

# REGION *i* MEMBERSHIP INTELLIGENCE



Volume 1: June 2009



## WELCOME REGION *i* MEMBERS

### Wrapping up FY2009

It's that time of year again! School's out for summer and the SWE 2009 fiscal year is coming to a close. Sections are holding planning meetings to elect new officers and to plan for FY2010. It is a great time to reflect on the past year's successes and discuss how to improve for the coming year.

That brings us here, to our new membership newsletter: The Region *i* Membership Intelligence. What a better time to benchmark and learn about what other Sections have been doing successfully so you can utilize the information as well? Before you elect officers, why not check out how Wichita has a nominating committee to assure future officer success? Planning a kick-off event this fall? Read about Eastern Nebraska's "Get to Know SWE" events, but make sure to read about Tulsa-Northeast Oklahoma's best practices on encouraging new members to join too. How about having some joint Professional-Student Section activities? Read all about how Mid-Missouri has a great mentoring program with University of Missouri. Collegiate Sections we have you covered too, with tips and tricks for a successful year as well!

So take a look... check out some best practices shared by your Region *i* Family. We also have put together some other helpful information of calendars, facts and figures, as well as regional contact information. If you have any suggestions for future issues of The Region *i* Membership Intelligence, please let me know at [Angel.Gunn@SWE.org](mailto:Angel.Gunn@SWE.org).

### Region *i*:

#### The Square Root of

#### -1 Region

· Colorado ·

· Kansas ·

· Missouri ·

· Nebraska ·

· Oklahoma ·

· Wyoming ·

# Meet Your Region *i* Membership Coordinators



Greetings,

I am Angel McMullen-Gunn and I am currently serving as your Region *i* Professional Membership Coordinator. I am a member of the Eastern Nebraska Section where I currently serve as the Univ. of Nebraska – Lincoln Student Section Counselor. I earned my BSME in 2003, my MEng in 2007; both from the Univ. of NE.

I work at Hamilton Sundstrand, an aerospace manufacturer in York, NE. I am the Shipping & Receiving Manager as well as Senior Engineer for the Precision Machining Facility within HS that fabricates valves and support components for aerospace fuel and governor systems (small plant ~ many hats!).

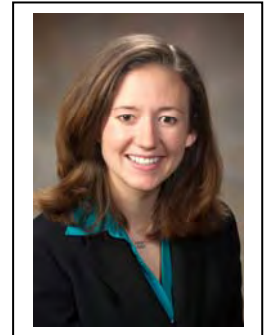
As an overview, I'm here to help the Professional sections come together when it comes to membership issues by sharing best practices, answering questions, and helping you connect to the National Membership Committee in general. I'd like to know how I, and the rest of the National Membership Committee, can better serve your section to be its best!

I am excited about our newsletter and uniting all sections in Region *i*. There are so many great activities going on throughout our Region, and we need to share our successes so we can build our SWE family! Please let me know if you have any comments, questions or suggestions for the newsletter. I'd really like to hear from you!

Warmest Regards,

**Angel McMullen-Gunn**

Region *i* Professional Membership Coordinator



Greetings,

I am Kate Van Dellen and I'm proud to be helping out as Region *i* Collegiate Membership Coordinator. My collegiate background at Cal Poly San Luis Obispo in California includes being Section President of one of the largest collegiate sections in the nation with over 300 members and a 7 time winner of The SWE Outstanding Collegiate Section Award.

I work for Textron and have worked at Cessna Aircraft and Bell Helicopter as an Associate Engineer. My training is in aerospace engineering and I am a 2008 graduate of Cal Poly San Luis Obispo.

The two valuable tools a colligate section can use are attending regional conference and the membership database. I had the privilege of meeting with collegiate Section Presidents at the Region *i* conference and the ideas and networking were invaluable. Especially in times of economic uncertainty, I encourage everyone to rely on these SWE networks. The SWE membership database has recently changed, but it has wonderful information about your membership. It will tell you if people have not renewed, and you can contact them with a friendly reminder.

Ultimately, I am here to help. SWE has been my family for over 5 years, and like family, I am willing to help however I can.

