



Society of Women Engineers

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FY10 Region I Goals and Tactics

GOAL #1 – Region I membership and sections will be healthy and growing

Meet the society membership goals with region membership retention and growth programs.

Society Membership Goals:

- Professional: 80% Retention & 25% Growth
- Collegiate: 55% Retention & 60% Growth

Tactics (Activity, Event, Program)	Assigned To	Complete Date	Status
Region membership newsletter with shared membership programs and ideas (how many)	RMC, CRMC	6/30/10	
Utilize the LCC to provide section officer training programs that will help to re-vitalize struggling sections	LCC, COR, RCR	YE FY10	
Reduce the number of incompliant sections (professional and collegiate) by 10% and close inactive sections	Region Officers, COR, RCR	Dec 2009	
Increase the number of sections applying for a Program Development Grant or Wow! Grant	COR, RCR	6/30/10	
Provide professional development sessions that will attract new members and retain existing members.	COR,	YE FY10	

GOAL #2 – Region Communication

Improve the communication to region collegiate, professional and MAL membership.

Tactics (Activity, Event, Program)	Assigned To	Complete Date	Status
Utilize the web site to communicate region information to members.	Web Mistress	YE FY10	
Utilize the collegiate blog for discussions on Mega issues and other topics impacting the region.	RCNE	YE FY10	
Utilize e-blasts to communicate region information. Target at least 3 e-blasts from RG per FY.	RG, Secretary?	YE FY10	

GOAL #3 – Region Compliance

Ensure the rules and procedures of the society are followed.

Tactics (Activity, Event, Program)	Assigned To	Complete Date	Status
Ensure 100% of professional sections within the region have new bylaws approved	RG, Section Presidents/ COR	YE FY10	
Ensure 100% of collegiate sections within the region have new bylaws approved	RGs, Section Presidents; RCR	YE FY10	
Professional sections to provide section reports to RG on time (total 3) and RG to turn in region reports on time.	COR, RG	YE FY10	
All sections and region to complete YE financial reports on time	Section & Region Treasurers	YE FY10	
Region FY10 budget approved at or before National Conference	Region Council	Oct, 2009	

GOAL #4 – Implement a successful regional conference

Continue to improve the region conferences and protect the SWE brand

Tactics (Activity, Event, Program)	Assigned To	Complete Date	Status
Implement proposed templates and guides provided by the Region Conference Task Force, as appropriate	RCT, Region Conf. Chair	Feb 2010	
Establish a successful program for the region excellence award and apply for region award	Lt. Gov	April 2010	
Provide professional development sessions at the region conference for members in all career stages. Add professional development for at least one additional career stage at region conference.	RCT	YE FY10	