

WE24: CALL FOR PARTICIPATION (CFP) for BREAKOUT SESSIONS

SUBMISSION GUIDELINES

*In October 2024, the Society of Women Engineers (SWE) will offer its [annual Women in Engineering \(WE\) international conference](#). WE24 will take place in Chicago, Illinois, USA. We at SWE are committed to making this WE Annual conference – like all our programming – a safe, welcoming, and productive learning environment for all participants. Our goals in this **WE24 Call for Participation (CFP) for Breakout Sessions (Lectures, Panels, and Snap Sessions)** are: to ensure effective programming and speaking opportunities are provided, and to empower attendees to succeed at every stage of their professional development.*

IMPORTANT DATES FOR WE24

- CFP Opens: **January 15, 2024**
- CFP Closes: **March 11, 2024**
- CFP Results Sent to Submitters: **May 24, 2024**
- Speaker Acceptance Due: **June 17, 2024**
- Backup Session Notifications Sent: **June 26, 2024**
- Backup Speaker Acceptance Due: **July 10, 2024**
- Speaker Update submission windows: **June 1-7 AND July 1-7 AND August 1-7 AND September 1-7 AND October 1-7, 2024, ONLY via Cadmium portal**
- Session Powerpoint and Video submission window: **September 1-7, 2024, ONLY via Cadmium portal**
- **WE24 in Chicago, Illinois, USA: October 24-26, 2024**

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SCORING RUBRIC

Sessions submitted to the WE24 Call for Participation (CFP) are scored as follows:

SCORING RUBRIC	
TITLE – CONCISE & INTRIGUING	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
OVERALL RECOMMENDATION	5 POINTS
TOTAL	39 POINTS

TIPS & BEST PRACTICES

TIPS & BEST PRACTICES

- **PREPARE YOUR SUBMISSION IN ADVANCE** – Read this guide in its entirety and collect all your session information and speaker information before beginning the submission process.
- **AVOID THE NUMBER ONE COMPLAINT** – The number one complaint from session attendees is that session content does not match the 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.
- **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.”

HOW TO SUBMIT A BREAKOUT SESSION PROPOSAL FOR WE24

- ❖ Access the [online Cadmium submission portal](#) to submit your session proposal. The sections and questions below closely mirror the application content within Cadmium.
- ❖ **NEED CADMIUM HELP?** View the [short tutorial video](#) showing how to submit a proposal.
- ❖ **NEED CONTENT HELP?** Take the [short micro-learning course](#) showing how to craft effective session descriptions and learning outcomes.
- ❖ **CFP submission deadline = Monday, March 11, 2024, 11:59pm US CT.**

Questions with an *asterisk (*)* are required

BASIC INFO (from Cadmium Dashboard, click “Click here to begin a new proposal”)

1. *** TITLE** (5 points) – The title is evaluated on being concise and capturing interest (limit to 10 words).
2. *** FORMAT** (0 points) - Select the Breakout Session format that provides the appropriate time and number of speakers, and the best learning experience to achieve the learning outcomes.
 - **LISTEN & LEARN LECTURE** (30-minute lecture plus 15-minute audience Q&A): Lectures are the standard conference session type where subject-matter experts present to attendees with minimal on-stage group discussions. Must have minimum 1 and maximum 2 speakers.
 - **ENGAGED EXCHANGE PANEL** (45-minute panel discussion plus 15-minute audience Q&A): This format is ideal for panel discussions. Panels provide opportunities to learn from multiple subject-matter experts. Must have 1 moderator + 2-4 speakers, i.e., 3-5 presenters total.
 - **SNAP SESSION** (15-minute presentation plus 5-minute audience Q&A): Snap Sessions are short and thought-provoking. SWE typically schedules 2-3 snap sessions in a row, arranged according to themes. Must have minimum 1 and maximum 2 speakers.

SESSION SPECIFICATIONS Task

1. *** TRACK** (0 points) - Select the track that most closely relates to the subject matter of your session.
 - 1. **ADVOCACY & COLLABORATION:** Inspired by SWE’s advocacy and collaboration strategic goal, focusing on expanding access to and strengthening the inclusion and retention of girls and women in engineering and technology. Examples include:
 - Best practices for developing programs that spark and preserve students’ interest in engineering and technology.
 - Best practices for advocating with employers, educational institutions, and policymakers for full inclusion of women and their intersectionality.
 - Techniques to remove systemic barriers to the recruitment, retention, re-entry, and advancement of women in engineering and technology.
 - 2. **CAREER MANAGEMENT & DEVELOPMENT:** This track examines tools and best practices to advance careers in engineering and technology. Examples include:
 - Resume and interview best practices and salary negotiations.
 - Techniques to manage career transitions.
 - Techniques for creating and maintaining successful professional relationships.

