

# *Carnegie Mellon University Society of Women Engineers*

## *Corporate Sponsorship Packet*

Greetings from Neha Kapate, President, and Shrishti Kedia, Vice President of Carnegie Mellon University's Society of Women Engineers(SWE). The CMU SWE section aims to provide a wide variety of programs and events for women pursuing engineering. On behalf of the members of CMU SWE, we would like to invite you to learn more about our section's goals and programs as well as opportunities for you to get involved with us on campus.

While our main focus is on women in the engineering field, we also reach out to students in other STEM fields such as computer science and information systems. We provide numerous opportunities for women in STEM fields in the form of professional development, social, outreach, and mentoring events. These events encourage women to achieve their full potential as engineers and leaders, expand the image of the engineering profession as a positive force that improves quality of life, and demonstrate the value of diversity.

CMU SWE hosts well over fifty events throughout the year, and most of these events would not be nearly as successful without our corporate partners. Relationships between CMU SWE and industry allows company representatives to interact and engage with students beyond the restrictions of a career fair while giving students the chance to gain a deeper insight about a company. Therefore, we strive to maintain a relationship with our company sponsor that allows CMU SWE to foster an environment that grows and supports women in engineering while allowing companies to network with potential recruits.

If you have done an event with us in the past – thank you! We hope your company will continue to collaborate with CMU SWE. It is because of the generous support of companies that CMU SWE can continue to promote the development of women in STEM fields. Through our involvement with CMU SWE, we have received incredible opportunities and through strong company involvement we hope to create a powerful CMU SWE section for our current and future members.

If you are interested in learning more about the opportunities available for your company to become involved in our section, we urge you to look through the rest of this sponsorship packet which showcases the opportunities that we have available. In the following pages, you will find information about our student organization and available sponsorship and involvement opportunities. You may also visit our website, [www.cmuswe.com](http://www.cmuswe.com), for additional information on being a Corporate Sponsor. If there is a specific program or event that you would like to get involved, or if you have any ideas for a new initiative, please do not hesitate to contact us. We look forward to hearing from you.

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## *Organization Information*

### **What is SWE?**

The Society of Women Engineers (SWE) is a non-profit educational and service professional organization that promotes the development of women in STEM fields at the collegiate and professional levels. The goal of SWE is to “stimulate women to achieve full potential in careers as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, demonstrate the value of diversity.” Please visit [www.swe.org](http://www.swe.org) for more information on the society as a whole.

### **What is CMU SWE?**

At Carnegie Mellon University SWE, we are committed to implementing the ideals and goals of the society in our section. Our mission is to promote the image and success of women in engineering both internal and external to SWE by providing resources for personal and professional development and a community that advocates diversity and awareness. We strive to work with women in engineering and STEM at Carnegie Mellon University to develop well-rounded individuals through technical and leadership growth. These opportunities include:

1. Professional Development Opportunities such as company information sessions, professional development events, and the Technical Opportunities Conference
2. Engineering Outreach events including Middle School Day, High School Day and Engineering Week
3. Mentoring and Social events for our members and other interested in SWE

## *CMU SWE Sponsorship*

### **General Sponsorship Levels**

- Gold: \$3000+
  - Priority scheduling to speak at one meeting of choice for the 2017/18 academic year
  - One employer email to CMU SWE membership each semester to advertise activity and/or job openings (independent of SWE weekly email announcements)
  - Silver benefits
- Silver: \$1500-\$2999
  - Access to SWE Resume Book
  - Opportunity to advertise job/internship openings through SWE weekly email
  - Bronze benefits
- Bronze: \$100-\$1499
  - Logo on CMU SWE Sponsorship Page
  - Logo on general body meeting presentations

### **SWE Societal Conference Sponsorship**

- **Option 1:** Sponsor one or more member to attend the WE17 Austin conference. This sponsorship equates to roughly \$1000 and covers transportation, conference registration and lodging for the duration of the event.
  - Option to choose whom to sponsor of the attendees
  - Company logo on CMU SWE Sponsorship Page
- **Option 2:** Sponsor the CMU SWE conference delegation by contributing an amount of your choice
  - Company logo on CMU SWE Sponsorship Page

