SWE Outreach Serves Three Interrelated Audiences

SWE Members (Collegiate and Professional)

SWENexters (18 years and younger)

Adult Advocates (Families, Educators, Scout Leaders, etc.)
OUTREACH BY THE NUMBERS FY15-FY17

FY19 – 3,415

- Outreach events reported by SWE members: 2,609

FY19 – 131,857

- Parents & educators attended events with SWE volunteer members: 102,045
- Events reported in February 2017, the busiest month: 188

FY19 – 28,451

- SWE member volunteer occasions: 21,530

FY19 – 248,173

- Sections reported an Outreach Event: 277

FY19 – 153

- 59 SWE NEXT Clubs worldwide
- 7,778 Student and adult members, past and present
- 44% of events were run with a Partner Organization

For more information visit: outreach.swe.org
Goal:
To play a key role in building STEM identity in girls and young women

Objectives - Students
• Develop Students’ understanding of what Engineers do.
• Help Students draw connections between their interests/ passions and engineering.
• Build Students’ self-confidence and critical thinking skills as they relate to engineering.
• Enable Students to meet and network with role models.
• Help Students see that engineering is a viable career for women.
• Enable Students to identify the next steps to becoming an engineer.
Goal:
To play a key role in building STEM identity in girls and young women

Objectives – Parents & Educators
• Develop Parents’ & Educators’ understanding of what engineers do and why engineering is a good career choice.
• Enable Parents & Educators to know where to find resources around careers in engineering.
• Develop Parents’ & Educators’ understanding of why there are so few women in engineering.
• Prepare Parents & Educators to talk to, encourage, and support students as they learn more about careers in engineering.
Programs and Resources
SWENext
Building STEM Identity in Girls
Giving Them a Sense of Community
SWENext – Just the Facts

• Launched in March 2015 by the SWE Outreach Committee
• **FREE program** for students 18 years and younger
• **Currently have 3721 members**
• **FY19 Target = 5000+ SWENexters**
• (~2705 “alumni” who have already graduated from high school)

**Top 5 Sections with SWENexters**

<table>
<thead>
<tr>
<th>Section</th>
<th># of SWENexters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td>230</td>
</tr>
<tr>
<td>Austin</td>
<td>215</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>177</td>
</tr>
<tr>
<td>Baltimore/Washington</td>
<td>170</td>
</tr>
<tr>
<td>Chicago Regional</td>
<td>166</td>
</tr>
</tbody>
</table>

**SWENexter Demographics**

- **72%** are in High School
- **20%** are in Middle School
- **8%** are in Elementary School
SWENext - Benefits

K – 8 Students

• Monthly newsletter
• Monthly Hands-on Challenge with a monthly “winner”
• Invitations to STEM events in their area, including Invent It. Build It. and SWENext DesignLab
• Periodic contests (like the Constance & Nano “be in a comic book” contest)
• Special promotions (like the iDTech Camp scholarship opportunity)
SWENext - Benefits

High School Students
All the things K-8 Students get plus:

• Monthly **SWEet Wisdom** column

• **Social Media Challenge** with a monthly “winner”

• **Facebook Group** (closed group for SWENexters and “ambassadors” over 1000 members)

• **SWENext Awards program** – at annual conference and WE Locals

• **Milestones to College Preparation** for every high school grade

• **Scholarship tips** and an invitation to apply for SWE Scholarships

• And much more!
SWENext DesignLab

Volunteer for SWENext DesignLab at WE Locals

- **SWENext DesignLab** is a half-day event held during a WE Local conference.
- It is a **hands-on experience** designed to encourage girls to choose a career in engineering.
- It includes:
  - Middle School Program – 6th, 7th, 8th grades
  - Parent & Educator Program
  - Northrup Grumman Community Awards – 9th and 10th grades
  - Local Innovator Awards – 11th and 12th grades
Stay Informed!

Sign-up for the SWENext Mailing List

- Go to: SWENext.swe.org
- Click on the “Adults – stay in the know” button
- Fill out the form

You will receive all SWENext emails that a SWENexter in your area would receive.

Questions about SWENext? Send them to swenext@swe.org.
SWENext Clubs

- **What is a SWENext Club?**
  - A group of SWENexters at a school, in a community, etc. who explore engineering together
  - Activities are up to the club, but can include engineering competitions, exploring engineering careers, meeting with local SWE members, conducting outreach for younger girls, and more!

- **Over 150 clubs registered around the world!**

- SWENext Clubs workgroup has expanded to include sub-workgroups, to help foster connections, build relationships, and provide resources to our clubs and SWE members.

