



Society of Women Engineers

Obtaining Funds for your Section through SWE Program Development Grants

Presented by: Reena Singhal Lee (pdg-chair@swe.org)
Program Development Grants Committee Chair



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Everyone knows that money talks!

- Without \$, as a SWE leader, it may be hard to help your section achieve its goals and serve its members and the community.
- Sections often look to the members for fundraising, but there is another source available to you.

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What are Program Development Grants (PDG)?

- PDG fund financially supports activities of SWE Sections, SWE Student Sections, and SWE Members At Large, and provides funding for National Committee pilot projects.
- The funds will be used for programs that are dedicated to:
 - Encouraging women and girls of all ages to pursue engineering studies.
 - Engaging practicing women engineers in professional development activities.
 - Providing a positive forum for Diversity Issues and Training.
- Currently supported by donations from:
 - ExxonMobil Education Foundation
 - The Ford Motor Company Foundation
 - Microsoft Corporation's Equal Access Grant.
- Projects are selected by the Program Development Grant Committee based on proposals submitted by specified deadlines.

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SWE Strategic Goals

- PDG proposal should address at least one of SWE's strategic goals:
 - **Education and Outreach** - inspire girls and women from diverse backgrounds and life stages to aspire to engineering for meaningful and rewarding careers.
 - **Inclusive Organization** - embrace and promote the value and power of diversity in specialties, age, race, ethnicity, language, gender identity, sexual orientation, and interests.
 - **Professional Leadership** - provide opportunities for women to attain, enhance, and demonstrate leadership, and professional and technical excellence that results in career aspiration, advancement, achievement, and satisfaction.
 - **Knowledge Source** - share SWE's acquired knowledge and promote programs that bridge the gaps in recruitment, professional development, and retention of women in engineering.
 - **Value and Benefit** – provide value and benefit to SWE as a whole

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- STEP Camp 2007
 - One-day engineering summer camp for middle school female students with hands on activities like engineer a sneaker and how to make a volcano.
 - Over 20 students attended, along with 11 adult volunteers (4 professional SWE members).
- **10 Minute Video**
 - Lehigh University's Collegiate Chapter proposed to create a ten minute video to introduce young women to the field of engineering as a career option.
 - This video was shown to potential high school female recruits, as well as middle school students and undeclared Lehigh students.

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Examples of Projects

- Example of Projects:
 - Engineering Kits
 - Internet Activity Center by MAL Region D
 - Camps and activities with Girl Scouts and Girls Inc.
 - Engineering a Flight Experiment
 - Professional Development Seminars
 - Profiles of SWE Pioneers by Archives Committee
 - Bicycle Coloring Book Outreach Activity

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Top Reasons Members do not apply for PDG funds

1. Unaware that they exist or how to apply.
 - Today's webinar should help clarify what the funds are and how to apply
2. No ideas of projects to submit a grant for.
 - Resources available online of past projects other SWE sections have done under the PDG Community section
 - PDG funds are awarded for existing programs being implemented in a section for the first time
 - "WOW! That's Engineering" SWE Signature Outreach event
3. Assumption that you will not receive a grant even if you apply so do not want to spend time on it.
 - In FY08: 11 proposals submitted, 8 accepted, 2 not accepted (due to event not being new to section, no "project plan"), 1 being discussed

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Grant Proposal Requirements

- Application and other documents for PDG funds can be found in www.swe.org *My SWE Communities* in the Program Development Grant community.
- PDG proposal submission requirements:
 - Proposal cover page
 - Project details
 - Proposal budget
 - Section financials
 - Proper SWE approvals
- PDG project report requirements after grant acceptance
 - Quarterly reports: adequate progress, risk assessment and control, recovery plan
 - Final report: complete and on-schedule

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Proposal Format

- Executive Summary
- Project Description
- Project Benefits
- Project Costs and Resources
- Deliverables
- Metrics
- Project Life
- Budget

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Proposal: Executive Summary

- Summarize the project, including the objective
- Which SWE strategic priority does the project address?
- Summarize the need for the project
- How does this project differ from or significantly enhance similar SWE projects, conducted by your section/committee?
- Who is the audience or benefactor of the project? (Include how many)
- What is the expected completion date of the project?

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Proposal: Project Description

- What are the details of the project?
- How does your project focus on girls or women?
- How is this project innovative?
- What/where is the project venue?
- What is the project length and timeframe?
- Describe your management structure for project, including support from other organizations.
- If all details are not yet known, or need more work then please say what is needed and why the information is not provided at this time.

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Proposal: Project Benefits

- What are the tangible and intangible benefits of the project to the participants?
- What are the tangible and intangible benefits of the project to your SWE organization or SWE national?
- Are there other benefits?

