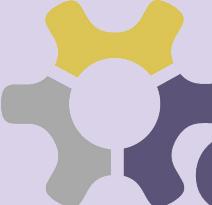




Welcome!

Tonight's Agenda

- Intro to SWE
- A word from our faculty and section advisors
- Opportunities to get involved!
- SWE membership and National SWE
- Upcoming events/announcements
- Dinner (yum!)

What is  SWETM?



Who's Who: Execs and Senior Advisor!

Liz Buzzard- SWE Counselor



- Brita Product Development Engineer at Clorox
- Graduated in MatSE from UIUC in 2012
- Live in SF, work in Pleasanton
- Hobbies include running, biking, hiking, tennis, reading, skiing, cooking, & traveling
- SWE:
 - Professional:
 - Strategic Initiatives Committee Chair 2016-2017
 - Government Relations & Public Policy Committee
 - Region A Senator 2012-2016
 - Mt Diablo Section
 - Collegiate: University of Illinois
 - Region H Collegiate Senator 2011-2012
 - UIUC Section President 2010-2011
 - UIUC External VP (Corporate) 2009-2010
 - UIUC Outreach Director 2008-2009



Faculty Advisor Professor Amy Herr

Graduate Women of Engineering



- Also known as GWE or GradSWE
- Main goal
 - To support graduate women in their engineering endeavors
- How?
 - Networking, social events, and community building

GWExSWE Events in the works

- Breakfast Social
- Grad School Application Workshop
 - Related: [Graduate Pathways to STEM](#) (Sat. October 7 @ Stanford)
- Summer Research Opportunities Workshop



Fall 2017

Committee/Apprenticeship Opportunities

Professional Development Month



Shanaaz Deo



Yitian Zou

Want to network with companies and gain invaluable experience planning professional events?

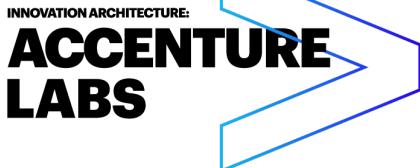
Join PDM!!

Companies:

- Autodesk
- PwC
- Microsoft
- ... and more!

Shadow An Engineer

- We offer 50+ students an externship over winter break with a company that matches their interests!
- Companies include Lendlease, Meraki, Accenture Labs, NetApp, ENGEO, etc!
- We are looking for 5 committee members! No experience required! Snacks included :)
 - 3 Corporate Relations - organize communications with our participating companies
 - 2 Student Relations - create our student application and managed communications with students
 - 1 Public Relations - design a flyer and Facebook event cover photo



Evening with Industry Committee

EWI is our premier networking event, allowing students to connect to companies on a more personal and professional level through a career fair and a sit-down dinner.

- **Date & Time:** November 7, 2017 6-9 PM
- **6 Committee Positions:** Graphic Designer, Public Relations (2), Secretary, Student Relations, Program Designer



APPRENTICE TO THE MENTORSHIP PROGRAM LIAISON

- Organize and plan mentorship events
- Is experience needed?
Nope!
- What is needed? Just your enthusiasm!



INTERESTED IN Graphic Design?

JOIN PR COMMITTEE

Come out and design
flyers, shirts and emails!

Social Committee

Help plan fun events to build our SWE community!

Past Events:



Incoming Student Ice Cream Social

Succulent Decorating with AWE



Pinterest Your Room



... and many more to come!

Have great ideas for events? Join social committee!



Are you interested in photography?

Join the Historian Committee

Outreach Committee

- STEM Events for High School, Middle School, and Elementary School Students
- We focus on under-served and under-privileged areas.
- Events:
 - Engineering Day
 - Parent Education Program
 - SWE Science Saturdays
 - Mini-University
 - High School Education Program
 - SWENext



Mini University

Who:

First-generation, low-income, minority high school students from around the Bay Area

What:

An all-day event to expose students to careers in STEM by experiencing a day in the life of a Berkeley Engineer

When:

8:30 AM to 3:00 PM on Friday, November 17

How you can get involved:

1. Apply to be an apprentice!
2. Look out for a sign-up to volunteer closer to the event!

SWE Science Saturdays and Scholars

We host fun and interactive engineering activities for 4th & 5th grade (Saturdays) and 6th-8th grade (Scholars) students!!

Dates: Sept. 9th, Oct. 7th, Nov. 11th, Dec. 2nd; 9:30 AM - 12:30 PM

Sign up to volunteer or chair an event:

<https://tinyurl.com/volunteer-swescience>



Parent Education Program

PEP provides STEM resources that parents of middle and high schoolers can provide for their kids. The day consists of a club fair, speaker panel, and tips for success presentation.

Dates: October 14th, 2017 from 1 PM - 4 PM

Apply to be an apprentice!

Engineering Day

- Halloween-themed science carnival for K-3 students
 - Over 100 students attended last year!
- Need around 24 volunteers to co-chair booths
- Also looking for an apprentice to help out
- Contact swe.engineering.day@gmail.com for more information or questions!



HSEP

Help the High School Engineering Program inspire local high school girls with practical and interesting engineering lessons and projects!

Be a:

- Mentor!
- Curriculum Developer!
- Creative Designer!

SWE Team Tech

- Want to improve your technical skills to develop something? Want to work with a partner company on a project? Want to work with a team of passionate female engineers and compete at the National SWE Conference in 2018? Join Team Tech!
- Students work with a company to solve an engineering problem
- Join to network with corporate sponsors

Contact Smita Balaji (smitabalaji@berkeley.edu) or Asena Yildiz (asena.yildiz@berkeley.edu) if you have any questions!



Interested in **Web Design / Development?**

Join us!

