



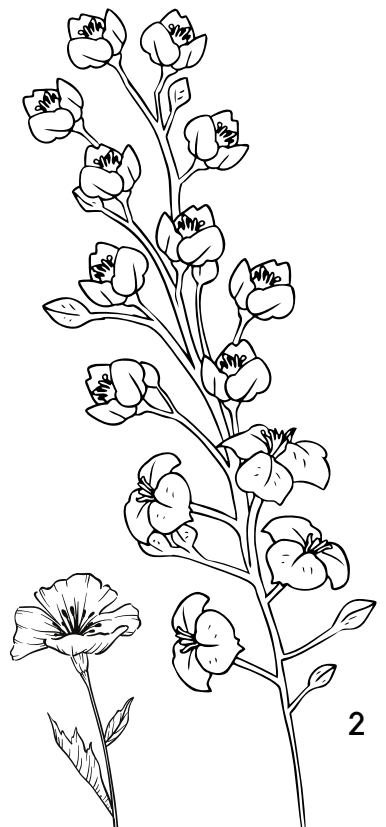
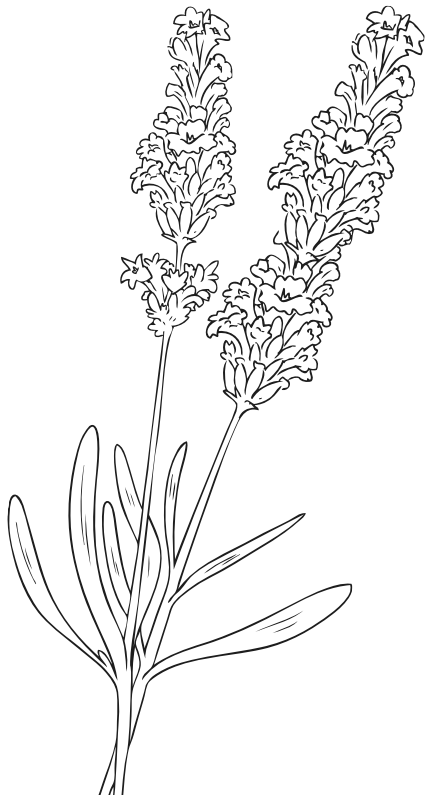
2020 - 2021

# Corporate Sponsorship Proposal

## Society of Women Engineers at UCSB

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# Welcome Letter

Dear Potential Industry Partner,

The UC Santa Barbara Society of Women Engineers (SWE-UCSB) would like to thank you for your interest in becoming a sponsor of our chapter.

The Society of Women Engineers is a non-profit educational and service organization that empowers womxn to succeed and advance in the field of engineering and recognizes them for their life-changing contributions as engineers and leaders. Our chapter's mission is tightly aligned to the Society's mission as a whole – to encourage womxn to achieve their full potential in engineering careers, expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.

Especially in these times of global turmoil, we see the importance of assisting underrepresented communities, specifically within STEM fields. We hope that our organization provides a safe space for our members to find support amongst one another and strive towards their academic and professional goals.

Since our chapter's establishment, we have enriched our community through events revolving around professional development, outreach and internal community. As we continue to grow, SWE-UCSB remains focused on building upon these three areas. We will elaborate on each category's respective events in the remainder of this proposal, as well as how you, as a sponsor, can help. We are incredibly grateful for companies who have partnered with us in the past, whose donations and involvement with SWE-UCSB have made this growth possible.

Given the current circumstances surrounding COVID-19, we recognize that many company policies regarding fiscal budgets, recruiting efforts, and transportation are still being discussed and adjusted. We personally guarantee that we will work tirelessly with your company representatives to coordinate events of the highest possible quality, even if those events must transition to virtual formats. We will maintain the goals of SWE, as well as keep your company's recruiting objectives in top of mind.

Please feel free to reach out to SWE-UCSB if you have any questions at all regarding sponsorship, upcoming events or additional opportunities. We look forward to working with you in this upcoming school year!

Sincerely,  
Cynthia Zhang  
SWE-UCSB President

# Professional Development

## Evening with Industry (EWI)

Evening with Industry is SWE-UCSB's largest annual event, typically attracting 10-15 companies and 100+ students. EWI provides a relaxed environment for building connections, and is a wonderful way for industry partners to engage with the talented pool of UCSB students. The event is open to undergraduate and graduate engineering students of all genders.

