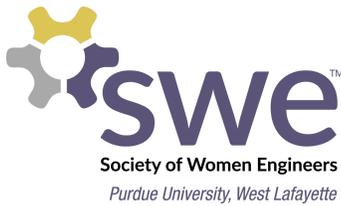




**Purdue Society of Women Engineers
2022-2023 Corporate Support Guide**



Corporate Representative,

Purdue SWE (PSWE) could not continue its tradition of excellence without the support of our corporate partners, and we thank you for your continued support. PSWE aims to empower and support women through innovative programs that provide technical and leadership experience in open and encouraging environments. Since 1954, PSWE has been dedicated to motivating young women to attain the highest levels of education and career advancement.

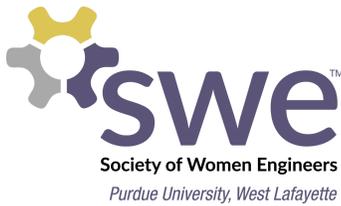
Our SWE section is the longest chartered collegiate SWE section, and we are among the largest collegiate SWE sections in the country. We are also one of the most active student organizations at Purdue. PSWE has over 600 members, an executive board of 33 members, and hosts nearly 100 events each year. Our events fall into the following four facets: Professional, Technical, Outreach, and Social.

This past year, we were able to get back to “normal” as Purdue COVID restrictions relaxed and case numbers subsided on campus. Many of our events were held in person and much of our dropping attendance of the prior year was recovered. We are excited for the new potential and growth of our group. To begin, we have extended our officer team this year, broadening responsibilities and allowing us to do more through our organization. Our board added a Vice President External for communication with companies and professional SWE chapters in our area. Other titles were changes to respective “VP” roles to promote professionalism in our group. Some of our general highlights for the past year include a Women’s March in early Spring, attendance incentive program to encourage attendance post-covid, transitioning back to in-person member and company events.

Our Professional Pillar again provided networking and professional development between students and companies. Events were a blend of online and in-person, with most Spring events moving to in-person or hybrid options. Virtually in the Fall, Day with Industry collaborated with four other minority organizations and hosted over 200 students. Networking Night hosted over 80 students with 54 students virtually, meeting one-on-one for virtual mock interviews and professional development advice. Our in-person Spring events are slowly growing to capacity, with nearly 50 students and four companies in attendance for Evening with Engineers. Our professional committee hosted several virtual Coffee Chats and professional development events. Our newly introduced mentorship program was successful with over 35 pairings.

Our Technical Pillar had another exciting year with many of its subteams. The Grand Prix Team, consisting of carts 43 and 44, won 1st (44) and 3rd (43) at the Fall’s Whiteland Series. In the Spring, both karts competed in Purdue’s Annual Grand Prix (Race 65) where kart 44 qualified 8th and finished 25th. Both Kart teams (14 total members, as restricted) worked to successfully replace kart 44’s entire engine during the race. Team Tech worked on a UAV Collapsed Building Search project with AFRL and Professor Goppert from Purdue and is looking to present their progress during the Fall’s National SWE Conference. Multiple Tech Talks from various companies were hosted.

Our Outreach Pillar had an exciting semester with some reintroduction to in-person events. SWEekend, an event that hosts high school seniors who have applied or committed to Purdue, hosted nearly 40 girls in the



Fall and Spring semesters. Girl Scout Day reaches local Girl Scouts troops with STEM activities and connections to local Professional SWE members and Purdue professors; over 20 Girl Scouts attended both the Spring and Fall sessions with nearly the same number of Purdue SWE volunteers. Our Outreach Committee also hosted Under the SWE and volunteered with our SWENext program to connect with girls interested in STEM in our local schools.

Our Social Pillar (known as the Communications Pillar for the year) hosted several General Meetings throughout the year, sponsored by several companies, meeting hybrid in the Fall and in-person during the Spring. The Fall semester hosted 15-20 members per meeting and an average of 30 attendees during the Spring semester. Our intramural teams included beach volleyball and basketball. In the spirit of virtual promotion during the COVID season, we built a strong Social Media presence, including Instagram and LinkedIn, and our PSWE Website (www.purdueswe.org). Our Social Committee planned several events, including with our Diversity and Inclusion Chair, hosting events with several other minority organizations on campus. We added a Banquet Chair position to the board to host an end-of-year banquet for our members.

