



**Purdue Society of Women Engineers
2021-2022 Corporate Support Guide**



Dear 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 39 members, and hosts more than 95 events each year. Our events fall into the following four facets: professional, technical, outreach, and social.

This past year, we were tasked with transitioning all of our events into a fully virtual setting due to COVID-19. Abiding by Protect Purdue guidelines, we were able to successfully change all of our events to either completely virtual or hybrid. In doing so, our members and executive board adapted and overcame challenges our chapter has never faced. As the 2021-2022 academic year anticipates a turning point back to normal, our board is prepared to transition back to in-person events with hybrid options.

Our professional events continuously draw many students and companies. Our fully virtual fall events were very successful with over 190 students attending our newly revamped Day with Industry where we collaborated with 4 other minority organizations, and over 75 students attending our Networking Night event. Our previously established Professional Committee planned various events including virtual tours of companies, industry panels, and resume reviews to name a few. Our efforts are to diversify and strengthen our member's professional skills in hopes of preparing them for their career.

Technical development is also an area we strive to deliver on through technical talks and sessions, Grand Prix, and Team Tech. Our Grand Prix team saw a large increase in pit-crew team interest and was able to expand and include many of our general members. The team took 5th place and won Best Engineered Kart; these races are used to introduce new members to the team and get their insight on improvements for the carts for the upcoming season. Our tech talks were very successful this year, with an exponential increase in attendance we were able to expose our members to different industries and topics they may not see in their everyday classes. We plan to expand our tech talk series and grow our membership involvement with technical events.

Our outreach events help us to introduce engineering to students ranging from elementary school to high school. Last year, our fall & spring virtual Senior Sneak-Peek event drew over 200 high school students. Our Girl Scout Day event was successful with 85 girl scouts in attendance, allowing us to reach more young girls in our local community. PSWE's Outreach Committee also expanded this past year as they supported 8 events throughout the fall and spring semesters.



Social events give our members the chance to build relationships with other members and companies. Events like our weekly Bagel Breaks, All Member Meetings, Socials, Intramurals, and Diversity & Inclusion events are a great opportunity for students to take a study break and recharge. Our beginning of the year Ice Cream Social allows us to connect with incoming freshmen and encourage them to get involved with PSWE. With the addition of our Diversity and Inclusion Chair, we have been able to partner with other minority engineering organizations to improve our events and establish working relationships with other groups on campus.

Thank you for your consideration,

Angie Zhang, President
Priya Desarazu, Vice President

Marina Lennartz, Treasurer
Claire Settlemyre, Secretary



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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 Angie Zhang (azhangg@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 12th, 2021

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, the Society of Asian Scientists and Engineers, and LGBTQ+ in STEM) to plan this career fair that gathers a diverse group of engineering students at Purdue. This year, Day with Industry will have both in-person and hybrid options due to the transitional year from the pandemic.

Cost: \$600

Contact: Patool Kutmah (pkutmah@purdue.edu)

Networking Night

Date: Monday, September 13th, 2021

Description: Networking Night is an informal networking session where students have a chance to sign up to talk to companies in attendance. 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. It is a great opportunity for students to practice interview skills and learn about the companies who are in attendance. Company representatives have the chance to interact with both PSWE members and other engineering students and are asked to sign up for an interview slot with a student. This year, Networking Night will have both in-person and hybrid options due to the transitional year from the pandemic.

Cost: \$300

\$200 if also attending Day with Industry

Contact: Isha Chavan (ichavan@purdue.edu)

Evening with Engineers

Date: Sunday evening before 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.

Cost: \$300

Contact: Mary Vaughn (vaughan5@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.

Contact: Sofia Alferi (salfieri@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: Dependent on event

Contact: Angie Zhang (azhangg@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: Marina Lennartz (mlennar@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: Allison Mou (raya0@purdue.edu)

Allie Losey (alosey26@purdue.edu)



Outreach

SWEekend

Date: November 12-13, 2021 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: \$700/event

Contact: Elizabeth Murphy (murph416@purdue.edu)
Becky Cantrell (rcantre@purdue.edu)

Girl Scout Day

Date: One Saturday each Fall and 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: Elizabeth Murphy (murph416@purdue.edu)
Becky Cantrell (rcantre@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. 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: Rama Coimbatore (rcoimbat@purdue.edu)
Adia Raya (Raya0@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: Claire Settlemyre (csettlem@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: Rama Coimbatore (rcoimbat@purdue.edu)
Adia Raya (Raya0@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: Rama Coimbatore (rcoimbat@purdue.edu)
Adia Raya (Raya0@purdue.edu)

National SWE Support

Annual Conference

Date: October 21-23, 2021

Description: This year, we will be sending more PSWE members than we ever have to the National Conference taking place in our home state territory: Indianapolis, Indiana. We hope to send 50 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: Claire Settlemyer (csettlem@purdue.edu)



WE Local Conference

Date: TBD

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: Marina Lennartz (mlennar@purdue.edu)

Membership Scholarship

Date: Ongoing

Description: PSWE asks all of our members 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 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: Angie Zhang (azhangg@purdue.edu)