EWI creates a networking setting that is comfortable for students by combining casual conversation with structured recruitment. The event typically begins with a mixer, where students are encouraged to approach representatives from companies they are interested in. During this time, attendees can also enter our event raffle and enjoy wine donated by local wineries (for those 21 and up). Guests are then seated at their tables for the evening, each of which has a ratio of two company representatives to six engineering students. Industry representatives are seated with students who have expressed interest in their companies, which serves to create a personalized experience for all attendees. After enjoying their meals, the event closes with a keynote speaker and an announcement of the winners for the raffle. In the past, raffle prizes have ranged from free admission to local amenities such as museums and yoga studios to tours and tasting sessions at a sponsoring brewery or winery. Lastly, all companies present receive a resume book which includes all student attendees.

Especially in light of COVID-19, EWI is a noteworthy event for finding exceptional talent; it creates a unique environment for facilitating in-depth conversation and long-term connections. We are planning to make the appropriate adjustments to ensure the safety of all attendees, and we hope to see you at SWE-UCSB's EWI this coming year.

Note: EWI registration is an option regardless of your status as a company sponsor. If you would like to attend EWI but are not interested in any of our sponsorship tiers, we will work with you to create a package suited to your company's needs; reach out to us at [swe.ucsb@gmail.com](mailto:swe.ucsb@gmail.com).

## Conference Attendance

Every year, we aim to send a handful of enthusiastic SWE-UCSB members to the SWE National Conference in the Fall, as well as the Regional Conference, WELocal. These events are excellent professional development opportunities that allow our members to network across the national SWE community and to access technical talks, leadership workshops, and career fairs. Our goal is to send all members who demonstrate significant interest. With our currently limited funding and budget, we only provide partial scholarships. However, with your sponsorship, we can fund a greater number of trips and provide full scholarships, including registration fees, housing and transportation. This funding is extremely important, as it removes the financial barrier preventing many interested

# Professional Development

members from various opportunities.

Note: With this year's announcement that WE20 has gone completely virtual, SWE-UCSB will be awarding our members scholarships to fully cover conference registration. Since we no longer require funding for housing and transportation, we aim to virtually send all members who are interested. Hopefully, this allows a far greater portion of our members to experience the National Conference.

## Company Information Sessions

As a student-run organization focused on expanding the professional knowledge of our member base, SWE-UCSB is experienced in hosting information sessions that are tailored to the needs of our company partners and general members. With our infrastructure of social media, a mailing list, and other announcement methods, we have the ability to draw many students from UCSB's College of Engineering who are invested in learning about your company. In particular, we have a wide reach with womxn engineers, a critically underrepresented population in the engineering community.

SWE-UCSB will organize the logistics of your company's information session – food, room reservations, and advertisement – leaving you to focus on the content and schedule of your event. In the past, we have had overviews of a company's specific job and internship application process, first-hand accounts from company engineers, field-specific lectures and lessons, and informal networking sessions. We will work with you to find a format that is well-suited to your company's recruitment objectives, whether that be virtual or in-person.

## Professional Development Workshops

SWE-UCSB encourages the advancement of our members' careers through interactive workshops led by company representatives. We commonly hold mock interviews, resume reviews, and elevator pitch workshops, all of which are enhanced by input from engineers experienced in their fields.

As with company information sessions, these events are opportunities to meet talented students while SWE-UCSB handles the hassle of food, space, and advertisement logistics. However, professional development events typically foster a more relaxed environment and are student-centric; this creates opportunities for more individualized attention and personal connections.

Best,  
Sophie Groenwold  
SWE-UCSB External Vice President

# Community Outreach

## Girls Inc. STEM Club

Girls Inc. is an organization that we partner with to hold a STEM club for girls ages 9-13. SWE-UCSB members volunteer at Girls Inc. Goleta Valley Center on a weekly basis to provide STEM activities and experiences that expand upon and support their school-based learning. Some examples of activities include making roller coasters, kaleidoscopes, marshmallow catapults, and lava lamps. SWE-UCSB's partnership with Girls Inc. is critical not only to bridging the gender gap in engineering but also in bolstering minorities across STEM; our target audience is that of traditionally underrepresented groups in both science and engineering.