This upcoming 2022-23 academic year, we will be continuing many of our successful events, attending the National Conference in Houston, TX, and preparing our members for their careers with you. Our major initiative for the year is Diversity and Inclusion from the inside out, where each board member and PSWE member is encouraged and expected to include, promote, and engage with our diverse group as we strive to grow and strengthen one another.

We appreciate any and all sponsorships of Purdue Society of Women Engineers. The overwhelming support we receive from you and your company encourages us to grow as engineers, leaders, and people.

Thank you for continuous support of our organization,

Adia Raya, President
Mary Vaughan, VP External
Rama Coimbatore, VP Internal

Genevieve Trese, VP Membership
Shreya Misra, VP Finance

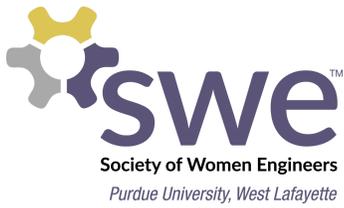
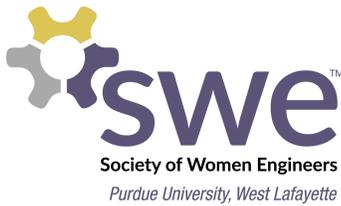


Table of Contents

Purdue Society of Women Engineers	0
2022-2023 Corporate Support Guide	0
Table of Contents	3
Support Options	4
Sponsorship Levels	4
Event Sponsorship	5
Professional	5
Technical	6
Outreach	7
Social	8
National SWE Support	9



Support Options

There are several opportunities for companies to support PSWE monetarily.

1. Become a PSWE platinum, gold, or silver level sponsor
2. Sponsor a specific event/program
3. Donate scholarships to fund academic support for PSWE members
4. Make a general donation to be used for PSWE activities at PSWE's discretion

Sponsorship Levels

Companies can become a sponsor by sponsoring a specific event, sponsoring a scholarship, or by making a general donation. Sponsorship level funds will be used for pillar initiatives along with conference grants. Please contact Mary Vaughan (vaughan5@purdue.edu) with any questions.

Platinum Level

Companies sponsoring at this level will receive:

- Highlighted advertisement of company recruitment events in a weekly email that reaches 600+ members
- Access to yearly SWE resume book
- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

Donation: \$3,000 or more

Gold Level

Companies sponsoring at this level will receive:

- Access to yearly SWE resume book
- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

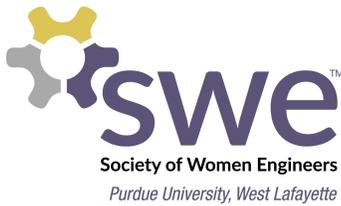
Donation: \$1,000-\$2,999

Silver Level

Companies sponsoring at this level will receive:

- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

Donation: \$500-\$999



Event Sponsorship

Professional

Day with Industry

Date: Sunday, September 11th, 2022

Description: Day with Industry is a career fair that happens before Purdue's engineering career fair, Industrial Roundtable. PSWE will be working with other minority engineering organizations (National Society of Black Engineers, Society of Hispanic Professional Engineers, the Society of Mexican American Engineers and Scientists, and the Society of Asian Scientists and Engineers) to plan this career fair that gathers a diverse group of engineering students at Purdue. This year, Day with Industry will be in-person with a pending hybrid option based on demand.

Cost: \$600

Contact: Helen Rumsey (hrumsey@purdue.edu)

Networking Night

Date: Late Fall

Description: Networking Night is an networking and professional seminar where students have a chance to learn professional skills from company members and talk one-on-one with company representatives. Company representatives have the chance to interact with both PSWE members and other engineering students. The event focuses on preparing students for industry and can be a great method of networking for both students and companies. Students have the option to sign up for a half-hour virtual mock interview with a company representative where they practice questions that might be asked during a real interview.

