



Carnegie Mellon University Society of Women Engineers

Corporate Sponsorship Packet

Greetings from Katherine Wu, President, and Katie Eisenman, 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 – both in terms of holding events with us and sponsorship opportunities. 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.

Katherine Wu

Katie Eisenman

Lauren Meyers
Nancy Anderson
Bella Kalinowski

President

Vice President

Corporate Relations Chairs

kw3@andrew.cmu.edu
cmuswe@andrew.cmu.edu

keisenma@andrew.cmu.edu

lemeyers@andrew.cmu.edu
nlanders@andrew.cmu.edu
ikalinow@andrew.cmu.edu



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, and demonstrate the value of diversity." Please [visit www.swe.org](http://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, speed networking, and the STEM Career Fair (SCF)
- Engineering outreach events including Middle School Day, High School Day, Engineering Week, and SWE++
- 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 Events

STEM Career Fair (SCF) In September 2024, CMU SWE, in partnership with the Carnegie Mellon College of Engineering, will host a career fair to help companies and recruiters meet Carnegie Mellon's talented engineering, computer science, and science students. CMU SWE hosts this fair annually, and it was formerly known as the Technical Opportunities Conference (TOC). This is an excellent opportunity to gain visibility for your organization. The SCF is a technical job fair for all students – whether they are seeking full-time employment or internship opportunities. Last year we had over 360 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 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 Lauren Meyers (lemeyers@andrew.cmu.edu), Nancy Anderson (nlanders@andrew.cmu.edu), or Bella Kalinowski (ikalinow@andrew.cmu.edu), our Corporate Relations Chairs, 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 dinners to intellectual events such as a dinner discussion series.

Community Service CMU SWE values outreach to our local Pittsburgh community. We host service events to provide members with opportunities to give back to the community throughout the school year. Outreach events include volunteering at Global Links, participating in Relay for Life, volunteering at regional science fairs, and many more. In addition, we host both High School Day and Middle School Day 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 Events The Freshmen Events 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 Freshmen Events 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 allow first-year students to hold leadership positions. 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.

2024 Annual National 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 the conference will be in Chicago, Illinois. Attendees can network, participate in professional development sessions, and attend the WE24 career fair. Our section aims to bring as many of our members as possible to the annual conference each year.

CMU SWE Sponsorship

SWE General Sponsorships



SWE National Conference Sponsorship

Option 1 - Sponsor one or more members to attend the WE24 Chicago 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+

- Company verbally acknowledged during opening keynote speech
- Silver benefits

Silver: \$500+

- Company name and logo in communications distributed to attending schools
- Bronze benefits

Bronze: \$100+

- Logo on CMU SWE website

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 for your consideration, and we look forward to working with you!

Katherine Wu, CMU SWE President, kw3@andrew.cmu.edu

Katie Eisenman, CMU SWE Vice President, keisenma@andrew.cmu.edu

Lauren Meyers, Corporate Relations Chair, lemeyers@andrew.cmu.edu

Nancy Anderson, Corporate Relations Chair, nlanders@andrew.cmu.edu

Bella Kalinowski, Corporate Relations Chair, ikalinow@andrew.cmu.edu