

# SOCIETY OF WOMEN ENGINEERS AT CORNELL UNIVERSITY

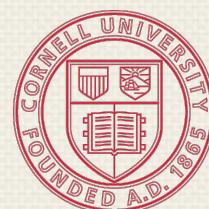
## 2011-2012 SPONSORSHIP PROPOSAL



CORNELL SWE MEMBERS AT THE 2010 SWE NATIONAL CONFERENCE IN ORLANDO, FLORIDA, NOVEMBER 2010



146 Olin Hall, Ithaca, NY 14853 ◊ <http://swe.cornell.edu/>  
President Kerianne Dobosz and Vice President Carolyn Chu  
Fundraising Co-Directors: Ada Zhang & Alana Szkodny  
E-mail: [CornellSWEFundraising@gmail.com](mailto:CornellSWEFundraising@gmail.com)



# A letter from the presidents...

Dear Company Representatives & Alumni,

We are pleased to inform you that, in the past year, the Society of Women Engineers at Cornell University (Cornell SWE) has continued to be extremely active in preserving our professional image by impacting our local community, fostering great relationships with our supportive corporate sponsors, and strengthening the bond between women engineers on the Cornell University campus.

As we strive to maintain our strong presence in the Ithaca community, our membership and event repertoire have been steadily growing. For the 2011-2012 academic year, we are dedicated to developing the following areas of Cornell SWE:

- Visibility and Attendance at 2011 SWE National Conference
- Professional and Career Development for Undergraduate Students
- Development of SWE Graduate Branch
- Outreach Directorship Expansion

Just as the engineering community prides itself on being the driver of innovation, we are committed to providing women with the necessary resources for success. Our achievement relies on not only the dedication and leadership of our members, but also the participation and engagement of our corporate sponsors and alumni.

We invite you to be a part of our growth, and very much look forward to working with you soon.

Warm Regards,

Kerianne Dobosz and Carolyn Chu  
Cornell SWE President and Vice President



CAROLYN CHU AND KERIANNE DOBOSZ AT THE 2010 SWE NATIONAL CONFERENCE IN ORLANDO, FLORIDA, NOVEMBER 2010

## Cornell SWE Executive Board, 2011- 2012

**President and Vice President:** Kerianne Dobosz and Carolyn Chu

**Career Development:** Hannah Kiem and Chelsie Kupst

**Corporate Relations:** Katherine Edwards, Maria Tchamova, Maria Vissas and Wendy Gu

**Outreach:** Rebecca Ventimiglia and Mary Beth Galanko

**Public Relations:** Steph Kubala and Wing-Yee Man

**Student Services:** Mary Theresa Condosta and Cara McCauley

**Fundraising:** Ada Zhang and Alana Szkodny

**Finance:** Alisha Vimawala, Megan Yonkaitis and Julie Wang

**Graduate:** Courtney Faber

# About Cornell SWE

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Cornell SWE is open to all engineering and technical students at Cornell and has over 250 members. In a given month during the academic year, Cornell SWE hosts corporate information sessions for the College of Engineering, performs community service work, organizes community development events, holds monthly general body meetings, and so much more!

The many accomplishments of Cornell SWE have been recognized on the National Level for several years. In fact, Cornell SWE once again received the **Gold Award for the Best Collegiate Section** at National SWE Conference in November 2009, and the **Bronze Award for Best Collegiate Section** at the National SWE Conference in November 2010.

To learn more about Cornell SWE, including details about our leadership, events, partnership opportunities and more, please visit <http://www.swe.cornell.edu>.

## The SWE Sponsorship Process

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To make it easier for you to sponsor us, we have revised the sponsorship process this year to include more options for you to support Cornell SWE in three simple steps.

**First**, you choose the amount of money you would like to donate. **Next**, you decide to which you would like to direct your funds, choosing from the four options on the following pages. **Finally**, you enjoy the benefits of your sponsorship level, which is determined by the amount of money you donate. Please see the benefits below:

<b>Benefits</b>	<b>Bronze Sponsor \$500</b>	<b>Silver Sponsor \$1,000</b>	<b>Gold Sponsor \$2,000</b>	<b>Platinum Sponsor \$3,000</b>	<b>Diamond Sponsor \$4,000</b>
<i>Company logo &amp; link on Cornell SWE website</i>	✓	✓	✓	✓	✓
<i>Resume File from Cornell SWE members</i>		✓	✓	✓	✓
<i>Sponsor general body meeting (usually \$250)</i>			✓	✓	✓
<i>Complimentary info session at Cornell (usually \$300)</i>				✓	✓
<i>Company name and logo displayed on Cornell SWE general body T-shirts</i>					✓

# Send a Member to the SWE National Conference

Cornell SWE annually sends members of its executive board to the SWE National Conference, held this past October in Chicago, IL. The conference provides Cornell engineering women with many opportunities, such as the chance to network with company representatives and other SWE chapters, and also to learn more about engineering and possible career paths.