Cost: \$300

\$200 if also attending Day with Industry

Contact: Abigail Mizzi (amizzi@purdue.edu)

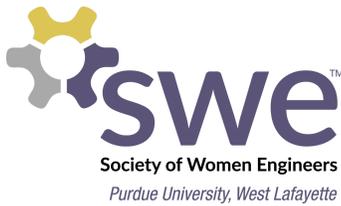
Evening with Engineers

Date: Sunday evening before Purdue EXPO (will be confirmed once EXPO is scheduled)

Description: Evening with Engineers is an informal networking event where students get the opportunity to meet with recruiters in a relaxed environment prior to the EXPO Career Fair. Students can have their resume critiqued and practice their interview skills through mock interviews. Companies can benefit from this event by having the opportunity to talk in-depth with prospective candidates in this intimate environment. This is an evening event with a reception or dinner. Please reach out if your company is interested in speaking at the event.

Cost: \$300

Contact: Sarah Deniz (sdeniz@purdue.edu)



Mentorship

Date: Ongoing

Description: The corporate mentorship program focuses on helping PSWE members build confidence, set academic and professional goals, and expand their professional network. We will help foster effective one-on-one mentoring relationships between PSWE members and women in the engineering workforce. We are striving to create an environment that benefits everyone involved and prepares our members for the workforce and to eventually become mentors themselves. Please reach out if you would like to become involved as mentors or monetary sponsors.

Cost: \$100

Contact: Sam Szanti (sszanti@purdue.edu)

Professional Development Series

Date: Ongoing

Description: These events give our members the chance to prepare for industry and connect with companies. Possible events could include professional development talks, resume reviews, or any other ideas your company might have. These events are a fantastic way to achieve strong company interaction and to introduce PSWE members to available opportunities at your company.

Cost: \$50, \$100, \$150, or \$300

Contact: Mary Vaughan (vaughan5@purdue.edu)

Technical

Team Tech

Date: August 2021-October 2022

Description: At the yearly SWE Annual conference, Boeing hosts a competition where multidisciplinary engineering teams of 4 to 12 compete to create the best project. We are looking for a company to sponsor our team for the 2021-2022 academic year, and we will complete a project pertaining to your company's needs. In return, your company would provide a list of possible projects, a project advisor, and funding. Sponsorship may also include funding select members of the team to attend the national conference.

Cost: Dependent on project

Contact: Rhea Kochher (rkochher@purdue.edu)

AJ Buellbach (abuelles@purdue.edu)

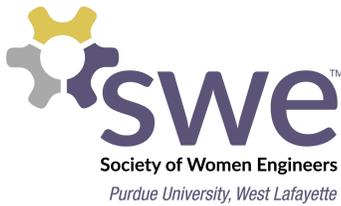
Design Team

Date: August 2021-October 2022

Description: This is a brand new initiative for the 22-23 academic year. PSWE will be launching a Design Team to focus on diversity in our engineering majors, a project for our Agricultural, Biomedical, Chemical, Environmental, and many other engineering disciplines. If your company would like to sponsor in part our project or partner with our team, please reach out!

Cost: \$150

Contact: Lucy Baker (baker664@purdue.edu)



Technical Development Series

Date: Ongoing

Description: These events give our members the chance to strengthen their technical skills and to connect with companies. Possible events could include tech talks, demos, or a skills session. Through these technical events, our members can learn more about engineering topics that might interest them and can learn more about your company.

Cost: Dependent on event

Contact: Jenn Short (shortjd@purdue.edu)

Outreach

SWEekend

Date: November 11-12, 2022 and one Friday/Saturday in the Spring

Description: SWEekend is an opportunity for high school seniors who have applied or been accepted to Purdue to learn more about the university and interact with our PSWE members. The high school participants learn about engineering student organizations, participate in engineering activities, and socialize with other seniors and PSWE members. Last year, we had over 200 high school seniors throughout the country in attendance. Companies wishing to sponsor SWEekend will receive recognition on literature distributed, can participate in the engineering activity, and can select a representative to deliver the keynote address.

Cost: \$750/event

Contact: Sneha Beedu (sbeedu@purdue.edu)

Olivia Miller (mill2770@purdue.edu)

Elizabeth Murphy (murph416@purdue.edu)

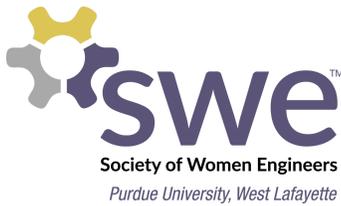
Girl Scout Day

Date: October 29th and a Saturday in the Spring semester

Description: Each semester, we invite local Girl Scout Troops and their parents to campus to have a fun and educational day at Purdue. The troops rotate through different activities, which represent different engineering disciplines. Past activities have included Play-Doh tensile tests and CD balloon hoverboards. The Girl Scouts leave with a renewed interest in engineering. Companies wishing to sponsor Girl Scout Day events will receive recognition on any literature distributed and can participate in the engineering activities if they wish.

