Welcome to 2015!!

Ugly sweater parties, that twinkle in the eyes of your children, cookies, and beloved time with family and friends! I hope you had a wonderful holiday season!

SWE-MN has had a fantastic first half of the year. With the Hormel Tour, SWE-MN Open House, Girl Scout Patch Day, Mills City Museum Tour, and the family friendly Holiday Party, just to name a few, we have been very busy! I hope you had the opportunity to participate in all of these and continue to enjoy the benefits of being a SWE member and a member of SWE-MN.

The Executive Council (EC), Advisory Council (AC) and committee members are all excited for the rest of this fiscal year. The Outreach committee continues to do a fabulous job of reaching out to children through all the events they have been planning and supporting. With the continued support of our sponsors, SWE-MN is again planning to host Spark, Slime and Speed and WOW! That's Engineering! this year. We need your volunteer help to make these events a success. In the past years we have reached over 700 kids and parents at these events. Awesome!

The Professional Development committee is busy with the planning of SWE-MN’s Annual Spring Seminar. This year, we are thankful that Boston Scientific is sponsoring and hosting this amazing tradition on March 28, 2015. We have full sponsorship from Boston Scientific and are planning, at present, to offer registration at no cost to all SWE members. So great!

I am also proud to announce that this year SWE-MN will be giving over $14,000 in scholarships. Check our homepage for more information on each scholarship. We are not able to do this without the generous support from our corporate partners who have donated to our scholarship program. Thank you Thank you!

The membership committee continues to be very diligent and dedicated in increasing our membership. Our last official membership report showed that SWE-MN has over 400 members. WOW WOW WOW!

It is time to think about FY15 and the future leadership of SWE-MN. Please review the different leadership opportunities available in the section. If you are interested or would like more information, please send me an email. We would love to have you as part of our leadership team.

All the best, proud to be part of SWE-MN,

~ Tricia Walker

president@swe-mn.org
Section Representative Update

Did you know that SWE-MN has a revised Strategic Plan???

In case you hadn’t heard, the SWE-MN Executive Council with the guidance and support of the SWE-MN Advisory Board completed a strategic planning exercise that spanned over 9 months and overlapped between the FY14 and FY15 Councils! It was a lot of hard work mixed with some fun but WELL WORTH IT!

Here’s a snapshot of what we did:

**Strategic Planning Process Steps:**

1. Scan external environment or horizon for relevant information – completed by SWE-MN Advisory Board – winter 2014
2. Review and/or understand mission: SWE – completed by SWE-MN Advisory Board and Executive Council – late spring 2014
3. Review and/or understand mission: SWE-MN – completed by SWE-MN Advisory Board and Executive Council – late spring 2014
4. Create SWE MN revised or new vision – completed by SWE-MN Advisory Board and Executive Council – late spring 2014
5. Perform SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) – completed by SWE-MN Advisory Board and Executive Council – summer 2014
6. Perform gap analysis – completed by SWE-MN Advisory Board and Executive Council – summer 2014
7. Determine strategic direction and strategies – completed by SWE-MN Advisory Board and Executive Council – summer 2014
8. Review implications of new vision with respect to current programs, events, activities, etc – completed by SWE-MN Advisory Board and Executive Council – summer 2014
9. Summarize future actions by program, event, activities etc. – completed by SWE-MN Advisory Board and Executive Council – fall 2014
10. Tactics developed to execute plan by relevant committees – completed by SWE-MN Executive Council – fall 2014
11. Monitor strategic plan and update when necessary

**Our ground rules:**

What we all had to bring to the party:

- An open mind
- Honest objective opinions
- A thick skin; nothing said here should be meant as personal criticism or taken personally
- A willingness to compromise to reach consensus
- A willingness to change to make the section better serve its stakeholders needs
- Acknowledgment that everyone who is spending their Saturday here has the positive intent of making SWE MN better.
- Acknowledgment that we are going to make SWE MN be the very best SWE MN we can be for our future.