Respectfully,

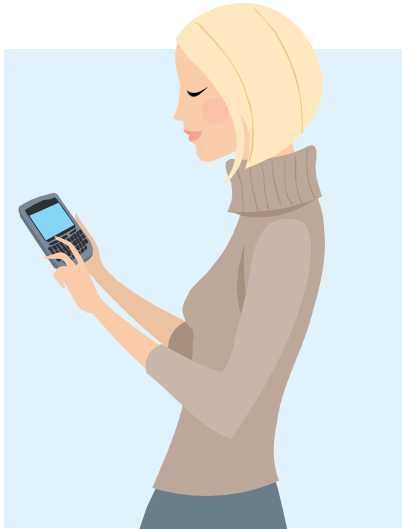
**Kate Van Dellen**

Region *i* Collegiate Membership Coordinator

**CALENDAR OF EVENTS**  
**(COLLEGIATE SECTION PLANNER)**

*SWE Student Section Related Events to Remember*

July 1 Start of SWE fiscal year  
 July 1 Renew SWE Membership  
 Aug. HQ sends membership pkgs  
 Sept. First rebate check sent  
 Sept.1 Fall Section Quarterly report due  
 Sept.15 Freshman scholarship winners notified  
 Oct. 15-17 National Conference, Long Beach, CA  
 Dec. 1 Drop date for members who didn't pay dues  
 Dec. 1 December Grads Upgrade Your Membership  
 Jan. 1 Winter Collegiate Section Qtr Report due  
 Feb. Rebate checks issued  
 February National E-Week  
 Feb. 1 Collegiate Scholarship applications due  
 Feb. 26-27 Regn i Conf., U of MO in Columbia, MO  
 March 31 Membership App. Deadline  
 April 1 Spring Section Qtr Report due  
 May 1 Regional Newsletter Award app. due  
 May 1 Strategic Comm. Website Award app. due  
 May 1 Collegiate Scholarship winners notified  
 May 15 Freshman Scholarship applications due  
 May 31 Grads Upgrade their Membership  
 June 1 Boeing Multi-Cultural Prgm Awards app due  
 June 30 End of SWE fiscal year  
 June 30 Collegiate Annual Report due  
 June 30 Collegiate Financial Report due



**CALENDAR OF EVENTS**  
**(PROFESSIONAL SECTION PLANNER)**

*SWE Prof. Section Related Events to Remember*

July 1 Start of SWE fiscal year  
 July 1 Renew SWE Membership  
 July 1 Membership Award applications due  
 July 1 Strategic Comm. Awards application due  
 July Officer Roster for the new fiscal year due to HQ  
 July 30 Financial Rpt due to HQ / Region Governor  
 Aug. First rebate checks sent (12/1-6/30 members)  
 Sept. 1 Program Dvlpmt Grant proposal due  
 Sept. Scn Report #1 due to Region Governor  
 Oct. 15-17 National Conference, Long Beach, CA  
 Nov. 1 Program Dvlpmt Grant proposal due  
 Nov. Receive Section & Individ. Awards pkg from HQ  
 Nov. Last month to renew membership  
 Dec. 1 Membership drop date  
 Jan. 1-April 30 Membership 1/2 for the fiscal year  
 Jan. Second rebate checks sent (7/1-11/30 members)  
 February 1 Program Dvlpmt Grant proposal due  
 February Scn Report #2 due to Region Governor  
 February National E-Week  
 Feb. 26-27 Regn i Conf., U of MO in Columbia, MO  
 Feb. 29 Award nominations due for indiv. awards:  
     SWE Achievement Award  
     Upward Mobility Award  
     Resnik Challenger Medal  
     Rodney D. Chipp Memorial Award  
     Distinguished Engineering Educator Award  
     Distinguished New Engineer  
     Fellow Grade  
     Distinguished Service Award  
     Entrepreneur Award  
     Work Life Balance Award  
 May 1 Program Development Grant proposal due  
 May Scn Report #3 due to Region Governor  
 May/June Hold election of Region officers  
 May/June Hold election of Section officers  
 June 1 Award entries due for awards:  
     Career Guidance Awards  
     Multi-Cultural Committee Motorola Awards  
     Electronic Communications Website Awards  
     Newsletter Competition Awards  
 June Scn Report #3 due to Region Governor  
 June 15 Professional Dvlpmt Awards app. due  
 June 30 End of SWE fiscal year