IT WAS UNBELIEVABLE TO THINK THAT ALL OF THE WOMEN AT THE CONFERENCE WERE MANAGING TO BALANCE AN ENGINEERING CAREER WITH THEIR PERSONAL LIFE... IT IS REASSURING TO KNOW THAT THERE ARE SO MANY WOMEN OUT THERE THAT ARE DEDICATED TO ENGINEERING AND ENCOURAGING YOUNGER WOMEN TO PURSUE AN ENGINEERING CAREER. -COURTNEY FABER, PH.D. CANDIDATE

The SWE National Conference has been consistently praised for the opportunities attendees have to interact with and learn from other SWE members, both collegiate and professional. In the past, discussions with other collegiate members have helped Cornell SWE directors learn from other collegiate sections about best practices, organizational structure, and innovative events, in an effort to improve the Cornell section. Conversations with professional members highlighted the

diversity of the engineering field, and keynote speakers became inspirational examples of the opportunities available and the possibilities for success. For students just beginning their engineering careers, conference offers a wide range of activities, workshops, and opportunities designed to showcase the multitude of career paths open to engineers and aid the students in their professional development. Technical tours and demonstrations are offered by companies who have local representation at the conference location.



The four-day trip will cost \$1,000 per person and the costs are broken down below:

\$250/student for conference registration and events

\$500/student for airfare and local transportation

+ \$250/student for hotel accommodations (4 nights)

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**Total: \$1,000 sends a student to the conference**

# Host a Career Development Event

Focused on aiding members of Cornell SWE in the area of professional advancement, the Career Development Directorate hosts a variety of events throughout the school year. These events strive to teach business etiquette, networking skills, and career information in an effort to guide SWE members through their career path. Through a variety of different events, such as the Professional Networking Dinner and the Etiquette Dinner, SWE members learn how to interact with company representatives and how to best present themselves.

Our next event scheduled is the Spring 2012 Professional Networking Dinner, to be held on Tuesday, February 6, 2012. We invite you to join a talented and eager group of students in this unique networking opportunity. The Professional Networking Dinner enables company representatives and students to interact in a relaxed environment and allows representatives to share personal and business experiences while seeing firsthand just what Cornell has to offer. Three dinner "shifts" allow recruiters to meet a wide variety of students in a casual and friendly atmosphere over dinner and dessert. This is a priceless opportunity for Cornell students to meet company representatives, ask questions, and learn directly from professionals with experience in the corporate world.



STUDENTS INTERACT  
WITH COMPANY  
REPRESENTATIVES AT THE  
FALL 2011 PROFESSIONAL  
NETWORKING DINNER



## PROFESSIONAL NETWORKING DINNER

The Fall 2011 Professional Networking Dinner was held on September 13, the evening before the Cornell University Technical Career Fair. Over dinner and dessert, students had the opportunity to interact with company representatives and learn about their interests, responsibilities, and backgrounds. This extremely popular event was completely sold out, and the attendees found the experience insightful and beneficial.

## Formation of a Graduate Student Branch

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Cornell University's College of Engineering's Graduate School is a well-known and respected institution that produces high-achieving and intelligent engineers for both industry and academia. Last year, the formation of a graduate student SWE branch, named the Graduate Directorship, provided women graduate students the opportunity to experience the benefits and rewards of Cornell SWE's close-knit community, as well as to participate in professional and personal development events, networking programs, and socials catered to their needs.

The formation of our Graduate Directorship was extremely well-received by graduate students, who enjoyed the chances to socialize with various members of the Cornell Engineering community, including graduate students outside their field of expertise, undergraduate engineering students through the Peer Mentorship program, and advisors at career development presentations.

The Graduate Directorship, now in its second year, plans to develop a leadership pipeline that will represent graduate students from all stages of the advanced academic degree. The development of Graduate Student branch will increase the visibility and publicity opportunities for our section and expand our audience at our career development events and corporate relations company information sessions to include both undergraduate and graduate students.

