

WE22 CALL FOR PARTICIPATION (CFP) GUIDELINES REQUIREMENTS & BEST PRACTICES

The Society of Women Engineers (SWE) is committed to providing a safe, welcoming, and productive environment for everyone participating. The WE selection process was created to ensure effective programming and speaking opportunities are provided to empower attendees to succeed at every stage of their professional development.

INSTRUCTIONS: Answer each using the CFP Guidelines described below. You have 60 minutes to complete your submission in the [WE22 online portal](#).

IMPORTANT DATES

- ★ CFP Opens: January 10, 2022
- ★ CFP Closes: March 21, 2022
- ★ CFP Reviews: March 23 – April 18, 2022
- ★ Speaker Acceptances: May 25, 2022
- ★ Speaker Confirmation Due: June 15, 2022
- ★ Session Recordings Due: September 7, 2022
- ★ Speaker Presentations Due: September 7, 2022

TIPS & BEST PRACTICES TO IMPROVE YOUR SESSION

- ★ **SESSION RECORDINGS** - All accepted sessions are required to submit a recording of their session by September 7, 2022.
- ★ **AVOID THE NUMBER ONE COMPLAINT** – The number one complaint is that session content does not match the submitted description and learning outcomes; therefore, take time to finalize session content before submitting your proposal.
- ★ **SWE PRIORITIZES DIVERSITY** – We encourage participation by speakers from backgrounds that are underrepresented in engineering and technology.
- ★ **SEEKING INTERMEDIATE & ADVANCED TOPICS** - SWE is actively looking for and encourages you to submit intermediate and advanced level content.
- ★ **MERGE SESSIONS** - It is common for SWE to receive multiple proposals on the same topic, so be sure your session has a unique perspective. If not, speakers may be asked to merge their session with another session with the same topic.
- ★ **SUBMIT SESSION IN FINAL STATE** - Changes cannot be made once the CFP closes.
- ★ **BIAS-FREE LANGUAGE** - Use [bias-free language](#) as articulated by the American Psychological Association; See the Publication Manual of the American Psychological Association style, 7th edition, Chapter 5 for tips about how to reduce bias.

TOTAL AVAILABLE POINTS	
TITLE	5 POINTS
DESCRIPTION – FOCUSED & CONCISE	5 POINTS
DESCRIPTION – RELEVANT & INTERESTING	5 POINTS
LEARNING OUTCOMES	5 POINTS
SPEAKER QUALIFICATIONS	5 POINTS
OVERALL CLARITY	3 POINTS
UNIQUE PERSPECTIVE	3 POINTS
RELEVANT TO SWE'S MISSION	3 POINTS
CORRECT FORMAT	1 POINT
TOTAL POINTS	35

- ★ **ASK FOR REVIEWERS** - Ask an experienced person to review your proposal to ensure it is clear, concise, and enticing.
- ★ **PRESENTER LIMITS** - to provide a diverse exposure to speakers, a speaker will only be selected for one session (panel discussions may present special cases).
- ★ **NO SALES PITCHES** - Proposals are more likely to be selected if they do not include organization names because it flags the session as a “sales pitch.”

CONTACT & SPEAKER INFORMATION

1. * **PRIMARY CONTACT INFORMATION** (0 points) – Include the primary contact’s name, email, and organization. All communication about the session will be sent to this email address.
2. * **SPEAKER QUALIFICATIONS** (5 points) – Each item is required to complete for each speaker. Be sure to illustrate subject matter expertise related to the topic of the session.

Primary Speaker

First Name:
 Last Name:
 Credential:
 Current Job Title:
 Current Employer:
 Email:
 Mobile Number:
 Is the person a SWE member? Yes/No
 Does the speaker work for a SWE [CPC organization](#)?
 What racial or cultural group do you belong to?
 ★ Black or African
 ★ East Asian
 ★ Indigenous/Native/Aboriginal
 ★ Hispanic or Latino/Latina/Latinx
 ★ Middle Eastern
 ★ Multiracial (Two or More Races)
 ★ Pacific Islander
 ★ South Asian
 ★ Southeast Asian
 ★ West Asian
 ★ White
 ★ Unlisted (please specify)
 ★ I prefer not to answer
 What is your gender identity?
 ★ Man
 ★ Woman
 ★ Nonbinary
 ★ Another option not listed
 ★ I prefer not to answer
 Country:
 Years of experience relating to the session:
 ★ 1-5
 ★ 6-10
 ★ 11-20

Secondary Speaker

First Name:
 Last Name:
 Credential:
 Current Job Title:
 Current Employer:
 Email:
 Mobile Number:
 Is the person a SWE member? Yes/No
 Does the speaker work for a SWE [CPC organization](#)?
 What racial or cultural group do you belong to?
 ★ Black or African
 ★ East Asian
 ★ Indigenous/Native/Aboriginal
 ★ Hispanic or Latino/Latina/Latinx
 ★ Middle Eastern
 ★ Multiracial (Two or More Races)
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 Country:
 Years of experience relating to the session:
 ★ 1-5
 ★ 6-10
 ★ 11-20



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★ 20+

LinkedIn Profile URL:

Bio (150-word limit): Written in third person, include speaker experience illustrating expertise in the session topic.