SWE Trivia

**Question:** What year was the SWE founded?

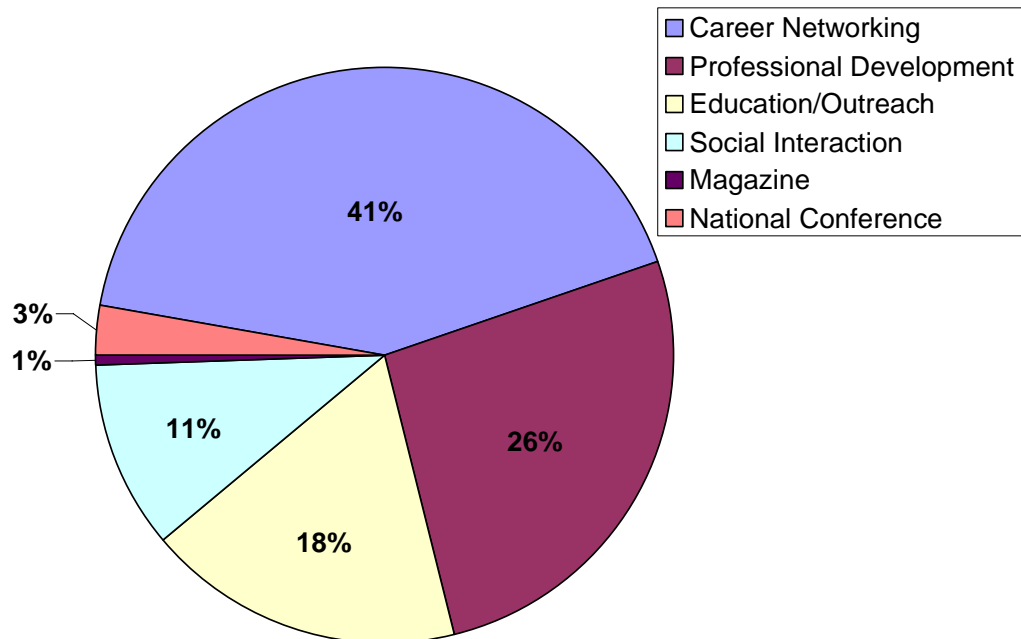
## **PROFESSIONAL SECTION BEST PRACTICES: WICHITA'S WISDOM**

*Submitted by Cindy Hoover*

- 1) Corporate Membership.** Push your local large orgs to become corporate members. It comes with 9 memberships, which can really boost membership. (more information can be found at [http://societyofwomenengineers.swe.org/index.php?option=com\\_content&task=view&id=282&Itemid=49](http://societyofwomenengineers.swe.org/index.php?option=com_content&task=view&id=282&Itemid=49))
- 2) Communication!!** Put together a calling tree and make contact with your members from last year and the year before. Encourage them to re-up and share the calendar of events. Find out what they might be interested in getting involved in and give them a small role to play (don't overwhelm them out of the shoot). Especially find your new professionals just out of college or with 1-2 years of experience. Don't let them get away. Involve them and listen to their ideas!
- 3) Have a kick-off networking event.** Use this event to encourage those who have not yet renewed to get it done! Have each member bring a friend. Give away a free membership, if you can afford it. Make this event free. We did a dessert spread and had each of the active members bring a dessert. Do some type of networking game.
- 4) Have a large event in August or September that will pull in professionals of all ages.** Use the event to encourage new members. Give members a cheaper rate than non-members. Try to get a very high quality speaker and location. We utilized our Dondi Scumaci event for this and it was very successful. Many members who had not yet renewed did so to get the lower rate at the event, which they wanted to attend. This event was also a way to attract other groups that have our same interests.
- 5) Pick a nominating committee who will look to the future.** Think ahead 2-3 years on who you want to bring on as officers in smaller roles or as committee chairs and help to groom them for the VP and President slots. We really focused on this in FY08 and FY09. It has paid off in FY10 with a slate of officers that is new and fresh and a full set of committee chairs.