- **Check out our new Resources 101 Guide for Starting a SWENext Club (available on swe.org)**
  - Includes club requirements, best practices, and ideas for goal setting and advising a club
Programs & Resources for K-12 Educators
K-12 Educator Membership

Benefits

SWE MEMBERSHIP
- K-12 outreach resources locally, nationally, and internationally
- SWE's blog, All Together
- The Award-winning SWE Magazine
- Continuing Education Units (CEUs)
- Program Development Grants
- Eligibility to be a SWENext Club Advisor
- SWENextEd Facebook Group
- SWENextEd Newsletter
- And more...

JOIN SWE TODAY and join us in encouraging more women to become engineers!
Which future engineer will you inspire?

EASY STEPS TO JOIN
1. Visit swe.org/join.
2. Create a new customer account & login.
3. Select Professional Membership and on the next page K-12 Educator Membership.
4. Pay $20
Questions? Email membership@swe.org
Learn more about SWENext, a free program for students up to the age of 18. SWENext gives students the opportunity to attend engineering events, receive scholarships and more. Visit swenext.swe.org for information.

SWE.ORG
K-12 Educator Membership

SWE’s mission includes encouraging more women to become engineers. You can play a role in this mission by becoming a SWE K-12 Educator Member and sharing our SWENext program with students. A SWE K-12 Educator Membership also offers you various benefits. With this membership, you can take advantage of excellent K-12 outreach resources locally, nationally, and internationally.

Share our SWENextEd Membership Flyer with your colleagues. The SWE K-12 Educator Membership is available to full-time K-12 educators at a special reduced annual rate of $20. Join today.

JOIN SWE AS A K-12 EDUCATOR MEMBER

SUBSCRIBE TO THE SWENEXTED NEWSLETTER

Access the SWE Membership Directory

SWENext Club

SWENextEd Newsletter
K-12 Educator Resources

Monthly Newsletter

The Society of Women Engineers launches SWENextEd Newsletter

We are excited to share with you the first new monthly newsletter created especially for educators to help promote engineering to students. We hope you will help us spread the word by forwarding this newsletter to your colleagues. SWENextEd also has its own Facebook Group that features engaging discussions, tips for the classroom, resources for educators and more. Get in on the conversation here.

Closed Facebook Group
www.facebook.com/groups/SWENextED/
Additional SWE Outreach Programs & Resources
SWE K-12 Outreach SWE Counts Newsletter – July/August 2018

Welcome to the June Assessment Workgroup Newsletter SWE Counts! In this newsletter, we will talk about one of the SWENext awards.

Melanie

SWE NEXT

SWE OUTREACH COMMITTEE ASSESSMENT WORKGROUP NEWSLETTER

Welcome to the June Assessment Workgroup Newsletter SWE Counts! In our last newsletter, we shared on Design Lab. In this newsletter, we will talk about one of the SWENext awards.

SWENext Northrop Grumman High School Community Award

The SWENext Northrop Grumman High School Community Award Program aims to inspire rising freshman and sophomore girls to use science, technology, engineering, and math to solve real-world problems in their communities. Making an impact right in their own backyard is a great way for young girls to see the importance of STEM through service. To receive the award, rising freshman and sophomore SWENexters must submit a poster detailing their proposed solution to the prompt questions. Twenty-five winners will get to attend WE16 in Minneapolis with registration covered, participate in Invent It, Build It, and participate in the SWENext High School Leaders in Academy and present their posters during the SWENext Expo. They will also have their work published in a special SWENext magazine!

Related Posts

- Don’t Miss Invent It, Build It, and our Outreach EXPO in Minneapolis
- Help Launch a New Book to Inspire Girls in STEM
- Hispanic Heritage Month Spotlight Latina Scientists
- Video: Join Race Car Driver Anita Biggs on Invent It, Build It.
- SWENext Women in STEM September 2018
- It’s Time for the SWENext Collegiate Video Competition
- Join Our #SheCanSTEM Campaign
- Women Astronauts Aim for Mars in the First, a New Sci-Fi Series
Invent It. Build It.

- A program held each year at annual conference, for girls, parents, and educators to learn about engineering and build an engineering identity

- Programs for:
  - Middle school (grades 6-8)
  - High school (grades 9-12)
  - Parents & Educators
  - EXPO – access to STEM & girl-focused organizations

- We hosted the 9th annual Invent It. Build It. in Oct 2018

- Learn more about IIBI at [http://societyofwomenengineers.swe.org/invent-it-build-it](http://societyofwomenengineers.swe.org/invent-it-build-it)
SWE Outreach Incubator Facebook Group

Ask questions, share your experiences, and learn from other outreach advocates!

Join this closed Facebook group at: https://www.facebook.com/groups/223715534629778/