### **High School Day/Middle School Day Sponsorship**

- Gold: \$500+
  - Company verbally acknowledged during opening keynote speech
  - Silver benefits
- Silver: \$250 - 499
  - Company name and logo in communications distributed to attending Pittsburgh area schools
  - Bronze benefits
- Bronze: \$100-\$249
  - Logo on CMU SWE Events Page

## *CMU SWE Events*

### **Technical Opportunities Conference (TOC)**

In September 2017, CMU SWE, in partnership with the College of Engineering, will be hosting a career fair to help companies and recruiters meet Carnegie Mellon's talented engineering, computer science and science students. This is an excellent opportunity to gain visibility for your organization. The TOC is a technical job fair for all students – whether they are seeking full-time employment or internship opportunities. Last year we had over 300 employers and 4000 students with Engineering, Science, Computer Science or Business backgrounds connect.

### **Information Sessions and Professional Development Events**

The corporate relations program coordinates with companies to host tech talks and other on campus events to help expose companies to the SWE and overall communities at CMU. Our SWE sections holds 1-2 professional development events per month. Past event examples include resume reviews, career fair preparation sessions, company information sessions and mock interviews. That being said we are very flexible with the type of events that we have and are willing to work with your company to organize an event that suits your needs. One change we hope to bring to our program this year is to have more site visits, engineering hackathons, and innovative networking events to encourage new conversations between students and company representatives. Please contact Cheyenne Shankle, our Corporate Relations Chair, at [cshankle@andrew.cmu.edu](mailto:cshankle@andrew.cmu.edu) if you are interested.

### **Mentoring Program**

The Mentoring Program pairs underclassmen mentees with upperclassmen mentors and upperclassmen mentees with graduate student mentors to encourage mentoring through a variety of social and professional development events. We try to pair students in similar engineering disciplines in an effort to promote increased SWE involvement, as well as to provide a peer mentor to discuss academic and career related questions with. In addition to connecting mentoring pairs, the program also offers monthly events that place an emphasis on fostering relationships with others that are open to the entire general body. These range from social events such as dessert nights and ice-skating to professional development events such as etiquette dinner to intellectual events such as a dinner discussions series.

### **Etiquette Series**

In April 2017, CMU SWE hosted our spring Professional Etiquette Series, a group of events planned to further our members' professional skills. Previously we have had events focused on dressing professionally, having a polished makeup look for work and dining with proper etiquette. The Etiquette Series culminates with the Etiquette Dinner where members are able to practice what they have learned as well as provide an opportunity to instruct members on meal etiquette as well as provide insight into networking.

### **Freshmen First**

The Freshmen First program started as an outreach program for first year students to get involved with SWE in a leadership capacity. Since then the program has expanded to include a number of professional development, social, volunteer and academic events throughout the year.

Some of the events include a welcome ice cream social and a networking event with upperclassmen to get advice about declaring a major and classes. In addition, in the fall semester, the Freshman First program coordinates SWEet Week, a week of social and professional development activities that brings our entire general body together to celebrate being a member of SWE. Through the planning of these various programs and events we give first years the opportunity to hold a leadership position. Not only has this been very beneficial for our members in terms of leadership, networking and professional development, but it has also been very beneficial in terms of member participation and retention.

## **Community Service**

SWE values outreach to the local Pittsburgh community, which relates to our own section goals as well as the goals of the Society. We host service events to give members opportunities to give back to the community throughout the school year. Examples of these outreach events include volunteering at Global Links, participating in Relay for Life, volunteering at regional science fairs, and many more. In addition we also host both middle school and high school days where we invite girls onto campus to learn about the different engineering disciplines through a series of fun and engaging workshops as well as Engineering Week where we aim to highlight different STEM career paths by partnering with industry contacts to host interactive sessions open to the entire campus and general Pittsburgh area community.

## **Grad Greets**

The Grad Greets program was developed as a social and networking outlet for graduate students. The mission of the program is to make the transition into graduate school more seamless and to develop a strong support network for members. The program offers social activities such as cupcake decorating and potlucks as well as professional development events such as technical tours and networking lunches with faculty.

## **2017 Annual Society Conference**

Each year, members of our section are invited to attend the Annual Society Conference. Attendees are able to network, participate in professional development session, and attend a career fair.

If your company is interested in involvement with CMU SWE, please refer to the contact information below to discuss event collaboration and sponsorship opportunities. Feel free to contact us with any questions as well.

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Thank you once again, and we look forward to working with you!