Cost: \$600/event

Contact: Madeline Swan (swan7@purdue.edu)



Social

General Meetings

Date: Ongoing (Twice a month)

Description: Twice a month, PSWE hosts a General Meeting (GM) to give members a chance to connect and learn about upcoming events. We would like to have companies present at a few of these throughout the semester. Sponsoring companies will be given 20-25 minutes during the meeting to present an informative topic. Company literature can be distributed during the meetings, and student attendee contact information will be provided to the company. Program costs include dinner and meeting supplies.

Cost: \$500/meeting

Contact: Julia Long (long389@purdue.edu)

Urja Raipancholia (urainpanc@purdue.edu)

Bagel Breaks

Date: Ongoing (Weekly on Fridays)

Description: PSWE hosts Bagel Breaks every Friday morning. Sponsored bagel breaks are held in the Armstrong Atrium and are open to both SWE members and Purdue engineering students. Sponsoring companies are welcome to attend and to speak with students about opportunities within the company.

Cost: \$200/event

Contact: Gen Trese (gtrese@purdue.edu)

PSWE Cookout

Date: One day each Fall and Spring semester

Description: A cookout is held each semester on the Purdue Engineering Mall and is open to all students. This lunchtime event is a great opportunity to mingle with students and to talk about SWE and the events we hold each year. The sponsoring company is encouraged to participate and can bring literature or other company items to hand out to students.

Cost: \$400/event

Contact: Hana Wong (wong341@purdue.edu)

Spruha Vashi (svashi@purdue.edu)

Social Events

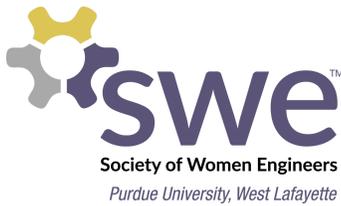
Date: Ongoing

Description: PSWE strives to create an inclusive environment where our students can connect and support each other. Through these events, PSWE members can strengthen bonds and can also learn about different cultures. Past events have included ice skating, blanket-making, and rock climbing. Company literature can be handed out during events. Sponsoring companies are welcome to help plan and attend these events as a way to engage with our members.

Cost: \$300/event

Contact: Hana Wong (wong341@purdue.edu)

Spruha Vashi (svashi@purdue.edu)



National SWE Support

Annual Conference

Date: October 20-22, 2022

Description: This year, we will be sending PSWE members to the National Conference Houston, Texas. We hope to send over 30 members to this conference for them to attend professional and personal development seminars, connect with national SWE members, grow as leaders, and learn about new ideas and events to bring back to PSWE. Additionally, Team Tech will be competing in Boeing's annual competition. Sponsoring companies will be recognized for their contributions in all publications regarding the conference and have the opportunity to meet the recipient(s).

Cost: \$20,000 (Partial sponsorship available at \$500 per person)

Contact: Gen Trese (gtrese@purdue.edu)

WE Local Conference

Date: Spring

Description: Each year, we send members to one of the regional conferences. At the conference, they can meet students from other SWE sections, grow closer to PSWE members, attend professional development sessions, and network with companies. We hope to send at least 20 students to this year's WELocal Conference. Sponsoring companies will be recognized for their contributions in all publications regarding the conference and have the opportunity to meet with the recipient(s).

Cost: \$10,000 (Partial sponsorship available at \$500 per person)

Contact: Shreya Misra (misra12@purdue.edu)

Membership Scholarship

Date: Ongoing

Description: PSWE asks all of our members to be National SWE members because students will have the opportunity to attend conferences, network with other chapters throughout the nation, and be in the know of all national SWE events. As some of our members aren't able to obtain an official membership due to other financial obligations, PSWE is offering a scholarship opportunity for students to apply to get their membership fee covered. Scholarship recipients can either be chosen by the company sponsoring the membership or by an unbiased party.

Cost: \$1,000 (Partial sponsorship available at \$50 per person)

Contact: Adia Raya (raya0@purdue.edu)

SWE Mission Statement:

"Empower women to achieve full potential in careers as engineers and leaders, 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."