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### **Why Did You Join SWE?** SWE national online survey (3/31/2009)



**PROFESSIONAL SECTION**  
**BEST PRACTICES:**  
**TULSA-NORTHEAST OKLAHOMA**  
**OUTSTANDING OBSERVATIONS**

*Submitted by Suzanne Dodson & Abigail Wade*

Best practices for member retention: we ASK people to participate, and tailor opportunities to their interests.

We're a small section... we rely on our leadership to know the members and what their interests are. We have maybe 30 people total who are on the peripheral of SWE... they've attended one or two events, but aren't really members. Our leadership just makes an effort to get to know them when we meet them, and remember a few little facts about them (even if we have to write them down).

We work hard to have events focused on several interest groups. We find that besides a few core members the people who participate for each kind of event is different. At our planning meeting each year we divide events into social, professional, and outreach based activities. We have everything from a "professional dress" workshop with suggestions for hair, make-up, clothes and interviews to an engineering summit where we invited all engineers in Tulsa to participate to a sleepover for 7th and 8th grade girls at our Tulsa Air and Space Museum, to a BBQ social each fall.

We try to personalize emails... a mass email sent to the whole email list requesting a volunteer isn't going to get many takers, but a personal email "Hey Sally, I was talking with so-and-so about this volunteer opportunity and we thought you'd be perfect for it because of your interested in such-and-such".

If someone mentioned that they were nervous speaking in public, we might ask them to introduce a speaker, since its good public speaking practice. If someone mentioned that they'd like to get involved but can't because of the kids, we might suggest that they volunteer at a Girl Scout event, and their kids can come along and participate as well.

Some areas the Tulsa-Northeast Oklahoma Section has drawn members from recently:

- o Engineering Summit (inviting other organizations to participate)
- o Outreach Events (children's parents or volunteers)
- o Finding places for individuals who visit once or twice to get involved (encouraging officer or committee member positions)

# CRUNCHING NUMBERS

	<u>Retention</u> <i>(as of 05/2009)</i>	<u>Growth</u> <i>(as of 05/2009)</i>
Region <i>i</i> Professional Sections	77.09%	17.78%
Region <i>i</i> Collegiate Sections	56.44%	62.26%

Every year the Membership Committee sets membership goals for the upcoming year. FY2009's Professional Section goals were set at 80% retention and 25% growth. Collegiate Section goals were set at 55% retention and 60% growth.

The last set of statistics received from HQ (05/2009) showed the Region *i* professionals had a 77.09% retention and 17.78% growth! That is the 2<sup>nd</sup> highest retention and 5<sup>th</sup> highest growth!

Additionally, Region *i*'s collegiate sections had the largest growth at 62.26%, and the 3<sup>rd</sup> largest retention with 56.44%. I really encourage every section to apply for this year's Membership Awards because



we have done so well. The Membership Awards Application (due July 1, 2009) is located at [http://societyofwomenengineers.swe.org/images/awards/membership\\_awards\\_packet\\_2009.pdf](http://societyofwomenengineers.swe.org/images/awards/membership_awards_packet_2009.pdf)

**PROFESSIONAL SECTION BEST  
PRACTICES: MID-MISSOURI  
MEMBERSHIP MEANS**

*submitted by Brenda Spell*

We are a close group because we are so small. Currently, we are working to build a better relationship with the student section at the University of Missouri. We just initiated a mentoring program for the senior students and those in advanced degree programs. This has been rewarding for us and helps us to stay involved with the latest teachings and technology.



**SWE Trivia**

**Answer: 1950**

**PROFESSIONAL SECTION BEST  
PRACTICES: EASTERN NEBRASKA  
KNOWLEDGE**

*submitted by Janis Pfingston*

Retention

1. We try to keep members involved, even if something small.
2. We call a member that we have not seen at a meeting in a while. We may ask them if they could volunteer for a particular activity, or just plan to meet for lunch. It keeps them in touch with the other members, and lets them know that it is okay to not be at every meeting.

