



Carnegie Mellon University Society of Women Engineers

Corporate Sponsorship Packet

Greetings from Alyssa Brown, President, and Dilara Ozdoganlar, Vice President, of Carnegie Mellon University's Society of Women Engineers (SWE). The CMU SWE section aims to provide a wide variety of enriching programs and events for women pursuing engineering. On behalf of the members of CMU SWE, we 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 focus is on women in engineering, our members include students in a variety of STEM fields such as computer science and information systems. We provide abundant opportunities for women in STEM fields, through professional development, social, outreach, and mentoring events. These events encourage women to achieve their full potential as engineers and leaders, promote the engineering profession, and demonstrate the value of diversity.

CMU SWE hosts well over fifty events throughout the year, which would not be nearly as successful without our corporate partners. Relationships between CMU SWE and industry allow company representatives to interact and engage with students beyond the restrictions of a career fair, while giving students the chance to gain more insight into a company. We strive to maintain relationships with our company sponsors so that we may foster an environment that grows and supports women in engineering while allowing companies to network with potential recruits.

If you have held 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. We personally have received incredible opportunities through our involvement with SWE, and we hope to create a powerful CMU SWE section for our current and future members with the help of strong company involvement.

We encourage you to look through the rest of this sponsorship packet to learn about opportunities for your company to become involved with our section. You may also visit our website, www.cmuswe.org, for additional information on being a Corporate Sponsor. If there is a specific program or event in which you would like to become involved, or if you have an idea for a new initiative, please do not hesitate to contact us. We look forward to hearing from you.

Alyssa Brown

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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. SWE's goal 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 for more information on the organization.

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 within and outside of SWE, by providing resources for personal and professional development and a community that advocates diversity and awareness. We work with women in engineering and STEM at Carnegie Mellon University to help develop well-rounded individuals through technical and leadership growth. These opportunities include:

- Professional Development Opportunities such as company information sessions, skills workshops, and the Technical Opportunities Conference (TOC)
- Engineering Outreach events including Middle School Day, High School Day and Engineering Week
- Mentoring and Social events for our members and others interested in SWE, including dinner discussions and the annual CIT Ball for the whole College of Engineering

CMU SWE Sponsorship

SWE General Sponsorships

GOLD \$3000+	<ul style="list-style-type: none">- Preference for Tech Talks and Attendance at a General Body Meeting- Silver Benefits
SILVER \$1500+	<ul style="list-style-type: none">- Access to CMU SWE Resume Book- Bronze Benefits
BRONZE \$100+	<ul style="list-style-type: none">- Logo on CMU SWE section website and general body meeting presentations- Personal thank you note from a CMU SWE member

SWE Conference Sponsorship

- **Option 1** - Sponsor one or more members to attend the WE20 New Orleans conference
 - Option to choose which attendee(s) to sponsor
- **Option 2** - Sponsor the CMU SWE conference delegation by contributing an amount of your choice
 - For both options, your company logo will be placed on the CMU SWE website.

High School Day / Middle School Day Sponsorship

GOLD \$900+	<ul style="list-style-type: none">- Company verbally acknowledged during opening keynote speech- Silver Benefits
SILVER \$500+	<ul style="list-style-type: none">- Company name and logo in communications distributed to attending schools- Bronze benefits
BRONZE \$100+	<ul style="list-style-type: none">- Logo on CMU SWE section website

CMU SWE Events

Technical Opportunities Conference (TOC) In September 2020, CMU SWE, in partnership with the College of Engineering, will host 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 4,000 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 section holds 1-2 professional development events per month. Past event examples include company information sessions, mock interviews, and site visits. We are very flexible with the type of events that we have and will work with your company to organize an event that suits your needs. This year, we hope to have more site visits, engineering hackathons, and innovative networking events to encourage meaningful conversations between students and company representatives. Please contact Meghana Keeta and Tanvi Bhargava, our Corporate Relations Chairs, at mkeeta@andrew.cmu.edu and tanvib@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 to promote increased SWE involvement, as well as to provide a peer mentor with whom to discuss academic and career related questions. 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.

Community Service CMU SWE values outreach to our local Pittsburgh community. We host service events to provide members opportunities to give back to the community throughout the school year. Outreach events include volunteering at Global Links, participating in Relay for Life, and volunteering at regional science fairs, and many more. In addition, we host both middle school and high school days where we invite girls from local schools onto campus to learn about different engineering disciplines through a series of fun and engaging workshops.

We also organize Engineering Week, where we highlight different STEM career paths by partnering with industry contacts to host interactive sessions open to the entire campus and general Pittsburgh area community.

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 an event to get to know upperclassmen where freshmen can ask for advice on choosing a major and classes. The Freshman First program also 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 year students the opportunity to hold a leadership position. This has benefited our members by giving them an opportunity for leadership, networking and professional development, and it has also helped to increase member participation and retention.

Grad Greets The Grad Greets program was developed as a social and networking outlet for graduate students. The mission of the program is to facilitate the transition into graduate school 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.

2020 Annual Society Conference Each year, members of our section are invited to attend the Annual Society Conference, which is the largest conference for women engineers in the world. This year's theme, "Practice Curiosity," promotes the vision that we have for our members. Attendees can network, participate in professional development sessions, and attend the WE20 career fair.

If your company is interested in working 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.

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

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