- 3. **DIVERSITY, EQUITY, INCLUSION & BELONGING (DEI&B):** Based on SWE’s vision of a world with gender parity and equality in engineering and technology, this track focuses on removing barriers, biases, and obstacles within the profession and promoting inclusive environments. Examples include:
 - Techniques to build and promote a culture that values DEI&B.
 - Tools to be inclusive leaders and team members.
 - Leveraging intersectionality in the workplace.
 - 4. **TECHNICAL INNOVATIONS:** Sessions are given by technical experts, sharing recent advances in cutting-edge technologies, novel techniques, discipline evolutions and emerging techniques in diverse engineering specialties. Examples include:
 - Additive Manufacturing & 3D Printing
 - Cloud Computing
 - Energy Transition & Sustainability
 - 5. **SELF-MANAGEMENT AND DEVELOPMENT:** This track addresses topics to improve and grow personally. Examples include:
 - Best practices for developing and maintaining wellness strategies.
 - Self-reflection and assessment techniques to recognize strengths and opportunities for improvements, seeking feedback, and learning from failure.
 - Lifelong learning strategies.
 - 6. **STRATEGIC LEADERSHIP:** This track focuses on how leaders shape the performance and success of organizations, including SWE, and the leadership skills needed to meet the myriad opportunities, challenges, and demands that STEM leaders face. Examples include:
 - Approaches to effectively influence others and build alliances.
 - Techniques to develop a greater capacity to grow and support people and teams.
 - Best practices for developing a vision to remain competitive in challenging markets.
2. * **LEARNING LEVEL** (0 points) - Select the learning level most appropriate for your session based on your level of experience with the content.
- 1. **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.
 - 2. **INTERMEDIATE:** builds on existing knowledge, appropriate for those seeking to expand upon existing knowledge or experiences. Appropriate for audiences with 3-9 years of experience.
 - 3. **ADVANCED:** for those with nearly ten years of experience applying foundational and intermediate concepts and looking to implement new content and programs. Advanced-level content is often appropriate for audiences with 10-20 years of experience.
3. * **SESSION PRESENTED BEFORE** (0 points) - Has this session been presented at any previous WE Local or WE Annual events? Select all that apply.
- | | | |
|-----------------|-----------------|--|
| ▪ 2024 WE Local | ▪ WE21 | ▪ 2019 WE Local |
| ▪ WE23 | ▪ 2021 WE Local | ▪ Session has not been presented at previous WE events |
| ▪ 2023 WE Local | ▪ WE20 | |
| ▪ WE22 | ▪ 2020 WE Local | |
| ▪ 2022 WE Local | ▪ WE19 | |

4. * **SCHEDULE CONFLICTS** (0 points) – Please enter any times when the speaker(s) are **NOT** available to present this session. **All schedule requests are due at the time of submission.** SWE does not guarantee that we will be able to accommodate new schedule requests apart from those submitted here.
- Speaker(s) NOT available Thursday AM
 - Speaker(s) NOT available Thursday PM
 - Speaker(s) NOT available Friday AM
 - Speaker(s) NOT available Friday PM
 - Speaker(s) NOT available Saturday AM
 - Speaker(s) NOT available Saturday PM
 - Speaker(s) available at all times
5. * **RECORDING AGREEMENT** (0 points) - Do you agree to allow SWE to record your session (either in real-time or for future viewing)?
- Yes
 - No
6. * **SPECIALIZED AREA OF FOCUS** (0 points) - Sessions with specialized areas of focus are specific to an intended audience. **Not all sessions have a specialized area of focus.** Select at most **one** focus area, and only if it is applicable to the session content.
- 1. **N/A** - Session is appropriate for the general conference audience.
 - 2. **DIVERSITY, EQUITY, INCLUSION & BELONGING AFFINITY GROUPS** - Select the relevant AG in Question 7 below.
 - 3. **BUSINESS AND INTERESTS AFFINITY GROUPS** - Select the relevant AG in Question 7 below.
 - 4. **CAREER STAGES AFFINITY GROUPS** - Select the relevant AG in Question 7 below.
 - 5. **ORGANIZATIONAL DEVELOPMENT** - Techniques for organizational improvements and change.
 - 6. **STEM RE-ENTRY** - For engineering professionals who have taken a career break for 2+ years and want to rejoin the STEM workforce. These sessions are for both individuals and organizations launching a program.
 - 7. **SWE LEADERSHIP** - Sessions for and by SWE leaders, focused on section vitality, governance, SWE's leadership competency model, and strategic initiatives.
 - 8. **WOMEN IN ACADEMIA (WIA)** - Sessions examine career paths and academic opportunities. Academic administrators, faculty, and graduate students will share insights, research, and experiences.
7. **FOCUS AREA - AFFINITY GROUP** (0 points) - If in Question 6 above you selected Option 2 (DEI&B Affinity Groups), Option 3 (Business & Interests Affinity Groups) or Option 4 (Career Stages Affinity Groups), please specify the relevant Affinity Group below.
- DEI&B > African-American
 - DEI&B > Asian Connections
 - DEI&B > DisAbility Inclusion
 - DEI&B > HeForSWE
 - DEI&B > Indigenous Peoples
 - DEI&B > Latinos
 - DEI&B > LGBTQ+ and Allies
 - DEI&B > Military & Veterans
 - B&I > Entrepreneurs
 - B&I > Global Women Engineers
 - B&I > Public Policy
 - B&I > SWE Athletes
 - B&I > SWE Members in Small Business
 - B&I > Technical Career Path
 - B&I > Women in Government
 - CaSt > Community Colleges
 - CaSt > Early Career Pros.
 - CaSt > First-Gen Students & Professionals
 - CaSt > GradSWE Community
 - CaSt > Late Career & Retiree
 - CaSt > Mid-Career Professionals