Speaker Photo: Submit a photo of the speaker that can be used if the session is accepted.

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SESSION LOGISTICS

- * SESSION PRESENTED BEFORE** [0-points – Yes/No] – Has this session been presented before at any SWE conferences? If yes, indicate which conference(s). Select all that apply. SWE will examine the session attendance and the overall survey results to determine if the session should be accepted.
 - ★ WE21 ★ 2020 WE Local
 - ★ WE20 ★ 2019 WE Local
 - ★ WE19 ★ 2018 WE Local 18
- * RECORDING AGREEMENT** [0-points – Yes/No] – Do you agree to record your session PRIOR to WE22? The highest scored sessions may be selected for the Virtual Conference.
- * SCHEDULE CONFLICTS** [0-points] - Indicate any days that you are NOT available to present in-person.
 - ★ Thursday AM ★ Friday AM ★ Saturday AM
 - ★ Thursday PM ★ Friday PM ★ Saturday PM
- * FORMAT** [1-point] – Select the session format that provides the needed time and the best learning experience to achieve your stated learning outcomes.

FORMAT TYPES

- ★ **LISTEN & LEARN LECTURE** (limited to 2 speakers): The standard conference session type where subject-matter-experts present content to attendees with minimal, if any, group discussions.
- ★ **ENGAGED EXCHANGE** (Limited to 4 speakers plus one moderator): Panel discussions designed to provide opportunities to learn from multiple subject-matter-experts on their experiences and views on identified topics.
- ★ **SNAP SESSION** (Limited to 2 speakers): Short, thought-provoking sessions. SWE schedules 3-6 snap sessions in a row, arranged according to themes.

TIME REQUIREMENTS

- ★ Recording: A 30 min. recording is required to be submitted by 09/07/22.
- ★ In-Person Session: 45 min. total (30 min. lecture and 15 min. Q&A)
- ★ Recording: A 45 min. recording is required to be submitted by 09/07/22.
- ★ In-Person Session 60 min. total with a 45 min. discussion and 15 min. Q&A
- ★ Recording: A 15 min. recording is required to be submitted by 09/07/22.
- ★ In-Person Session: 15 min. plus 5 min. of Q&A.

SESSION CONTENT INFO

- * TITLE** [5 points] – The title is evaluated on-being concise and capturing interest.



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8. * **DESCRIPTION** (10 points) – Session descriptions are evaluated on:
- ★ [5-points] Being focused and concise [150 words]
 - ★ [5-points] Being relevant and interesting
 - ★ In 150 words or less, describe: (1) What the topic is and why it's important; (2) What the purpose of the session is; and (3) What will be included in the session. Remember that not everyone works in the same industry and should not assume that the reader is familiar with all technical terms, acronyms, etc.
9. * **LEARNING OUTCOMES** (5 points) – Measurable statements that describe what attendees will be able to do after participating. Each session is evaluated based on the outcomes being clearly stated and achievable with instruction. Use the verbs below to write the learning outcomes.
- ★ Learning outcome [1]
 - ★ Learning outcome [2]
 - ★ Learning outcome [3] [snap sessions do not require a third learning outcome]

TABLE 1 - Bloom's Taxonomy Action Verbs

KNOWLEDGE	COMPREHENSION	APPLICATION	ANALYSIS	SYNTHESIS	EVALUATION
Define	Classify	Apply	Analyze	Categorize	Assess
Describe	Describe	Change	Appraise	Compose	Compare
Duplicate	Discuss	Demonstrate	Calculate	Create	Conclude
Identify	Explain	Illustrate	Categorize	Design	Contrast
List	Express	Modify	Compare	Develop	Evaluate
Name	Predict	Practice	Examine	Plan	Interpret
Recognize	Review	Prepare	Outline	Summarize	Relate

LEARNING PATHS

TRACKS: Core content areas to empower women to achieve full potential in careers as engineers and technologists.

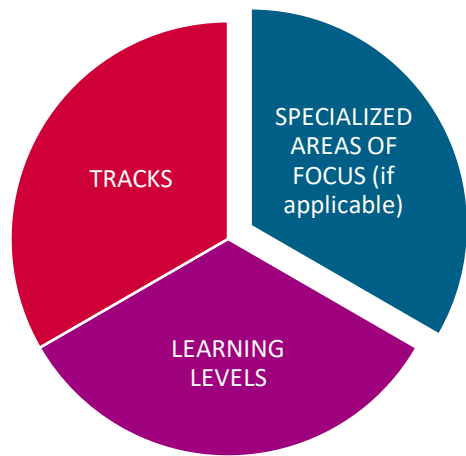
- 01. Advocacy & Outreach
- 02. Career Management & Development
- 03. Diversity, Equity, & Inclusion (DEI)
- 04. Technical Innovations
- 05. Self-Management & Development
- 06. Strategic Leadership

LEARNING LEVELS: Content is identified based on attendees' and speakers' experience with the topic.