After several long meetings as a group, many emails exchanged, and lots of hours documenting all of our notes by – we got to a new strategic plan full of tactics that we have already begun to implement this year. The strategic goals and objectives are listed below. What is not included but can be sent to anyone who is interested is the 3-5 tactics (the executable items that we are working on) that fall under each of these objectives. You may notice that the Strategic Goals mimic the goals set by the Society Board. This path forward was discussed and chosen intentionally since as a local professional section, we share the same mission and vision as the Society level. Our tactics are different of course as we design them to match what our local section here in Minnesota needs from us. If you have any questions on the strategic planning process we used or would like to see the full report, let one of know!
SWE-MN Strategic Plan

Developed by the FY15 SWE-MN Executive Council under the guidance of the SWE-MN Advisory Board

Please note that this Strategic Plan is meant to serve us for the next 3-5 years. There is no way we would be able to complete everything in one year and we would be setting ourselves up for failure if we tried. All officers and executive council members have picked the tactics that are most important to SWE-MN for this year and have already begun implementing new ideas, processes, and improvements!

Let us know how we are doing!

Strategic Goal #1 – SWE will develop women engineers at all stages of their personal and professional lives.

Strategic Objective 1.1 -- Develop an education-, experience-, and exposure-based portfolio for all career and life stages and paths.

- Serve additional membership segments to complete portfolio for all career and life stages.
- Recover what we’ve historically done and document what we do.
- Maintain and strengthen current activities

Strategic Objective 1.2 – Develop new markets and strengthen existing markets for the education, experience, and exposure portfolio.

- SWE-MN committees, teams, leaders must develop communication channels in order to coordinate our activities and present a unified organization. (Google calendar is only a start.)
- Identify new markets for services in our portfolio
- Maintain and strengthen current marketing activities

Strategic Goal #2 -- SWE will be recognized as a global, inclusive organization, promoting diversity and inclusion and serving women engineers wherever they are.

Strategic Objective 2.1 -- Partner with...employers to promote the SWE brand.

- Identify, package, and internalize the SWE-MN brand and elevator speech.
- Create a strategy and roadmap for partnering with companies and managing our company contacts and activities (who, what, why, when, where)
- Develop our tactics and partnership activities into a systematic process (how to execute)
- Re-evaluate our own perspective on SWE-MN – we are a non-profit, are we comparing ourselves to other non-profits, or expecting we can accomplish objectives the way a for-profit does? Do we know how to showcase ourselves? Are we too modest? We need a realistic and correct perspective on SWE-MN. (this is part of branding)
- Maintain and strengthen existing corporate partnerships

Strategic Objective 2.2 -- Partner with other organizations to promote achievement of common goals through the SWE brand.

- Identify, package, and internalize the SWE-MN brand (see strategic objective 2.1.1).
- Create a strategy and roadmap for partnering with other organizations and managing our contacts and activities (who, what, why, when, where)
- Develop our tactics and partnership activities into a systematic process (how to execute)
- Develop partnerships with other MN networks that serve women engineers (MSPE, High Tech Association Software Group, etc).
- Maintain and strengthen existing partnerships
Strategic Objective 2.3 -- Develop a (section culture) that supports globalization and inclusion.

- Bring “DIVERSITY OF THOUGHT” to the forefront in everything we do.
- Learn more about ways to incorporate diversity principles in SWE-MN:

Strategic Goal 3 – SWE will advocate for the inclusion and success of women, present and prospective, in engineering and technology.

Strategic Objective 3.1 – Lead advocacy efforts with government and through the media.

- Charter a Public Relations task force to evaluate the need for PR position or committee to:
- Learn to do advocacy work.

Strategic Objective 3.2 – Provide resources for individuals to advocate for the Society’s Mission and for themselves.

- Create (or compile) a SWE messaging tool kit; determine where and how we share it.
- Strengthen our resources by:
- Conduct internal training sessions (collectively, we don’t know what we don’t know)
- Maintain our relevancy by conducting environmental scans, so we know what other organizations are doing with respect to STEM.
- Continue to provide regular communication of our events and opportunities (via website and weekly email).

Strategic Objective 3.3 -- Create opportunities for and improve access to careers in engineering and technology by impacting those who influence career choices for women and girls.

- Create a roadmap for working with schools at all grade levels.
- Partner with collegiate sections to reach high school students.
- Create a tool kit to help SWE-MN members impact influencers.
- Increase SWE-MN encounters with, and impact on, influencers/teachers/counselors/parents.
- Create system of follow up and tracking for outreach and influencer activities/events.
- Increase partnerships with companies who are potential employers of engineers.