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Proposal: Project Costs and Resources

- What is the total dollar cost?
- How much are you requesting from Program Development Grants?
- What are your other sources of funding?
- Are there expected in-kind contributions?
- What SWE HQ resources are needed?
- What Section resources are needed, including volunteer time? Include the number of SWE members that will be involved.
- What other resources external to your Section are needed, including people other than SWE Section members.
- What resources do you have that will contribute to the probability of success with this project? Include past experience in conducting similar programs, availability of SWE and other volunteers, external support such as corporate or other organizations, etc.

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Proposal: Deliverables

- What will you provide to SWE to facilitate replication of your project? (*for example - Curriculum, Videos, Kit Supply/Equipment Lists, Web pages, Scripts or Manuals*)

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Proposal: Metrics

- How will you measure the impact this project has on girls or women and how you met your objectives?
 - *For example:*
 - *Was it successful in encouraging women and girls to pursue engineering?*
 - *Did you raise awareness of diversity?*
 - *Have you improved the effectiveness of SWE?*
- How will you measure the success of this project?
 - *For example:*
 - *Number of participants, Number of volunteers, Requests for information or follow-up, Publicity received, before and after surveys*

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Proposal: Project Life

- What is the date of this event, or timeframe during which it will take place?
- What are the project milestone dates? (i.e. a planning calendar.)
- Do you anticipate repeating or extending this project as funded by the grant past the 12 months covered by Program Development Grants?
- Do you anticipate repeating this program in the future after the grant project is complete? Explain how you will accomplish this without additional SWE grant funding.

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Submittal of Proposal

- Proposal must be received by Ramona Hopkins at SWE HQ (ramona.hopkins@swe.org) by deadline date.
- Preferred method of proposal submission is by email.
- You will receive a telephone or email acknowledgement upon receipt.
- If after initial review there are deficiencies in eligibility, format, or completeness, the project manager named in the proposal will be contacted to address these issues.

You do have a chance to revise the proposal to supply additional information based on committee feedback received.

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Evaluation criteria

- PDG Evaluation Criteria
 - 25% Uniqueness of project to your section
 - PDG funds are awarded for existing programs being implemented in a section for the first time
 - 20% Potential impacts of deliverables
 - 20% Alignment with SWE strategies
 - 15% Proposal completeness
 - 10% SWE member involvement
 - 10% Success measure outlook

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Grant Notification Process

- Notification date is ~45 days from proposal submission deadline, by email and/or US Mail.
- Notification will document any conditions, or changes to the proposal that have been discussed with you. It will also list the expected deliverables not included in your proposal.
- You will be required to sign the letter of notification and return it to SWE HQ via FAX or US Mail to receive funds.

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Fund disbursement

- First check will be issued by HQ ~30 days from the date you accept the grant.
- First check is for 90% of the monies you were awarded.
- Upon receipt and acceptance of the final report and deliverables, HQ will issue a check for the remaining 10% of the grant.
- Funds will not be disbursed in excess of the actual costs reported in the final report submitted by the recipient.
- Checks will be mailed to the treasurer listed on your cover sheet or acceptance letter.

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Timeline of Grant process

Tasks	Time Schedule	Comments
Proposal submission	Nov 1 st , Feb 1 st , May 1 st , Aug 1 st	Complete, informative
Committee evaluation	30 days of above due date	Based on set criteria
Notification letter	1-2 weeks post evaluation	From HQ to section president
Funding release	1-2 weeks post notification letter	90% at start up, 10% upon receipt of final report
Project start up	Upon notification	
Quarterly reports	3 month interim reports	On schedule, risk, recovery
Final report	At conclusion of project	Complete, informative
Project closure	Upon receipt of final report	PDG Acknowledgement letter



Project Idea: “WOW! That’s Engineering”

- Host a Wow! That’s Engineering! SWE signature event-in-the-box
 - Excellent Wow! resources readily available for use on line, www.swe.org/wow
 - Parent presentation
 - Experiment ideas
 - Templates for communication – logo, flyers for girls and volunteers, nametags, and surveys for attendees and volunteers
- Host a Wow! That’s Engineering! event-in-the-box
 - Wow! That’s Engineering! Program Development Grant documents on line, www.swe.org/pdg or on the PDG Community of Practice Page under All Resources, <http://communities.swe.org/COP/ProgramDevelopmentGrant/FileSharing/ShowFileSharing.fusion> (for both pages, must use your SWE member log-in to view)
 - Lots of money available through PDG Committee
 - PD grants now also awarded for existing programs being implemented in a section for the first time
 - Wow! example grant application (including budget information)
 - Wow! fill in the blank grant template

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Questions?

- Next deadline: August 1
- Application and other documents for PDG funds can be found in www.swe.org *My SWE Communities* in the Program Development Grant community.

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