## Isla Vista Elementary Robotics Program

SWE-UCSB partners with the Youth Innovation Club, UCSB Mechanical Engineering Department, and 5th and 6th grade students of Isla Vista (IV) Elementary in our annual Robotics Program. The program sees IV Elementary students design and build robots with the help of SWE-UCSB members and mechanical engineering students. This program provides an opportunity for students to get hands-on experience with technology in a supportive environment, and is often their first ever experience with engineering. Please note that this program might be on hold for the 2020 - 2021 school year due to COVID-19.

## SWE++

SWE++ is a new program under the Society of Women Engineers that strives to give local middle school girls access to the field of computer science and introduce them to computer science as a career. The gender gap within the technology workspace is a pressing issue, and this program aims to pave the path for young girls to feel comfortable and suited for careers in technology. SWE++ is a ten-week programming course that encourages the development of a female computer science community and teaches students the foundations of Python.

If you have any interesting or unique ideas for activities we could design for the girls for any of the events listed above, and are able to give us your support in gathering supplies and resources, we would be extremely grateful. In the likely event that these activities become virtual, we will still send materials and supplies to the participating members, and conduct the events virtually.

Best,  
Claire Wu  
SWE-UCSB Outreach Chair

# Member Engagement

## General Meetings

SWE-UCSB holds biweekly general meetings, which begin with announcements to notify members of upcoming events. The remainder of the meetings are dedicated to some type of career development workshop. Some weeks, the SWE-UCSB officers lead this activity, and members practice important networking skills or learn more about different engineering jobs. Other weeks, SWE-UCSB brings in guest speakers from other programs on campus, such as the UCSB Health & Wellness Club or UCSB Study Abroad, to educate our members on how they can maintain balance between their career aspirations and other personal goals. Finally, during certain meetings, we host representatives from sponsoring companies for company information sessions or other professional development events, as described previously in the packet. General meetings serve to prepare SWE members for their future careers by informing them about the different options and resources available to them, either in industry or graduate school. Meetings also give members a chance to meet other girls in engineering and share advice, forming a powerful support network.

## Social Events

Outside of career development, SWE-UCSB builds a network and community for womxn through various socials and events. Oftentimes, these socials include some sort of de-stressing activity such as game nights and Christmas gift exchanges. Other times, they serve as more serious events including quarterly study sessions and mental health workshops. These events are not only meant to bring the club together but also help womxn find their community.

## Mentorship

Two years ago, we started the SWE-UCSB Pen Pal Program. This program pairs incoming freshmen in engineering with current students, who serve as mentors to guide freshmen through the process of preparing for college. Over the summer, pen pals communicate through e-mail, so that incoming freshmen can get an insider perspective on life in the UCSB College of Engineering. This program gives an opportunity for students to get introduced to SWE early on, and once they have developed a relationship with their mentor, they are more likely to attend meetings and get involved in SWE outreach programs later in their college career. During Summer of 2020, we opened the program to all genders and were successful in pairing 75 incoming freshmen with mentors.

Best,

Ines Bilkić

SWE-UCSB Internal Vice President

Samhita Honnavalli

SWE-UCSB Social Chair

# Sponsorship Tiers

	Platinum (\$1200+)	Gold (\$900+)	Silver (\$600+)	Bronze (\$300+)
Tickets for x company reps to attend Evening with Industry (EWI) + access to student resume booklet <sup>1</sup>	3	2	1	
x company information sessions for SWE-UCSB members <sup>2</sup>	2	1		
Funding on behalf of your company for x members to attend the SWE National Conference	4	2		
Company opportunities promoted to a mailing list of 170+ collegiate students	x	x	x	x
Involvement in professional development workshops for members <sup>3</sup>	x	x	x	x
Recognition as a company sponsor on SWE-UCSB website, social media, and at EWI	x	x	x	x

<sup>1</sup> If you would like to purchase EWI registration or the student resume booklet separately without a sponsorship plan, we would be happy to accommodate that. Let us know at [swe.ucsb@gmail.com](mailto:swe.ucsb@gmail.com).

<sup>2</sup> Due to COVID-19, information sessions may be virtual or in-person depending on current health recommendations.

<sup>3</sup> SWE-UCSB often invites company representatives to attend our professional development workshops for students (such as mock interview sessions and resume reviews). This is an opportunity to meet talented students and support the career development of our members.

If these sponsorship tiers aren't what your company is looking for, contact us at [swe.ucsb@gmail.com](mailto:swe.ucsb@gmail.com). We would love to work with you to create a sponsorship package that works for your company.