- 01. Foundational
- 02. Intermediate
- 03. Advanced

SPECIALIZED AREAS OF FOCUS: Content for specific audiences and areas of expertise.

- 01. NA
- 02. Community College
- 03. Entrepreneurship



Last updated March 14, 2022

- 04. Late Career and Retirees (LCR)
- 05. Men as Allies
- 06. Organizational Development
- 07. Small Business
- 08. STEM Reentry
- 09. SWE Leadership
- 10. Women in Academia
- 11. Women in Government & Military

10. * **TRACKS** (0-points) – Select the track that most closely relates to the subject matter of your session.

01. **ADVOCACY & OUTREACH:** Inspired by SWE’s advocacy strategic goal; focusing on advocating for future generations of women in engineering and technology. Examples include:
 - ★ Participating in or leading advocacy efforts.
 - ★ Best practices for developing K-12 STEM outreach programs.
 - ★ Developing strategic partnerships for K-12 outreach and advocacy efforts.
02. **CAREER MANAGEMENT & DEVELOPMENT:** This track examines tools and best practices to assist in managing and advancing in careers in engineering and technology. Examples include:
 - ★ Resume and interview best practices and salary negotiations.
 - ★ Techniques to manage various professional transitions.
 - ★ Techniques for creating and maintaining successful professional relationships.
03. **DIVERSITY, EQUITY, & INCLUSION (DEI):** Based on SWE’s vision of a world with gender parity and equality in engineering and technology, topics focus on removing barriers, biases, and obstacles within the profession and promoting inclusive environments. Examples of topics include:
 - ★ Tools to be inclusive leaders and team members. Techniques to build and promote a culture of diversity, equity, and inclusion.
 - ★ Approaches for global diversity practices.
 - ★ Leveraging intersectionality in the workplace.
04. **TECHNICAL INNOVATIONS:** This track evaluates new technology trends in engineering technology, including disruptive technologies. Sessions in this track are given by technical experts, including but not exclusive to SWE Fellows. Examples include:
 - ★ Best practices for being an effective leader of innovative initiatives.
 - ★ Blockchain
 - ★ Data science
05. **SELF-MANAGEMENT & DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples of topics include:
 - ★ Best practices for developing and maintaining wellness strategies.
 - ★ Self-reflection and assessment techniques to recognize strengths and opportunities for improvements, seeking feedback from others, and learning from failure.
 - ★ The importance of lifelong learning strategies.



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06. **STRATEGIC LEADERSHIP:** This track focuses on how leaders shape the performance and success of organizations, including SWE, and the needed leadership skills to meet the myriad of opportunities, challenges, and demands STEM leaders face. Examples of topics include:
- ★ Approaches to effectively influence others and building alliances.
 - ★ Techniques to develop a greater capacity to grow and support people and teams.
 - ★ Recognizing the importance of mentoring and sponsorship.
11. * **LEARNING LEVELS (0-points)** – Select the learning level most appropriate for your session based on your level of experience with the content.
01. **FOUNDATIONAL:** Appropriate for those with limited experience (0-2 years) with the subject matter and often introduces subject matter; content focuses on awareness and factual recall.
02. **INTERMEDIATE:** Intermediate content builds on existing knowledge, appropriate for those seeking to expand upon existing knowledge or experiences. Appropriate for audiences with 3-9 years of experience.
03. **ADVANCED:** Appropriate for those with nearly ten years of experience applying foundational and intermediate concepts; looking to implement new content and programs. Advanced level content is often appropriate for audiences with 10-20 years of experience.
12. * **SPECIALIZED AREA OF FOCUS (0-points)** – Specialized areas of focus are sessions specific to an intended audience. 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.
01. **N/A:** Select n/a if your session is for the general audience.
02. **COMMUNITY COLLEGE:** Sessions explore topics of interest to community college students, faculty, and staff. Sessions may include subjects of interest to individuals in universities and industry seeking best practices to engage community college students.
03. **ENTREPRENEURSHIP:** For those interested in or actively involved in creating and maintaining new business ventures.
04. **LATE CAREER AND RETIREES (LCR):** Programming and participation for the LCR demographic. It includes presentations on a broad range of topics showcasing career expertise and SWE legacy.
05. **MEN AS ALLIES:** Content focuses on ways to gain men as allies as well as featuring allies who will share insights on their proven record championing DEI.
06. **ORGANIZATIONAL DEVELOPMENT:** Techniques for organizational improvements and change.
07. **SMALL BUSINESS:** Sessions for employees, managers, and owners of small businesses.
08. **STEM REENTRY:** This focus area is for engineering professionals who have taken a career break for two or more years and want to re-join the STEM workforce. The sessions are for both individuals reentering the workforce and organizations considering launching a program.
09. **SWE LEADERSHIP:** Sessions for and by SWE leaders with content focused on section vitality, governance, SWE's leadership competency model, strategic initiatives, etc.



10. **WOMEN IN ACADEMIA (WIA):** Sessions examine career paths and opportunities in academia. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences.
11. **WOMEN IN GOVERNMENT AND MILITARY:** Content examines career paths and opportunities in government and the military.



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