



SHAPING LIVES

MAKING AN IMPACT



Society of
Women Engineers

2011 Annual Report

A grayscale photograph of a woman with her hair pulled back, wearing large hoop earrings and a necklace, focused on a task at a table. She is surrounded by other people in a well-lit room, likely a workshop or conference. The background shows other participants and tables with various items on them.

OUR MISSION

The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.

ABOVE IMAGE: The inaugural Invent it. Build it. event took place at WE10 in Orlando, Florida. This exciting program provides a hands-on engineering experience for middle school girls with a parallel program for parents and educators. Invent it. Build it. is a collaborative event of SWE, Girl Scouts and WGBH Boston's Design Squad Nation, made possible through a generous grant from the ExxonMobil Foundation.

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SIDDIKA DEMIR
FY11 President



BETTY SHANAHAN, CAE, F.SWE
Executive Director & CEO

Shaping Lives

To the Supporters of the Society of Women Engineers: As engineers, each day we shape solutions to a myriad of challenges. But more than that, we create products and services that shape lives all around the world. And, as the Society of Women Engineers, we collectively shape the lives of women in engineering and technology everywhere. We are pleased to say that in FY11 the Society accomplished much toward this end.

Nurturing Dreams

Shaping the lives of all young girls and encouraging their pursuit of a career in engineering and technology through outreach is a core objective of SWE. In FY11, SWE was the principle investigator for the Outreach 4 Change workshop in a partnership with the American Indian Science and Engineering Society (AISES), the National Society of Black Engineers (NSBE) and the Society of Hispanic Professional Engineers (SHPE). Outreach 4 Change is funded by a National Science Foundation Grant HRD0937306 and increases the capacity of all engineering professional societies to offer inclusive outreach programs that inspire girls of all races and ethnicities to consider engineering as a career. More can be found at outreach4change.org.

Anchoring Journeys

From the moment one commits to a career in engineering and technology, a journey begins that spans decades and truly shapes lives. As part of our commitment to provide professional development resources and opportunities for our members, in FY11 SWE launched 23 new webinars and became an IACET authorized provider of continuing education units (CEUs). We offered CEU accreditation for the first time during the WE10 conference.

Empowering Success

Success is rarely attainable without support. In Washington, D.C., SWE provides advocacy and awareness on behalf of women in engineering, actively shaping public policy in Science, Technology,

Engineering and Math (STEM) education and the application of Title IX to STEM. More than 50 leaders from SWE and 28 co-sponsoring organizations attended the annual Capitol Hill Day, “Diversity and Inclusion Fuels Innovation in Science, Technology, Engineering and Mathematics (STEM),” funded by the S.D. Bechtel Jr. Foundation.

Shaping the Society

The Society has always placed a premium on recognizing the achievements of our members. In FY11 recognition for the Society extended beyond individual accomplishment: SWE was honored with four APEX awards for *SWE Magazine*, and our social media efforts received awards from *Association TRENDS* and the Business Marketing Association Tower Awards.

Shaping the Future

Highlighted here are just a few noteworthy events of FY11. In the following pages you’ll learn more about how the Society shaped lives through various programs and events. While we are proud of our accomplishments, we are even prouder of those of our members. The ultimate measure of success is how we positively impact the lives of one another, and we look forward to what lies beyond FY11.

FY11 Outreach Highlights

Wow! That's Engineering! events took place in San Diego and Pittsburgh in FY11, cumulatively drawing more than 300 girls and close to 200 parents and educators. The one-day workshops allow participants to experience the creativity and innovation of engineering and technology through hands-on activities and interaction with SWE members.

With more than 1,000 members receiving "Maximize the Message" training in FY11, SWE continued its unwavering commitment to the National Academy of Engineering's Changing the Conversation: Messages for Improving Public Understanding of Engineering. This effort is designed to create a consistent public message that clarifies what sets engineering apart, and emphasizes why engineering matters.

In July 2010, the Society also supported the first annual USA Science and Engineering Festival in Washington, D.C., an event designed to build interest among our nation's youth in science, technology, engineering and math (STEM).

FY2011 Scholarships (Freshmen - Graduate)

Ada I. Pressman Memorial
Admiral Grace Murray Hopper Memorial
Anne Maureen Whitney Barrow Memorial
B.J. Harrod
B.K. Krenzer Memorial Reentry
Baker Hughes
Bechtel Corporation
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DuPont
Electronics for Imaging
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General Electric Women's Network (GEWN)
 Querétaro, Mexico
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SWE Boston Section
SWE Central New Mexico Section
SWE Mid-Hudson Section
SWE New Jersey Section
SWE Past Presidents
SWE Phoenix Section
SWE Region H
Symantec Corporation
The Betty Lou Bailey Region F
United States Steel Corporation
Verizon Foundation

Launching Innovation. Defining Success.

