



**Willamette Valley Section FY06 Tactical Plans  
Based on FY06-08 Society Strategic Plan  
September 20, 2005**

**Strategy A: SWE will provide opportunities for women to attain, enhance, and demonstrate leadership, professional, and technical excellence that results in career achievement, advancement, and satisfaction.**

Goal 1: Increase opportunities for SWE members to gain leadership skills and experience in a safe environment through SWE training programs and in volunteer capacities.

Objective 1: Develop comprehensive professional development strategies that target the different career stages and individual career paths of our members. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Plan and execute one professional development program per month	R. Stinson & K. Pendergrass	FY06	
Hold a seminar on small business	L. Kramer	12/05	

Objective 2: Use all technical delivery methods to engage members in professional development processes and programs. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Hold annual Fall Kickoff general meeting.	R. Stinson	9/05	
Post summaries of meetings on our website, after each event.	EC & C. Baine	All FY06	
Advertise by email professional development opportunities offered by neighbor SWE sections and the community	K. Lane & D. Dukes	All FY06	
Write Summary blurbs for 2 monthly newsletters.	D. Dukes	FY06	

Objective 3: Improve promotion of available volunteer opportunities and the skills needed for those positions. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Advertise in the newsletter available volunteer positions within WVS-SWE	L. Kramer	9/05	Completed
Identify and converse with potential volunteers	EC	10/05	
Advertise volunteer opportunities at Fall Kickoff general meeting	P. Koch	9/05	

Goal 2: Showcase SWE members who excel in technical expertise, leadership, or SWE service by providing avenues that share their expertise and publicize their achievements.

Objective 1: Advance and honor the contributions of women at all stages of their careers through recognition and awards. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Nominate one section member for the New Faces of Engineering Award</a>	P. Koch	12/05	

Objective 2: Recognize and publicize the successes of SWE members who enhance the Society and the engineering profession through their contributions to industry, education, and/or community. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Publish 2 professional newspaper articles about WVS SWE events &amp; community contributions</a>	K. Lane	FY06	
<a href="#">Acknowledge accomplished SWE members in the monthly newsletter</a>	L. Kramer	FY06	
<a href="#">Acknowledge members for their contributions at the annual E-Week Banquet</a>	P. Koch	3/06	

Goal 3: Develop mechanisms that enable SWE members to increase their technological knowledge and capabilities.

Objective 1: Form partnerships with other technical societies. (FY06)

Objective 2: Expand the number of technical sessions SWE offers. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Host technical tour of Stahlbush Island Farms</a>	A. Welter	10/05	
<a href="#">Host technical tour of Nike or the OSU Nuclear Reactor</a>	R. Stinson	1/06	
<a href="#">Host technical tour of the Hatfield Marine Science Center and the Rogue Brewery</a>	R. Stinson	5/06	

Objective 3: Provide opportunities for members to connect with other professionals who have experience in their areas of focus. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Host one HP-SWE Event</a>	J. Kanyer	FY06	
<a href="#">Host monthly meet-and-greet lunches</a>	D. Dukes	FY06	

**Strategy B: SWE will embrace and promote the value and power of diversity in specialties, age, race, ethnicity, language, gender identity, sexual orientation, and interests.**

Goal 1: Collect and share information about women engineers and the unique value they bring to the profession by promoting the beliefs and attitudes of our large, diverse membership.

Objective 1: Develop white papers to share with other societies and employers seeking information about women engineers. (FY06)

Objective 2: Research, identify, publicize, and embrace the diversities that enrich SWE membership. (FY07)

Goal 2: Provide forums to encourage interactions among diverse groups to stimulate individual growth and to leverage the values and experiences that each offers.

Objective 1: Partner with other engineering and technology organizations. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Continue SWE involvement (as one of HP-Corvallis's four networks) in Diversity issues with Angela Guess-Westbrooks of HP IPG Diversity.	J. Kanyer	FY06	
Continue SWE involvement (as one of HP-Corvallis's four networks) in New Employee High Touch Program with IPG Staffing.	J. Kanyer	FY06	

Objective 2: Define ways to encourage communications among our Special Interest Groups and other similar groups to increase learning opportunities. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Advertise SWE's Special Interest Groups through the monthly newsletter	L. Kramer	FY06	

**Strategy C: SWE will share its acquired knowledge and promote programs that bridge the gaps in recruitment, professional development, and retention of women in engineering.**

Goal 1: Become recognized among employers of SWE members as a premiere provider of training for women in engineering.

Objective 1: Increase awareness among employers about SWE training capabilities and excellence. (FY06)

Objective 2: Publicize successes of SWE members to their employers. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
If members desire, president will mail letters to their respective employers stating their SWE accomplishments.	P. Koch	6/06	
Encourage SWE members through email and newsletters to share their SWE participation with their management.	P. Koch/L. Kramer	6/06	

Objective 3: Communicate SWE training capabilities and successes to key audiences through an informed promotional process. (FY08)

Goal 2: Communicate to employers the enhancements SWE members gain in professional capabilities through membership in the Society.

