WE21 Membership Meeting
FY20/FY21 MEMBERSHIP

SWE MEMBERSHIP RETENTION RATE IS:

**MEMBER RETENTION**

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?”
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.

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

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

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.
The Journey ... Warp Speed in 2020–2021

SPECIAL DIRECTORS

Rose-Margaret Ekeng-Itua, Ph.D.
Maisha Gray-Diggs, Ph.D.

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

LISTENING TOWN HALL

DEI TRAINING

MARKETING AND BRANDLING REVIEW

TRANSFORM COMMUNICATION

FEEDBACK DIALOGUE

CAPTURE CONSISTENT DEMographics

SCHOLARSHIPS

AWARDS

UNDERSTAND SYSTEMIC ISSUES

SECTIONS

CONFERENCE ABSTRACTS

Assigned Board Sponsors
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

• 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

**FY20**
- American Indian/Alaskan Native: 0.07%
- Asian/Pacific Islander: 12.37%
- Black/African American: 2.43%
- Hispanic: 4.69%
- Multi-racial: 1.71%
- Non-Hispanic White: 45.85%
- Prefer to Self-describe: 0.07%
- Prefer Not To Answer: 32.81%

**FY21**
- American Indian/Alaskan Native: 0.07%
- Asian/Pacific Islander: 8.79%
- Black/African American: 3.76%
- Hispanic: 4.60%
- Multi-racial: 1.23%
- Non-Hispanic White: 42.51%
- Prefer to Self-describe: 0.07%
- Prefer Not To Answer: 38.97%

DIVERSITY PERCEPTION SCORE

**FY20** 3.96/5
**FY21** 4.02/5
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

- 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
FY20/FY21 CONTENT AND RESOURCE USAGE INDEX

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
New Digital Magazine

Feature Articles

Transforming Corporate Boards
Self-corporations and non-profits have welcomed more women to their boards, experts say. But retaining diversity is sometimes the biggest challenge for companies, especially in the information architecture of today’s world. This article explores how companies are working to ensure that the board of directors is as effective as possible.

Women Engineering Leaders in Academia 2021
Since 2002, Microsoft has profiled women engineering leaders who advocate for change and show women what is possible in their careers. These women represent a broad spectrum of experiences and backgrounds.

Digital Exclusive

Taking Back the Internet
Since the COVID-19 pandemic struck in the spring of 2020, the internet has been experiencing an unprecedented level of usage activity. Every 15 seconds, someone new enters the business sector.
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.

A variety of factors contribute to the persistence of the glass ceiling. Fresh insights—from identifying and addressing gender sidelining to re-examining the role of recruitment and hiring practices—offer strategies that can lead to solutions.

By Sandra Guy, SWE Contributor

We might call it unconscious bias’ evil cousin. It’s dubbed “gender sidelining.” Research shows this type of insidious discriminatory treatment involves subtle actions with no legal consequences. Examples include male bosses who minimize women’s accomplishments, interrupt when women talk, create barriers to opportunities and mentorships, omit women from high-impact project teams, and subject women to harsher scrutiny than their male colleagues.

Indeed, gender sidelining encompasses “the universe of subtle ways that obstacles and hindrances might impact a woman’s career,” said Jessica Fink, J.D., the Clara Shortridge Foltz Professor of Law at California Western School of Law, who used the term in her Stanford Law and Policy Review article, “Gender Sidelining and the Problem of Unactionable Discrimination” (2018).

“It’s all the nonlegally actionable stuff that can get in the way of a woman’s advancement—some might be intentional obstacles, some may be unintentional,” said Fink, who earned her undergraduate degree in political science from the University of Michigan at Ann Arbor and her law degree from Harvard. “Once you start looking for it [gender sidelining/downplaying women’s accomplishments], it’s everywhere in virtually every working environment,” she said.

Fink said she initially downplayed the idea that academic research could be a platform for her interest in the media and/or others downplaying women’s achievements. She had noticed that several newspapers’ front-page stories about Hillary Clinton’s nomination as the first female major-party candidate for president were accompanied by photos of Bill Clinton, as well as the controversy surrounding media coverage of U.S. Olympic swimmer Katie Ledecky’s new world record and gold-medal accomplishments in the 2016 Olympics. In one newspaper, Ledecky’s wins were printed as a subheadline beneath a primary, large headline about Michael Phelps’ three-way tie for a silver medal.
Global Updates
Our numbers are growing across the globe

- **Ambassadors**: 110 for FY22

- **Affiliates**: 82 global affiliates in 23 countries.
  - 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