With 5,300 women engineers and technologists in attendance, WE10 marked SWE's second largest Annual Conference. Serving as the culmination of the Society's 60th anniversary year, WE10 also launched virtual participation with live streams of several sessions made available for replay after the event. Two hundred middle- and high-school girls were also in Orlando for the first annual Invent It. Build It. – a collaboration between SWE, Girl Scouts of America, the WGBH/PBS show, Design Squad and ExxonMobil Foundation.

Achievement Award

Cristina H. Amon;
University of Toronto

Upward Mobility Award

Tana L. Utley;
Caterpillar Inc.

Rodney D. Chipp Memorial Award

Dr. Joseph Bordogna;
University of Pennsylvania

Resnik Challenger Medal

Kim K. de Groh;
NASA Glenn Research Center

Work/Life Balance Award

Kate Maxwell;
Raytheon

Emerging Leader Award

Manufacturing and Construction

Colleen M. Layman;
Bechtel Power Corporation

Procurement and Logistics

Jessica Rannow;
JCPenney

Product Research Design and Engineering

Alyse Stofer;
Medtronic

Quality

Januca Berry;
Northrop Grumman Electronic Systems

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Intel Corporation

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Agilent Technologies

Systems Engineering

Melissa Soley;
Booz Allen Hamilton Inc.

Fellow Grade

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IBM

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PAI Corporation

Mary Phelps;

HEDGE Co.

Ronna Robertson;

Roquette America, Inc.

Yvonne Simms;

The Boeing Company

Distinguished Engineering Educator Award

Christine Hailey;
Utah State University

Distinguished New Engineer Awards

Allison Goodman;
Intel Corp

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Robert E. Hamilton Consulting Engineers, Inc

Lindsay M. Laskowski;

Chevron

Angela "Angel" McMullen-Gunn;

Hamilton Sundstrand

Deborah Willems;

Raytheon

Outstanding SWE Counselor

Alexis Wallen;

University of Pennsylvania

Outstanding Faculty Advisor

Dr. Mary C. Verstraete;
The University of Akron

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Pearl Harbor Naval Shipyard

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Prinda Wanakule;

University of Texas at Austin

Corporate Partnership Council (CPC) FY11 Highlights

SWE Releases 60th Anniversary Journal

A collaboration of peer-reviewed, scholarly articles, the *Journal of the Society of Women Engineers*, 60th Anniversary Edition, offers insight into SWE's place in engineering, American and women's history.

Highlighting the culmination of SWE's 60th Anniversary celebration, the journal brings to light issues of gender in engineering over the past six decades, providing an opportunity to look back while moving forward. The journal was made possible through generous support from the CPC Fund, IBM and Google. (A digital issue of the journal is available in the *SWE Magazine* section of SWE.org.)



Changing the Conversation (CTC): Messages for Improving the Public Understanding of Engineering

In February, Gayle Gibson of DuPont and Mary Petryszyn of Raytheon provided CPC members with an overview of Changing the Conversation, a National Academy of Engineering (NAE) initiative designed to reshape the public's perception and understanding of engineering.

Through this program, the NAE keyed in on four specific messages to best communicate the importance of engineering and engineering careers, including:

- **Engineers are creative problem-solvers**
- **Engineering is essential to our health, happiness and safety**
- **Engineers help shape the future**
- **Engineers make a world of difference**

CPC members were charged with not only implementing these messages in their own organizations, but also encouraging others in the industry to align their messages accordingly.

For more information, visit engineeringmessages.org.



2011 CPC Members

3M
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Agilent Technologies
BAE SYSTEMS
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Bechtel Corporation
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Booz Allen Hamilton
Boston Scientific
BP
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Life Technologies
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Medtronic, Inc.
Merck
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NAVSEA
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Pacific Gas and Electric Company (PG&E)
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Rockwell Automation
Rockwell Collins
SAIC
Schlumberger Technology Corporation
Southern Company
Stryker
Symantec Corporation
Texas Instruments, Inc.
The Timken Company
Toyota
U.S. Army RDECOM
U.S. Navy
United States Steel
United Technologies Corporation

FY2011 Sponsorships

SWE's mission is advanced every day through the dedication, effort and innovation of SWE members, combined with crucial financial support from corporations, foundations and individuals who endorse SWE's mission and objectives. By working closely with each organization, we can design a sponsorship package that meets the needs of both the sponsoring organization and the Society.