## Sponsor a SWE Outreach Program

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Cornell SWE's Outreach Directorship strives to promote the science, technology, math and engineering (STEM) fields to students of all ages by bringing interactive experiments to elementary, middle, and high schools in and around the Ithaca area. Throughout the academic year, the Outreach Directorship organizes and participates in 19 events. In the past year, we were able to expand several popular existing programs, like our annual Girl Scout Day and Women in Engineering Weekend programs, to include more students and more activities. In the upcoming year, we will be introducing the Junior Engineering Technical Society (JETS) Competition, a nation-wide competition and educational program that exposes high school students to real-world applications of engineering concepts. These expansions and additions to our event schedule would not be possible without your continued support! Sponsoring an Outreach event is an effective way to reach out to a younger audience and allow them to associate their interests with a future career in an established company. Some of these Outreach events are summarized on the following page.

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"WATCHING OTHERS PRESENT THEIR PROGRAMS AND SIMPLY BE EXCITED BY OUTREACH REALLY RELIT MY PASSION FOR OUTREACH AND DRIVE TO BRING MORE EXCITING ACTIVITIES TO THE CORNELL SWE PROGRAM." -CAROLYN CHU '12

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# Examples of our Outreach Events



## GIRL SCOUT DAY

Cornell SWE holds two annual events for the benefit of Girl Scouts in our neighboring communities. Both our Brownie event, held in the fall, and our Junior event, held in the spring, are full days of fun, science-related activities that inspire interest in the sciences and demonstrate the opportunities that pursuing the sciences can bring. Girls are split into groups and are given color-coded T-shirts. Then, they rotate through different stations where they watch demonstrations, listen to presentations, or participate in experiments. At the end of the day, every girl has met the requirements to receive a new badge.



## ELEMENTARY/HIGH SCHOOL OUTREACH

Targeting 3-5th graders in the fall and 9-12th graders in the spring, these programs send student volunteers to four local elementary schools and two local high schools where they lead educational and interactive activities such as bridge construction and DNA extraction from organic matter.



## WOMEN IN ENGINEERING (WIE) WEEKEND

This annual Cornell event, hosted in partnership with Diversity Programs in Engineering and Engineering Advising, is a weekend-long event for high school seniors to visit Cornell, explore the fields of engineering offered, meet faculty members, and speak with Cornell Engineering students. They have the opportunity to visit the labs on campus, learn about current research, and discover the possibilities that a career in engineering can bring. This program hopes to generate interest in the STEM fields amongst high school females, and show them the applications, implications, and importance of a career in engineering.



## How can you help?

**OPTION 1:** Email Ada Zhang and Alana Szkodny at [CornellSWEFundraising@gmail.com](mailto:CornellSWEFundraising@gmail.com) so we can work with you to create your own personalized sponsorship packet. (*preferred*)

**OPTION 2:** Fill out the form below and mail your payment to: Society of Women Engineers, 146 Olin Hall, Cornell University, Ithaca, NY 14853.

### Contribute to the Cornell Society of Women Engineers:

- |  |              |
|--|--------------|
| <input type="checkbox"/> Sponsor a SWE member to attend the SWE National Conference<br><i>\$1000/student</i>   | Total: _____ |
| <input type="checkbox"/> Host or participate in a Career Development Event<br><i>\$500/event</i>   | Total: _____ |
| <input type="checkbox"/> Participate in the 2012 Professional Networking Reception<br><i>Please contact Chelsie Kupst and Hannah Kiem at CornellSWE.PND2012@gmail.com.</i> |              |
| <input type="checkbox"/> Aid in the development of our Graduate Student Branch<br><i>\$500/event</i>   | Total: _____ |
| <input type="checkbox"/> Sponsor an Outreach Event<br><i>\$500/event</i>   | Total: _____ |
| <input type="checkbox"/> General Support<br><i>At your discretion</i>  | Total: _____ |

## How can you benefit?

Your contribution will help sponsor the wide variety of events that Cornell SWE holds, and promote your company to the wider Cornell community. Younger students who benefit from our Outreach events will develop corporate awareness and associate a potential future to their interests in science and technology. Support in the form of event materials, such as T-shirts, project kits, and takeaways will generate plenty of publicity for your company and help us plan exciting, interesting, and engaging events.

Holding an information session or sponsoring a Cornell SWE general body meeting allows you to reach out to a vast collection of bright individuals whose values could align with your company's. As a Diamond Sponsor, you could have your company name and logo displayed on our general body T-shirts, worn by nearly 150 Cornell SWE members! In addition, Cornell SWE T-shirts are worn at almost every event we organize.

By supporting Cornell SWE, you will be helping to develop the future of science, mathematics, engineering, and technology, by helping our members to become more well-rounded, socially-aware, conscientious citizens of the STEM community.



**Thank you for supporting Cornell SWE!**

Please direct questions and donation proposals to:

[CornellSWEFundraising@gmail.com](mailto:CornellSWEFundraising@gmail.com)