SESSION DESCRIPTION Task

1. * **DESCRIPTION** (10 points) – In 150 words or less, describe: (1) What the topic is and why it’s important; (2) What is the purpose of the session; and (3) What will be included in the session. Remember that not everyone works in the same industry. Do not assume that the reader is familiar with all technical terms, acronyms, etc. The session description is evaluated based on:
 - (5-points) Being focused and concise (limit to 150 words)
 - (5-points) Being relevant and interesting

LEARNING OUTCOMES Task

- 1-3. * **LEARNING OUTCOMES** (5 points) – Learning outcomes are measurable statements that describe what attendees should be able to do after participating in your session. Each session is evaluated based on the learning outcomes being clearly stated and achievable with instruction. [Further information on how to write effective learning outcomes.](#)

Each learning outcome must **begin with a verb**. Examples of well-written learning outcomes include: “**Identify** the basic principles of data science” or “**Describe** useful conflict resolution techniques.” Use a verb from the table below to start each of your learning outcomes.

Listen & Learn Lectures and Engaged Exchange Panels require 3 Learning Outcomes.
Snap Sessions must submit minimum 2 and maximum 3 learning outcomes.

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	Estimate	Illustrate	Categorize	Design	Contrast
List	Explain	Modify	Compare	Develop	Evaluate
Name	Express	Practice	Contrast	Devise	Interpret
Outline	Predict	Prepare	Examine	Plan	Relate
Recognize	Review	Solve	Outline	Summarize	Predict

SESSION-SPECIFIC SPEAKER BIOS Task

- 1-5. * **SPEAKER BIOS** (5 points) - **For each presenter** on this session, enter a bio (maximum 150 words) illustrating their **qualifications to present on this topic**. Bios should be written in third person, using complete sentences, e.g., “He is / She is / They are president of Such N Such Company, bringing 20 years of experience on xyz topics...” Inclusion of personal info is optional, but above all this bio should demonstrate your expertise on this session topic.

If you are submitting multiple sessions on different topics, you should submit a tailored, topic-specific bio for each session. If your session is selected for presentation at WE24, you will have an opportunity later to refine your speaker bio, updating any professional details and/or adding personal info if you wish. In the unlikely event that you have multiple sessions selected for presentation at WE24, you will be asked to provide one single speaker bio for inclusion in the conference program.

VIDEO PITCH > FILE UPLOAD Task -OR- LINK INPUT Task

1. **VIDEO PITCH, OPTIONAL** (0 points) - Submit a video pitch (maximum 90 seconds) that illustrates (1) why the topic is of interest to attendees, and (2) the speakers' comfort with public speaking. SWE recommends using Zoom, Teams, Google Meeting, or Webex to record the video. Alternatively, you may submit a sample video excerpt (maximum 90 seconds) from a past speaking event if the speaker lineup was highly similar to the speaker lineup you are proposing here.

*Video submission is **optional**. If you elect to submit a video, choose EITHER the video upload task OR the link input task, NOT BOTH. If you are submitting a link, **streaming links such as Youtube and Vimeo are preferred**, rather than download links such as Drive or Dropbox.*

SPEAKER INFORMATION Task

- 1-10. *** SPEAKER INFORMATION** - Submit the following information for each proposed speaker. Additional information fields are optional.

