

WE Track Descriptions

ADVOCATING FOR CHANGE

The Advocating for Change track is inspired by SWE's strategic goal of advocacy. Presenters will share best practices and techniques for advocating for the inclusion and success of women in engineering and technology. Sessions focus on techniques for advocating for yourself, your colleagues, your science, technology, engineering, and mathematics (STEM) community, and future generations of women in engineering and technology.

By attending sessions within this track, you will be able to:

- Examine techniques to assist you in advocating for change.
- Identify best practices for communicating with Congress and media.
- Participate and/or lead advocacy efforts.
- Create opportunities for and improve access to careers in engineering and technology.

CAREER MANAGEMENT AND LIFE TRANSITIONS (CMLT)

The Career Management and Life Transitions (CMLT) track addresses a variety of issues collegiates and professional women in science, technology, engineering, and mathematics (STEM) face on both a personal and professional level. The track may touch on (but not limited to) wellness, stress management strategies, importance of mentor/mentee relationships, interpersonal communication, conflict resolution, and career advancement techniques (internships, resume and interview best practices, salary negotiations, and understanding corporate culture).

By attending sessions within this track, you will be able to: refer to LCM

- Develop techniques to develop, manage and refine plans for various professional transitions across a variety of industries.
- Develop wellness strategies to assist you with personal and professional life transitions and/or balance.
- Identify best practices and tools to assist with career management and life transitions.

ENTREPRENEURSHIP

Whether you're just starting to explore entrepreneurship or intrapreneurship, developing your next big idea, or ready to launch a start-up, the Entrepreneurship track focuses on

entrepreneurship and intrapreneurship at any stage. The track may touch on (but not limited to) themes like business planning, raising venture capital, developing your elevator/sales pitch, new venture structures, new technology development, strategies for product marketing and licensing, creating your startup team, and researching resources available to startups.

By attending sessions within this track, you will be able to:

- Identify best practices and tools to assist with entrepreneurship and intrapreneurship.
- Recognize project management techniques which can be used with new technology development strategies.
- Examine marketing strategies to assist with a startup.

INCLUSION AND CULTURAL AWARENESS

The Inclusion and Cultural Awareness track is inspired by SWE's strategic goal of globalization. The Inclusion and Cultural Awareness track addresses the challenges and opportunities that women in engineering face within the context of diversity, globalization, and culture.

By attending sessions within this track, you will be able to:

- Recognize the hot topics concerning workplace diversity and globalization.
- Develop skills to be a more inclusive leader and team member to work effectively with others from diverse backgrounds.
- Identify techniques and strategies to build and promote a culture of diversity and inclusion within your organization.

INNOVATION AND DISRUPTION

The Innovation and Disruption track focuses on technology and the business's changing landscape, including disruptive technologies. Thought leaders from a variety of disciplines will share new trends in business, best practices in innovation, and the disruptive technologies we see today and possibly in the future.

By attending sessions within this track, you will be able to:

- Evaluate new trends, hot topics in engineering, and disruptive technologies.
- Incorporate techniques and best practices to make your organization more innovative and competitive.
- Be a more effective leader of innovative initiatives.

K-12 OUTREACH

The Outreach track is a powerful resource for SWE's members and engineering outreach practitioners who currently deliver, or want to begin delivering, outreach programs that inspire and support girls to study and pursue careers in engineering. This program track is part of SWE's commitment to supporting outreach practitioners by giving them the tools to run effective programs that encourage and support girls to pursue careers in the engineering profession.

By attending sessions within this track, you will be able to:

- Identify best practices and hot topics in K-12 outreach.
- Recognize effective methods in measuring program outcomes.
- Evaluate K-12 outreach program curricula.
- Recruit and train outreach volunteers.
- Develop strategic partnerships with other groups involved in outreach.

STRATEGIC LEADERSHIP

The Strategic Leadership track focuses on how the decisions of managers and leaders shape the performance and success of their organizations. These sessions spotlight aspects of organizational behavior, market structure and forces, and organizational design; and explore the character and challenges of successful women leaders within highly technical fields. Participants will develop new skills and hone current ones that will ultimately prepare and equip them to be more effective leaders. Many of the sessions within this track are intended for mid-career professionals.

After attending sessions within this track, you will be able to:

- Develop a greater capacity to grow as a professional within science, technology, engineering, and mathematics (STEM) fields.
- More successfully meet the myriad of opportunities, challenges, and demands of your profession.
- Develop new skills and hone current skills that will make you a more effective manager and leader.

STEM RE-ENTRY

This new track provides a valuable resource to any engineering professional who has taken a career break for 2 years or greater and wants to re-join the STEM workforce. The sessions in this track are for both the individual reentering the workforce and for organizations considering launching a reentry program.

After attending sessions within this track, you will be able to:

- Identify best practices and reentry resources for successfully reentering the workforce to have a successful career.
- Learn how flex-time, job sharing and other methods of balancing work and life help employees and employers.
- Ascertain the best methods of showcasing their skills and past experiences.

SWE LEADERSHIP

The SWE Leadership track focuses on SWE governance and volunteer leadership capacity. Many of the presenters are active SWE volunteer leaders within their section and/or are members of SWE's leadership coaching committee (LCC).

After attending sessions within this track, you will be able to:

- Recognize the knowledge, skills, and abilities (KSA) identified within SWE's Leadership Competency model.
- Identify best practices to maintain section/MAL/affiliate vitality.
- Use SWE knowledge and skills to assist sections, affiliates, and members to have productive sections.
- Provide leadership coaching, consulting, and support at the local level, virtually, and at conferences.

WOMEN IN ACADEMIA

Sessions within the Women in Academia track examine various career paths and opportunities for women in academia. Administrators, faculty, and graduate students within the academic community will share insights, research, and experiences as well as network with attendees.

By attending sessions within this track, you will be able to:

- Recognize the variety of career path options available within academia.
- Obtain development opportunities which supports the success and persistence of academic career pathways.
- Develop techniques to manage and prepare for the various professional and life transitions within academia.

WOMEN IN GOVERNMENT AND MILITARY

Sessions within the Women in Government and Military track examine various career paths and opportunities for women in government and the military.

By attending sessions within this track, you will be able to:

- Evaluate the career opportunities in government or military.
- Prepare for a career in government or military.
- Recognize the hot topics, paradigm shifts, and trends in government and military.