Strategic Objective 3.4 – Advocate with employers and academic institutions for the recruitment, retention, and advancement of women on women’s own terms.

- Understand SWE-MN brand and value (see strategic objective 2.1).
- Create a process/procedure to provide consistency when doing advocacy work (see strategic objective 3.1).
- Improve our capabilities to advocate with employers/corporations.
- Engage academic institutions more fully.
- Maintain and strengthen positions.
The Minnesota Section of the Society of Women Engineers is pleased to announce our Section and Corporate Partner Scholarships for Fall Semester 2015.

We are offering thirteen tuition-based scholarships for women students in engineering and computer science at schools in Minnesota, North Dakota and South Dakota.

**Banner Engineering Scholarship**

One $2,000 scholarship for a student of mechanical or electrical engineering.

Banner Engineering is the sensor market leader with the broadest line of products and solutions in the nation. For more information, visit [www.baneng.com](http://www.baneng.com).

**Barr Engineering Scholarship**

Two $800 scholarships for students of civil, waste water, structural, environmental, construction, or mechanical engineering.

Barr Engineering Company is an employee owned consulting firm providing engineering and environmental services to industrial clients in power, mining, refining and manufacturing, and to attorneys, government agencies and natural-resource-management organizations. Barr’s 700 engineers, scientists and technical specialists help clients develop, manage, and restore natural resources across the Midwest, throughout the Americas, and around the world. For more information, visit [www.barr.com](http://www.barr.com).

**Boston Scientific Scholarship**

One $1,000 scholarship for a student of biomedical, chemical, mechanical, electrical engineering, or computer science.

Boston Scientific is a worldwide developer, manufacturer and marketer of medical devices who, for more than 25 years, has advanced the practice of less-invasive medicine by providing a broad and deep portfolio of innovative products, technologies and services. For more information, visit [www.bostonscientific.com](http://www.bostonscientific.com).

**GE Women’s Network Engineering Scholarship**

One $2,500 scholarship for a student of aerospace/aeronautical, electrical, mechanical, or computer engineering, or computer science.

The GE Women’s Network supports the professional development of women working at GE by sharing the wisdom of successful women role models: [http://www.ge.com/careers/culture/diversity/womens-network](http://www.ge.com/careers/culture/diversity/womens-network). GE works on things that matter: the best people and technologies taking on the toughest challenges, to find solutions in energy, health and home, transportation and finance.

**Hormel Foods Scholarship**

Two $1,000 scholarships for students of industrial, mechanical, electrical, civil, agricultural, or manufacturing engineering, or industrial technology.

Hormel Foods is a multinational manufacturer and marketer of high-quality, brand-name food and meat products for consumers throughout the world. For more information, visit [www.hormelfoods.com](http://www.hormelfoods.com).
The Minnesota Section of the Society of Women Engineers is pleased to announce our

Section and Corporate Partner Scholarships for Fall Semester 2015

We are offering thirteen tuition-based scholarships for women students in engineering and computer science at schools in Minnesota, North Dakota and South Dakota.

Medtronic SWEnet Scholarship
Three $1,000 scholarships for students of biomedical, chemical, mechanical or electrical engineering. SWEnet is a professional network of Society of Women Engineers members who work at Medtronic, the global leader in medical technology, working to change the face of chronic disease. These dedicated women have donated their time and talents to create this scholarship opportunity. For more information, visit www.medtronic.com.

MTS Systems Scholarship
One $1,500 scholarship for students of mechanical or software engineering. MTS Systems Corporation is the world’s leading supplier of mechanical testing and simulation equipment. For more information, visit www.mts.com.

Symantec Scholarship
One $1,000 scholarship for students of software engineering or computer science. Symantec is one of the world’s largest software companies which provides security, storage and systems management solutions to help customers – from consumers and small businesses to the largest global organizations – secure and manage their information-driven world against more risks at more points, more completely and efficiently than any other company. For more information, visit www.symantec.com.

The Minnesota Section Scholarship
One $1,500 scholarship for a full time woman student entering her junior or senior year of an accredited engineering or computer science program at schools in Minnesota, North Dakota, and South Dakota. This scholarship is funded by an endowment of the Minnesota Section of SWE.

THANK YOU to our corporate partners who have made these scholarships possible!