- > Listen & Learn Lectures **must** have minimum 1 and maximum 2 speakers.
- > Engaged Exchange Panels **must** have 1 moderator + 2-4 speakers, i.e., 3-5 presenters total.
- > Snap Sessions **must** have minimum 1 and maximum 2 speakers.
- > ALL sessions may **optionally** list up to 5 Auxiliary Contacts. These are not presenters but simply additional persons/email addresses who **will be kept apprised of the acceptance status of this submission**. Auxiliary contacts may be administrative assistants, managers, co-workers, or other members of your team; or they may simply be secondary email addresses for Speakers who have already listed their primary email within their main Speaker profiles. We **strongly** advise that submitters from large corporate outfits or government entities make use of the Auxiliary Contact slots in order to ensure clarity of communication among all stakeholders.
- > **IMPORTANT: The numerically first position in your Speaker List is significant.** If this session is accepted to WE24, the first-listed person on this speaker list will be the one who must complete the Speaker Agreement form for this session. That is the only time in the CFP application process in Cadmium when there is a meaningful Primary Contact role; otherwise we try to keep all stakeholders on your team in the loop. **Please use the up/down arrows in the Cadmium Speaker List to organize your Speaker List so the first listed person is a responsible Point of Contact** for the Speaker Agreement in case of session acceptance.

- * First and last name
- * Email address
- * Role in this Session
 - i. Listen & Learn Lectures and Snap Sessions require 1-2 persons in the Speaker role.
 - ii. Engaged Exchange Panels require 1 person in the Moderator role and 2-4 persons in the Speaker role.
 - iii. All sessions may optionally list 1-5 persons in the Auxiliary Contact role.
- * Phone number
- * City and country
- * Title/position
- * Company/organization
- * Gender (select from list; includes Prefer Not To Answer option)
- * Racial or cultural group (select from list; includes Prefer Not To Answer option)
- * Member of the LGBTQ+ community? (Yes / No / Prefer Not To Answer)
- * Years of experience on session topic: 1-5 / 6-10 / 11-15 / 16-20 / 20+
- * Public speaking level: Novice / Advanced Beginner / Competent / Proficient / Expert

- * Any accessibility requirements?
- * Is this speaker a SWE Member?
- * Is this speaker a member of any SWE Affinity Groups? Check all that apply.
- * Speaker photo (can be a placeholder image for Auxiliary Contacts)

FINALIZE YOUR SUBMISSION using the **SUBMIT** button

VERY IMPORTANT: To submit your session, be sure to click **SUBMIT**. Merely clicking SAVE will freeze the submission in “Active” or Incomplete status, meaning it will not be reviewed and will not be eligible for presentation at WE24.



OPTIONAL EDITS + HOW TO WITHDRAW A PROPOSAL

It is possible to edit in-progress or submitted sessions any time up until the submission deadline. While logged in to Cadmium, click into your existing proposal submission. Near the top, there is a bar that says Home / Proposal / Task List.

- Click Proposal to **edit** your Title or Session Type (Lecture / Panel / Snap).
- Click Task List to **edit** any of your session content.
- Click Proposal, then in the Proposal Status Dropdown menu, select Withdrawn, and finally click the Update Proposal button, in order to **withdraw** your session.

SPEAKER NOTICE

NOTICE FOR ALL SPEAKERS

- All WE24 Breakout Session speakers are volunteers who provide their expertise and time at no cost to SWE.
- If accepted, speakers will be provided with a discount code for registration.
- For any general questions about the WE24 conference, contact SWE at conferencemanager@swe.org. For specific questions on submitting a Breakout Session proposal to the Cadmium portal, contact cfp@swe.org.

FAQs

FREQUENTLY ASKED QUESTIONS

1. **Can I submit more than one proposal?**

Yes. To provide opportunities to as many people as possible, SWE tends not to accept more than one session per person. However, submitting multiple proposals may increase your chances of being selected, especially if submitting together with other speakers.

2. **Does WE Annual accept speakers who do not identify as women?**

Yes. We accept submissions from all gender identities and encourage submissions from groups that are underrepresented in engineering and technology.

3. **Can an author submit the same proposal under different tracks?**

No. If the proposal is better suited for a different track, the reviewers will notate that recommendation during the review process. Submissions with duplicate titles and descriptions will not be considered.

4. **How do I participate in the Poster Competition?**

The Poster Competition process is entirely separate from the CFP Breakout Session process. Please visit [WE Local Posters](#) to get a sense of Poster content and the Poster process at WE Conferences.

5. **Do speakers need to be SWE members?**

Speakers do not need to be SWE members to submit a proposal or speak at the conference.

6. **How do I submit a Keynote presentation proposal?**

The Keynote selection process usually occurs about one year before the conference and is entirely separate from the CFP Breakout Session process. Please visit [WE Local Keynotes](#) to get a sense of Keynote presentations and the Keynote process at WE Conferences.

7. **Does SWE offer an honorarium to speakers who are selected through the CFP submission process?**

No. Speakers selected through the CFP submission process must self-fund their travel, lodging, and all other expenses. SWE does not reimburse costs or offer any stipends or CFP speaker fees. However, SWE does provide a **discount code to all speakers selected through the WE24 CFP, which allows discounted registration** for WE24.