Recruitment

1. Personal contact at the gym, conference, in-house meeting, etc. Give them a little information about SWE. We then follow-up with a phone call or email. We ask them if they would like to be on our mailing list also.
2. Members are encouraged to invite their colleagues to meetings. We held "Get to Know SWE" family friendly events in both Omaha and Lincoln this year at local parks, complete with fun games and ice cream. It was a great success!
3. We invite the "potential" members to volunteer with us at community-wide events such as WOW-That's Engineering.
4. Members take turns hosting a monthly meeting, inviting their colleagues to that meeting also.

Transition (previously known as Upgrade)

1. Members of our student section are invited to all professional meetings. A discount for their meal is offered to them also.
2. Student members work on the committees for some of our large events such as WOW.
3. In general, we try to keep in contact with all of our collegiate members. Each year we hold panel discussion to answer their questions about careers, master's programs and mixing career with family. We always make sure that there is food being served at these events! Students love free food.

## **COLLEGIATE SECTION BEST PRACTICES:**

Region *i* had some wonderfully active sections this year, including The University of Missouri. The Section President, Katie Tepper shared with us some of her section's best practices:

1. Explain at the first meeting what National SWE has to offer and benefits of becoming national members. I then reinforced this through a few emails, and at other meetings throughout the semester, along with specific instructions on how to register.
2. The University of Missouri section paid for 14 members to attend the National Conference, and we required each of these members to become a national member before they paid for their trip.
3. Require that all of our section officers become national members.
4. The University of Missouri section gives out three scholarships at the end of the year to the members who have earned the most participation points by being active in our SWE section. If a member wants to earn a scholarship, they require that they become national members as well.
5. Start a Facebook group. Post information on how they can register to become national members on it.

## **REGIONAL CONFERENCE COLLEGIATE MEMBERSHIP WRAP-UP:**

The collegiate sections presidents had a wonderful networking opportunity at the regional conference in St. Louis. The Wendy Jenkins, your Region Collegiate Representative (RCR) broke up the sections according to common interests, such as size. Some of the membership challenges that face larger sections don't affect small sections. Best practices that came out of this idea sharing session were:

- Use free survey tools, such as SurveyMonkey to survey members to see what new events they want
- Partner with another collegiate section for an industry tour (that is in between, or near both). Ask your collegiate counselor for recommendations, or maybe she can give you a tour of her company.
- For large sections that are trying to increase attendance at meetings, ask your local professional section to donate items you can raffle off as door prizes (flash drives, t-shirts, USB docking ports, career-day freebies).
- The most effective way to gain a new and active member is to personally invite them, acknowledge them (go say hi) at the event, and follow up with them. In general, the one-on-one method to make people feel welcome and needed works. Be wary of officers only interacting with each other at events; try to branch out. You can even try "Bring a Friend Night" approach.

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## **ANNOUNCEMENTS**

### **What You Need to Know About the New SWE Member Services Center**

**On April 15 SWE revealed its new Member Services Center.** The new Center features expanded capabilities and an easy-to-use interface that makes it easy to update your profile, renew your membership, search for other SWE members and much more!

**Training is available for the new Member Services Center.** Prior to launch, SWE hosted an online "open house" training webinar to give members a tour and overview of the new Center. The webinar for members and the webinar for leaders were recorded and available for replay at your convenience. The leadership training focused specifically on the features that support SWE leaders, such as downloading section rosters. Go to <http://www.swe.org/memberservices> for more information.



# **LEADERSHIP COACHING AVAILABLE**

*The following modules are available for all sections use. Region i Professional Leadership Coach, Janis Pfingsten ([Janis.Pfingsten@SWE.org](mailto:Janis.Pfingsten@SWE.org)), along with Collegiate Leadership Coaches Kristina Wang ([ifoundkristina@gmail.com](mailto:ifoundkristina@gmail.com)), Sara Hyatt ([shyatt@hntb.com](mailto:shyatt@hntb.com)) and Gretchen Gonzales ([gretchen.gonzales@gmail.com](mailto:gretchen.gonzales@gmail.com)) are available to present to sections on any of the following modules:*

**Knowledge of SWE** - an overview of the SWE. It shows SWE's mission and goals, history, organizational structure, and governance.

