

# WE17 Track Descriptions

## ADVOCATING FOR CHANGE

The Advocating For Change track is inspired by SWE's strategic goal of advocacy. Presenters will share best practices for how to be effective advocates for the inclusion and success of women in engineering and technology. Sessions within this track focus on advocating for yourself, your colleagues, your community, and future generations of women in engineering and technology. By attending sessions within this track, you will be able to:

- Identify best practices using various tools and resources to assist you in advocating for change.
- Examine ways to advocate using various tools and resources including tips for communicating with Congress.
- Participate and/or lead advocacy efforts.

## 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 and experiences as well as network. By attending sessions within this track, you will be able to:

- Prepare for and get the most out of your graduate school experience.
- Evaluate the opportunities of a career in academia.
- Identify the strategies for a successful career in academia.
- Recognize the hot topics, paradigm shifts, and trends in STEM higher education.

## CAREER MANAGEMENT AND LIFE TRANSITIONS

The Career Management and Life Transitions track addresses a variety of issues that collegiates and professional women in science, technology, engineering, and mathematics (STEM) face on both a personal and professional level. The sessions for professionals focus on the themes of strategies for career advancement, returning to work after a career break, mentoring and sponsorship, interpersonal communication, and guidance for handling difficult transitions. The sessions for collegiates focus on the themes of finding a job, getting prepared for a career in engineering across a variety of industries, internships and undergraduate research, mentor/mentee relationships, and understanding corporate culture. By attending sessions within this track, you will be able to:

- Develop techniques to manage and prepare for the various professional and life transitions ahead of them.
- Develop wellness strategies to better maintain work/life balance.
- Examine how to manage the various professional and life transitions
- Develop and refine plans for future 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 start up 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 start-up.

## 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.

## INCLUSION AND CULTURAL AWARENESS

The Inclusion and Cultural Awareness track addresses the challenges and opportunities that women in engineering face within the context of diversity, globalization, and culture. The sessions focus on the themes of workplace diversity and globalization, developing skills to be a more inclusive leader and team member, and building a culture of inclusion within your organization. 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
- Build a culture of inclusion within your organization.

## INNOVATION AND DISRUPTION

The Innovation and Disruption track focuses on technology and 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 and hot topics in engineering.
- Incorporate techniques and best practices to make your organization more innovative and competitive.
- Recognizing disruptive technologies that we see today and in the future.
- Be a more effective leader of innovative initiatives.

## STRATEGIC LEADERSHIP

The Strategic Leadership track focuses on how the decisions of managers and leaders shape the performance and success of their organizations. The 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. By attending multiple sessions within this track, 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 opportunities, challenges, and demands of your profession.
- Develop new skills and hone current skills that will make you a more effective manager and leader.

## 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. Participants will have the opportunity to network, share experiences, and initiate new collaborative projects across regions and organizations. 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.

## STEM RE-ENTRY (NEW FOR WE17!)

This brand 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 and for organizations considering launching a reentry program. Participants will:

- Identify best practices and tips for on-ramping smoothly to 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 as SWE volunteer leaders within their section or are members of SWE's leadership coaching committee (LCC). After attending sessions within this track, you will be able to:

- Describe effective team management skills.
- Identify tools and best practices to motivate and develop people.
- Recognize techniques for bringing a vision into reality.