As a committee member, you will be

- Attending meetings every 2 weeks
- Helping update SWE website, enhance UI / UX design & develop new features
- All majors are welcome to apply!
- Previous experience preferred, not required
- Learn new skills & have FUNNN!

Web Committee

<https://swe.berkeley.edu>
/



Committees:

- Public Relations (PR)
- Historian
- Membership and Community Engagement
- Outreach
- Shadow an Engineer (SAE)
- Evening with Industry
- Professional Development Month (PDM)
- Teach Tech
- Website

Apprenticeships:

- Mini University
- Mentorship
- Engineering Day
- Parent Education Program

*Apply at <https://tinyurl.com/swefall2017> by
Thursday, September 14th, 11:59 PM.*

Membership Tiers of SWE



Bronze: *attend any 3 events*



Silver: *National member OR Committee member OR attend 5 events*



Gold: *National member AND Committee member*
(Note: gold members invited to end-of-semester banquet)

All members will be celebrated at end of semester!

Sign into SWE events here: <https://tinyurl.com/fall2017signin>

National SWE membership

Benefits include:

- Eligibility for National Scholarships
- Discounts on t-shirts and UCB events
- Opportunity to network on a national level
 - This year's conference in Austin, TX
- Learn more at swe.org

Apply for the Mentorship Program!

Apply for the opportunity to get an awesome mentor working in industry in the Bay Area!
Cultivate a meaningful relationship with them during the year!
Be a part of Summit in the spring semester!



APPLY HERE:

<https://tinyurl.com/swmentorship2017>

Deadline: Thursday, September 14, 11:59 PM

Society and Alumni Events

- Meet and network with our SWE alumni
- Attend fun events with local and professional SWE chapters
- Alumni Happy Hour, fun socials...keep an eye out for future events!



Upcoming events

September

- 9th - SWE Science Saturdays and Scholars
- 12th - SWEet Breakfast #1
- 19th - Irresistorable Jewelry
- 28th - View from the Top Lecture Series
- 29th - Mentorship Program Kickoff

Upcoming Infosessions

BLACKROCK

REDFIN



Genentech

Buy a SWE baseball tee!



\$10 (National Members). \$15 (General Members). Cash or Venmo!

Online Sales & Operations Mountain View, CA, 2006 - 2009
Account Strategist Retail Team, Jan.2009 - Jun.2009
is the marketing strategist of account management team, Retail Industry
manage & drive ~\$60M/year revenue
on Google products & clients' marketing campaigns for branding & direct response
ed & developed insights about end-users for customized marketing strategies
creatively to develop and implement multi-platform integrated marketing plans, involving
click, display/interactive ads, traditional media, YouTube & Google Maps
and built display ads for clients as part of collaborative branding effort
interoffice workflow and trained/membered overseas counterparts
included Zappos.com, Barney's NY, POM Wonderful, Like.com, Become.com

Interns
Celebrations Maven - provided research & analysis to rest of Retail Team on industry
consumer behavior and user needs related to holidays and lifetime celebrations
for QSO Rotation Program; collaborated with YouTube, Gmail, Google Voice teams,
with product managers, user advocates, strategists & engineers

Healthcare
Healthcare Account Strategist Healthcare Team, Jun.2007- Dec.2008
Manage - 100 top Healthcare clients, responsible for ~\$30M/year revenue
d research on healthcare industry trends and competitive landscape
d on product knowledge, ad formats, budgets and integrated marketing campaigns
cluded Mayo Clinic, ICON Health & Fitness (NordicTrack, ProForm), 1800Dentist

Interns
Service Principles - collaborated with MBA intern and training team to develop and
Customer Service Principles for entire dept; used research on customer satisfaction,
needs and employee values, created training modules and incentives
loyalty team - analyzed results of initiatives and explored viability of new programs
SO Recognition Gold Award 2007

Associate, Aug.2006 - May.2007
account management support via email, phone, and chat
high potential accounts & developed strategies to acquire new business
Interns
Satisfaction Rep; led training workshops, analyzed customer feedback surveys
of AdWords Core Educators; provided training and mentorship to newer employees

University Cooperative Research Program Berkeley, CA
Clark, Jun.2004 - Aug.2004
with research, data entry and clerical work

om Inc. Walnut Creek, CA
Associate, Jun.2002 - Aug.2002; Jul.2003 - Aug.2003
excellent customer service in commission-based environment
consumption patterns and provided feedback on merchandising

nts
nning State St. w/ Chicago Loop Alliance Chicago, IL Fall-Winter 2010
and Visual Design Lead
ited a public space into a meaningful place, through research, prototyping, and live
itation of public interactive display
en Mobile Imaging Device, Motorola Chicago, IL Spring 2010
a mobile phone that builds emotional connection through advanced imaging capability,
able interactions, and tacit communication; target users in long-distance relationships

SWE Resume Book

Want to get a head start on internships and
full-time recruitment? Send your resume to
corporate.ucbswe@gmail.com by Friday,
September 15th, at 11:59PM.

General Resources

Jobs and Opportunities Board



Jobs and Opportunities

UC BERKELEY SWE

Subscribe at: **<https://swejobs.wordpress.com>**

Follow SWE on medium!



<https://medium.com/berkeleyswe>

Sign up for our mailing list: <https://tinyurl.com/swemailinglist>

Check out our website: swe.berkeley.edu

Follow us on Facebook: www.facebook.com/ucbswe

We've got twitter...: www.twitter.com/ucb_swe

Follow us at @UCB_SWE

...And instagram...: www.instagram.com/ucb_swe

Follow us at @ucb_swe

Let's Eat!