**Membership** - provides your section leadership with a firm understanding of SWE membership: Why SWE?, finding the engineers in your area, recruiting and involving members, value for membership, understanding needs and wants of members.

**Section Finances** - provides a guide for the financial management of a small to medium sized section. Basic financial processes and examples of formats are discussed. Where to go for additional information and assistance is provided.

**Fund Development** - A great deal of planning and thought goes into fundraising. This module is designed to take section leadership through the fundraising cycle and put a plan in place to begin their own cycle.

**Strategic Planning / Strategic Planning Workbook** - provides instruction for sections on how to create a strategic plan. It uses the national SWE strategic plan as an example and provides background on the SWE strategic planning process.

**Administration and Operations** - Aimed at new section leadership, the Administration and Operations Module covers section requirements, what to expect from HQ/National SWE, and how to run a SWE section.

**Communications** - provides an overview of the section communications, including both internal and external publicity, newsletters, web pages, etc. Exercises will lead participants through developing an audience message matrix, publicity plan, a sample press release, layout of a newsletter and modifying the Section Web Page Template.

**Meetings - How to manage effective meetings?** (Primarily ASME Developed) - The Meeting Module provides an overview of how to prepare for and run an effective meeting. The Toastmasters video is used to give the major steps in managing a meeting, and the exercises apply these steps to typical SWE meetings.

**Leadership** - There are a variety of different leadership styles. Learning about your style and others in your section leadership helps to adapt your style to different situations. The Toastmasters video is used to explain the different leadership styles and how to adapt them, and the exercise apply these steps to typical SWE situations.

**Team Building** - Learn about your section leadership team dynamics and gain insight into the stages of team development. Effective team strategies and behaviors that prevent successful teaming are also discussed.

**Tactical Planning** - Review your 1-2 year SWE section planning horizon. The presentation includes a SWE schedule for the year, how to establish goals for the year, activities to help forward those goals, and how to maintain a section calendar.

**Conflict Resolution Management** - Define conflict, learn to distinguish disputes versus conflict, understand what contributes to conflict, and learn the basics of resolution.

**Succession Planning** - Walk your section leadership through the 8 step approach to succession planning. Create your section succession plan and put it into action.



## Overcoming the No's to Joining SWE

(adapted from "Overcoming the No's to Joining IEEE" BY KATHY KOWALENKO)

Ever try to persuade friends or colleagues to join SWE but just couldn't get past their objections? To help you get around them, the Region I Membership Coordinators, Kate and Angel, have adapted the list created by the IEEE Membership Recruitment and Recovery Committee, with regards to responses to six common reasons people give to explain why they don't want to join.



*No. 1: I've recently become unemployed and can't afford the dues.*

That's not the problem you might think. SWE has a reduced-dues program for unemployed members, cutting dues in half. As a member, you'll be able to access all SWE's services, including those that might help you find a new job. That includes networking events at section and chapter meetings, the SWE Career Center, and continuing-education programs that feature workshops, webinars, tutorials, and the like.

*No. 2: My employer will not pay for my dues.*

We realize that employers are tightening their belts, and we are grateful for those that still pay SWE dues. But membership is about individuals who take ownership of their careers, regardless of an employer's willingness to reimburse them for dues.

*No. 3: Membership is too expensive.*

When you think about it, membership dues are reasonable based on the quantity and quality of benefits offered. Membership offers a good return on investment. It often pays for itself through discounts on SWE webinars (FREE!) and conference registrations.

*No. 4: I have no time to read the publications.*

It's a constant challenge to find the time to stay informed so that you don't one day discover that you're no longer current. SWE Magazine—the Society's award winning magazine, covers issues of interest to women engineers including the achievements of women engineers, career development, career guidance, activities within the Society, and technical topics. It is full of relevant information that every woman engineer can use. After all, no one has the time to reinvent the wheel or worry about the integrity of information found through basic search engines.

**Looking for more information?**

**Check our Region 1's website at**

**<http://www.swe.org/RegionI/>**