Objective 1: Share the experiences and knowledge that participants acquire in their SWE roles with their companies because they lead to increased contributions. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
If members desire, president will mail letters to their respective employers stating their SWE accomplishments.	P. Koch	6/06	

Objective 2: Encourage participants to relate their SWE experiences and knowledge gained with their employers and to link SWE to their contributions whenever suitable. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Encourage SWE members through email and newsletters to share their SWE participation with their management.</a>	<a href="#">P. Koch/L. Kramer</a>	<a href="#">6/06</a>	

Goal 3: Share diversity knowledge and learnings that enhance the hiring and retention of women engineers with employers.

Objective 1: Gather, organize, and communicate factors that increase retention of women engineers. (FY06)

Objective 2: Create, publish, and update information that outlines what women engineers look for in potential employers. (FY07)

**Strategy D: SWE will inspire girls and women from all diverse backgrounds and life stages to consider engineering as a meaningful and rewarding career.**

Goal 1: Introduce more girls and women to career opportunities in engineering and technical fields.

Objective 1: Partner with SWE Memorandum of Understanding (MOU) career guidance groups and other organizations that offer engineering and/or technical related programs for girls. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Host 3 Girl Scout workshops</a>	<a href="#">M. Valencia &amp; M. Kent</a>	<a href="#">FY06</a>	
<a href="#">Hold Essay Contest for middle school students</a>	<a href="#">B. Pierce</a>	<a href="#">3/06</a>	

Objective 2: Expand SWE outreach to math and science teachers, school administrators, and board of education members. (FY06)

Objective 3: Develop and implement effective processes to reach and influence women considering new or different career opportunities. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Purchase Engineering DVDs and hand-deliver to local schools</a>	<a href="#">M. Myers</a>	<a href="#">6/06</a>	
<a href="#">Grant Certificate of Merit awards to high school juniors and seniors</a>	<a href="#">E. Strandberg</a>	<a href="#">6/06</a>	
<a href="#">Award 3 scholarships to graduating high school senior women</a>	<a href="#">M. McGettigan</a>	<a href="#">3/06</a>	

Objective 4: Increase SWE participation in elementary school programs. (FY08)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
<a href="#">Sponsor outreach projects at Lincoln Elementary School</a>	<a href="#">K. Kokes</a>	<a href="#">FY06</a>	
<a href="#">Sponsor Lego Robotics at Jefferson Elementary School</a>	<a href="#">C. Petersen</a>	<a href="#">FY06</a>	

Objective 5: Share successful SWE member outreach programs through communications and forums. (FY08)

Goal 2: Provide guidance and support to teachers and counselors to expand the involvement of girls and women in math, science, and engineering curricula offered at academic institutions.

Objective 1: Broaden SWE's sphere of influence to encompass educators at all levels from K-12 to community college and university levels. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Donate Engineering DVDs to schools for educational purposes in conjunction with the OSU Section	M. Myers	6/06	

Objective 2: Form partnerships with educator associations. (FY07)

Objective 3: Increase the awareness of the need for higher-level math and science courses at the pre-college level. (FY08)

Goal 3: Publicize the knowledge that engineering is an exciting, dynamic, and noble career for women.

Objective 1: Leverage Engineering Week sponsorships to increase the visibility of women engineers. (FY06)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Host the annual Engineering Week Banquet	C. Dixon & M. Truninger	3/06	

Objective 2: Promote the contributions of everyday women engineers through all communications media. (FY07)

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Keep HP-SWE Bulletin Board updated	J. Kanyer	FY06	

Objective 3: Create opportunities to introduce the scope of engineering to non-engineering audiences. (FY07)

**Strategy X: Our regions, sections, collegiate sections, and Members-at-Large will maximize the collective potential of SWE.**

*This leads to some MUST-HAVE Section goals from the Director of Regions:*

Goal 1: Strengthen section operations.

Objective 1: Implement the revised strategic plan; utilize a form of the planning process appropriate to the size of your section, even if it's as simple as writing out your goals in a short list.

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Fill out SWE Tactical Plan	A. Welter	9/05	Completed

Objective 2: Utilize the leadership coaching system to improve operations.

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Fill out section assessment survey	P. Koch	FY06	
Contact Leadership Coaches to utilize modules when and where needed	P. Koch	FY06	
Create succession plan for section leadership	P. Koch	FY06	

Objective 3: Maintain or improve membership growth and retention numbers.

Tactic (Activity, Event, Program)	Resp	Complete Date	Status
Maintain membership above 45; target is to increase to 50	K. Lane	FY06	
Pay for student OSU and U of O SWE student-to-professional membership upgrades	K. Lane	FY06	

Goal 2: Work to better integrate our collegiate members into the region and local levels of the Society.

*There are many objectives and activities that would support this goal, such as:*

- *Support "student upgrades" (programs, events, paid dues, etc)*
- *Better integrated region conferences, promoting interaction between professional and collegiate members*
- *Assist collegiate sections with finding counselors.*
- *"Adopt" a local collegiate section, include them in your activities.*
- *Assist Collegiate Interest Committee Reps and committee members with promotion of collegiate events and programs*
- *Assist Collegiate Region Membership Committee Reps with collegiate membership issues*
- *Support formation and operation of Student Interest Groups*

*I would like to see each section take on one related activity appropriate to their size and resources.*

Your Section's objective: <i>"Adopt" a local collegiate section, include them in your activities. – Oregon State University</i>
Tactics: Host monthly meet-and-greet lunches with professional and student members. Invite OSU student section to membership programs. Host at least one program on the OSU campus. Invite the OSU Counselor to all executive committee meetings.