

FY15 SWE society's, Region F's & NESS's Strategic Goals

FY15 [SWE Strategic Goals](#)

Professional excellence:

Goal 1: SWE will develop women engineers at all stages of their personal and professional lives.

Strategic Objective 1.1: Develop an education-, experience-, and exposure-based portfolio for all career and life stages and paths.

Strategic Objective 1.2: Develop new markets and strengthen existing markets for the education, experience, and exposure portfolio.

Globalization:

Goal 2 - SWE will be recognized as a global, inclusive organization, promoting diversity and inclusion and serving women engineers wherever they are.

Strategic Objective 2.1: Partner with global employers to promote the SWE brand.

Strategic Objective 2.2: Partner with other organizations to promote achievement of common goals through the SWE brand.

Strategic Objective 2.3: Develop a flexible SWE governance structure that supports globalization and inclusion.

Advocacy:

Goal 3 - SWE will advocate for the inclusion and success of women, present and prospective, in engineering and technology.

Strategic Objective 3.1: Lead advocacy efforts with government and through the media.

Strategic Objective 3.2: Provide resources for individuals to advocate for the Society's Mission and for themselves.

Strategic Objective 3.3: Create opportunities for and improve access to careers in engineering and technology by impacting those who influence career choices for women and girls.

Strategic Objective 3.4: Advocate with employers and academic institutions for the recruitment, retention and advancement of women on women's own terms.

FY15 Region F Goals	
Professional Excellence	
1.	Continue implementation of mentoring program to at least 10 mentor-mentee pairs.
2.	Include LCC/CLC in region leadership development (leadership summits, region conferences, etc.)
3.	90% of Region F sections represented at the WIT region conference and invite Region E
4.	Each section to host a joint professional-collegiate activity in FY15
Globalization	
1.	Region Governor to mentor two professional or collegiate potential leaders in Region who are different, in some way, than she
2.	At least 2 region leaders to attend meeting/event of another region (leadership summit, conference, monthly telecon)
Advocacy	
1.	Continue practice of recognizing SWE leaders to schools and employers through written communications.
2.	Capture an average of one entry per section in the outreach assessment tool and collect feedback from sections who have used it.
3.	Promote accomplishments of Region members via Region website and social networks
Business As Usual	
1.	All professional and collegiate sections in good standing
2.	Develop Region F policies document for discussion and approval
3.	Regions, MAL, and sections have bylaws updates and IRS postcard/taxes completed
4.	Develop a tactical plan for region, approved by region council.
5.	All sections complete a section vitality assessment in FY15. Collegiate sections to use self-evaluation form from OCS package.

FY15 New England Shoreline Section Goals

Professional Excellence

1. At least 1 section member should sign up for Region F mentor-mentee pairing.
2. More than 1 NESS member attend the WIT region conference
3. Host a joint professional-collegiate activity in FY15

Globalization

4. Officers to mentor new section officers

Advocacy

5. Recognize SWE leaders to schools and employers through written communications
6. At least 1 member submits entry in the outreach assessment tool and provide feedback.
7. Promote accomplishments of section members via website and social networks.

Business As Usual

8. Keep section in good standing
9. IRS postcard/taxes completed
10. Capture tactical plan on action list
11. Complete a section vitality assessment in FY15.