Corporate Partnership Council (CPC)



CPC members provide assistance to SWE through consultation with SWE leadership, sharing insight on industry trends and developments, and supplying financial support for innovative projects, as well as operations and infrastructure of the Society. Each CPC member commits a minimum of \$30,000 annually, applied to SWE activities of its choice (including unrestricted support).

Corporate Membership

A corporate membership shows commitment to diversity and support for professional development of women in the organization. SWE's corporate membership is available to any corporation, educational institution or government entity that supports the mission and objectives of the Society. A \$3,000 Corporate Membership package includes:

- **Nine individual SWE memberships for employees**
- **Full conference registrations for three of the sponsored employees**
- **Best practices sharing through formal sessions**
- **One free 60-day online job posting on SWE's Career Center**

Annual Conference Sponsorship



The SWE Annual Conference is SWE's premier event for professional development, networking and career advancement for both professional and collegiate members. A conference sponsorship enables SWE to offer high-value, high-impact programming for all members and significant subsidies for participation by collegiate members.

Programs and Initiatives

Programs and initiatives support SWE's objectives to launch or sustain programs that provide vital services to members, from college and entry-level engineers to senior executives, and reach girls at all ages to interest them in engineering and technology. At the same time, activities provide high visibility and address specific goals for the sponsors.

Key program and initiatives target areas are:

- **K-12 educational outreach**
- **Collegiate outreach and scholarships**
- **Professional development**
- **Diversity and inclusion**
- **Leadership training**
- **Awards and recognition**
- **International programs**

SWE Magazine Heritage Club Advertising



Our award-winning *SWE Magazine* is published four times per year and provided to members in print and online versions. It contains articles geared to both professional and collegiate members to inspire, provide industry information and relay news about the Society. Companies and organizations committed to advertising consistently in each issue of the magazine become Heritage Club members, which allow SWE to deliver a high-quality publication year after year.

FY2011 Financials

SOCIETY STATEMENT OF FINANCIAL POSITION

	2011 Total	2010 Total
Cash/Investments	\$8,376,699	\$7,625,549
Accounts Receivable	437,474	375,409
Prepaid Expenses	428,869	394,152
Net Fixed Assets	70,650	89,302
Total Assets	\$9,313,692	\$8,484,412
Liabilities & Accounts Payable	\$752,970	\$693,314
Deferred Revenues	1,954,807	1,668,442
Unrestricted Net Assets	4,979,624	4,283,354
Temporarily Restricted Net Assets	1,626,291	1,839,302
Total Liabilities & Net Assets	\$9,313,692	\$8,484,412

SOCIETY STATEMENT OF REVENUES AND EXPENSES

Revenues	Unrestricted	Temporarily Restricted	2011 Total	2010 Total
Dues	\$828,721	\$0	\$828,721	\$792,115
Other	936,966	0	936,966	965,037
Conference	3,495,981	0	3,495,981	2,780,011
Programs & Services	631,957	733,738	1,365,695	1,581,287
Publications	866,311	0	866,311	890,948
Relations	0	0	0	4,250
Net Assets Released from Restrictions	946,749	(946,749)	0	0
Total Income	\$7,706,685	\$(213,011)	\$7,493,674	\$7,013,648
Expenses				
Management	\$266,778	0	\$266,778	\$268,365
Administrative	1,955,026	0	1,955,026	1,969,528
Conference	2,600,667	0	2,600,667	2,156,754
Programs & Services	1,231,288	0	1,231,288	1,211,573
Membership	186,479	0	186,479	365,495
Publications	644,866	0	644,866	702,436
Relations	125,310	0	125,310	\$252,237
Total Expenses	\$7,010,414	0	\$7,010,414	\$6,926,388
Revenue—Expenses	\$696,271	\$(213,011)	\$483,260	\$87,260

CONSOLIDATED NET ASSETS

Society	6.30.11	6.30.10
Contingency Reserve	\$3,814,145	\$3,458,394
Restricted Grants	1,275,196	1,548,888
General Operating	(698,837)	(48,342)
Annual Conference	1,518,571	623,257
Sponsored Scholarships	351,095	290,414
Corporate Partnership Council	345,745	250,045
Total Society Net Assets	\$6,605,915	\$6,122,656

Shaping Success through Partnerships

ANNUAL CONFERENCE SPONSORS

\$20,000 + Sponsorship

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The Dow Chemical Company
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Intel Corporation
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U.S. Navy Recruiting Command

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Team SPAWAR

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Up to \$5,000 Sponsorship

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General Electric Company
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HNTB Corporation
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BAE SYSTEMS
Baldor
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Kellogg's
Kimberly-Clark
The Kroger Company
Lexmark

Lockheed Martin Corporation
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Merrick & Company
Mersen
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