Please help us to bring these scholarships to the attention of all women engineering and computer science students in Minnesota, North Dakota, or South Dakota by passing this announcement along to any faculty, staff, counselors, and students who you know at these schools! A copy of this announcement, the application form with instructions, and details of the judging criteria can be found on our website, www.swe-mn.org, under Scholarships.

If you have further questions about SWE or our scholarship program, please contact us at scholarships@swe-mn.org
SWE-MN Holiday Party Recap

The second annual gingerbread house building SWE-MN holiday party occurred on December 13, 2014 in New Brighton. We had such fun, this year balanced with some more snacks to reduce the pure sugar content of the children attending. There was quite a variety of houses made, cookies eaten and games played. Thank you to all who came---we hope everyone enjoyed meeting someone new. That’s what this is all about!
Awards Update

The busiest time for awards is here! There are more than a dozen individual and collegiate SWE awards offered at the national level in recognition of leadership, service, professional achievement and more. To learn about these awards, visit the SWE Awards Website. SWE-MN had several recipients recognized in 2014 including Naomi Brill (Distinguished Service) and Tricia Walker (Emerging Leader). Applications for 2015 are due by March 31st. Please let me know if you or someone you know meet the nomination criteria.

~ Stephanie McGuire
awards.swe.mn@gmail.com

“We are all gifted. That is our inheritance.” – Ethel Waters
"My greatest challenge is climbing the ladder of success, and pulling others behind me.” – Aprille Ericsson Jackson

FY15 Sponsorship

For more information on how to become a SWE-MN Sponsor, check out our Sponsorship Opportunities here.
Get to know SWE-MN Member: Stephanie McGuire

I like to tell people I got into engineering through peer pressure. Growing up in Colorado, my dad worked as an engineer for Hewlett Packard and most of my friends in junior and senior high school were also destined for science and engineering careers. Their idea of a rowdy weekend hangout was a physics study group between band practices. At home we had never ending puzzles to solve which was good because there was no cable TV and no Nintendo at our house! The oldest of three, I graduated from Minnesota State University Mankato in 2006 with a degree in Computer Engineering. My brother is a surgical resident at the Mayo Clinic in Rochester and my baby sister is civil engineer for a small firm in Colorado. We all credit the tremendous support from our parents to be academically challenged at school. My dad, sister and I like to swap gripes and stories. Across the industries and generations, most work issues are universal.

I worked for 8 years after graduation as a Vision Engineer writing software applications for automated inspection systems for Hutchinson Technology in Hutchinson, MN. I also did manufacturing support for inspection equipment and was a team leader for our rag-tag group of engineers. While living in out in the corn fields I pursued my black belt in Shotokan karate and was an assistant instructor at the dojo.

Now I live in the west-metro area of the Twin Cities and work for Beckman Coulter in Chaska as a software validation engineer. Working for a medical device company is both a challenging and satisfying experience knowing I play a small part in the big wheel of helping medical professionals diagnose and treat patients. I am blessed to have two little engineers in training running around my house: Sophie (4) and Liam (1). They are currently experts in demolition and excavation (mostly of my flower beds and gardens). I love to spend time outdoors in all of Minnesota’s seasonal glory, cook for family and friends, read piles of books and bake cakes.

Engineering and manufacturing has influenced everything at home: there are white boards up in almost every room of the house, I am always on the lookout for ways to improve household management so I get more time with my kiddos and I seriously consider doing 5S in my kitchen for all the time I spend there. I have been a passive member of SWE for almost 10 years and look forward to becoming more active with the Minnesota section in the future.

Live long, and prosper!
### January 2015

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Congrats to SWE-MN Outreach Co-chair, Leah Dhuria, on her new role as Sr Product Engineer at Medtronic!!

Congrats to SWE-MN Section Rep, Lesley Farah, on buying her first home!!

Congrats to SWE-MN Membership co-chair, Erin Lemke, and wishing her a Happy Married Life!!

Congrats to SWE-MN member, Cathy Krier, on her new adventure as VP of EruditeEDU!!

Did you Know???
SWE-MN has their own Google Calendar that you can add to your Google account.

Here’s how:
Visit www.swe-mn.org
Go to the Calendar Tab.

On the bottom right of the calendar, select the (+) sign and click ADD to the pop-up message to add the SWE-MN Calendar to your account.

You won’t miss an upcoming event!!