Issues

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SWE Magazine / Volume 67 Number 4 / Fall 2021



Feature Articles



Transforming Corporate Boards

While corporations and nonprofits have welcomed more women to their boards, experts contend that focusing on one form of diversity isn't enough to ensure the breadth of perspectives needed to meet today's unprecedented challenges, or to shift the boards' focus from one of rubber stamping and compliance to one of strategy.

[Read More](#)

Digital Exclusive



Taking Back the Internet

Since the COVID-19 pandemic struck in the spring of 2020, the internet has been experiencing a heightened level of criminal activity. Every 14 seconds, experts say, another business new falls



Women Engineering Leaders in Academe 2021

Since 2002, this annual series has profiled women engineering deans, who offer unique and diverse perspectives on the research and practice of the



Magazine Awards

SWE Magazine continued its long history of success in this year's APEX Awards competition, earning seven Awards of Excellence and two Grand Awards. The Grand Awards are the highest honor conferred in this international competition, now in its 33rd year.



Receiving a Grand Award was Anne Perusek, SWE director of editorial and publications, for the entire Fall 2020 issue. Additionally, the fall issue received an Award of Excellence for cover design.



Art Director JoAnn Dickey received the Grand Award in design and illustration for the feature “Dismantling the Glass Ceiling,” which appeared in the 2020 edition of State of Women in Engineering, SWE’s annual research issue.

Global Updates



WE Local 2021



Our numbers are growing across the globe

- **Ambassadors:** 110 for FY22
- **Affiliates:**
 - We have 82 global affiliates in 23 countries.
 - There are 39 professional and 43 university

Countries represented: Austria, Brazil, Canada, China, Costa Rica, Czech Republic, Democratic Republic of the Congo, Germany, India, Indonesia, Kenya, Liberia, Mexico, Nigeria, Papua New Guinea, Peru, Qatar, Republic of Korea, Saudi Arabia, Singapore, Turkey, U.A.E, Zambia





**Thank you, Thank you, Thank
you**

