



Dear Corporate Representative,

On behalf of the Society of Women Engineers (SWE) at the University of Michigan – Ann Arbor, we would like to thank you for your continued support of our organization. SWE strives to create an inclusive community that fosters universal success in engineering, independent of gender. Sponsorship from companies such as yours enables us to champion our mission throughout the College of Engineering, the University, and the surrounding community.

At the beginning of the Fall Semester, we host students from all over the College of Engineering for a Professional Development Day and bring 350 companies to campus for the SWE/TBP Career Fair. In late October, we co-host the SWE/ASME Charity Fun Run 5K to support the C.S. Mott Children's Hospital. Throughout November, our K-12 Outreach events welcome hundreds of kids to North Campus, aiming to empower them to pursue engineering as a career.

Opportunities for corporate involvement in the Winter Semester include sponsorship of the Engineering Games, a popular talent competition between several student organizations that raises funds for various charities. In addition to our local Outreach events, SWE members spend their Spring Break at Lindbloom High School in Chicago, striving to foster a continued passion for engineering among the students. At the end of the semester, we recognize our members at our awards banquet, partnering with company representatives to present corporate-sponsored scholarships.

In May, we send SWE delegates to Walchandnagar, India to host our annual week-long engineering outreach program, and in July we host the Summer Engineering Exploration Camp, a one-week residential camp that brings 40 high school students to campus. Furthermore, we collaborate with Liberia's SWE section (L-SWE) to carry out a leadership camp for Liberian undergraduate women in August.

Throughout the entire year, we partner with over 60 companies to host Corporate Information Sessions, invite professionals to present at our bi-weekly General Body Seminars, and host events focusing on enriching student life for our 450+ graduate student members.

We value the interaction we have with your company and we hope to continually assist you in your recruiting and outreach activities. Please refer to the rest of this document for more details on corporate involvement opportunities for the 2018-2019 academic year. To learn more about SWE, please visit our website at <http://swe.engin.umich.edu/>. You can also contact us at [swe.car.directors@umich.edu](mailto:swe.car.directors@umich.edu) if you have further questions.

Thank you again for your continued support, and we look forward to working with you!

Sincerely,

Casey Wong, President  
BSE Computer Science Engineering 2020

Sharon Thomas, CAR Co-Director  
BSE Computer Engineering 2021

Gillian Minnehan, CAR Co-Director  
BSE Computer Engineering 2021



## Society of Women Engineers at University of Michigan

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## Corporate Information Sessions

[swe.car.directors@umich.edu](mailto:swe.car.directors@umich.edu)

### Information Sessions

*Time Frame:* Monday through Wednesday evenings during Fall and Winter semesters

*Description:* Corporate Information Sessions usually consist of a short presentation about the company, career opportunities and the recruiting process. The presentation is followed by time for student questions and networking. Corporate Information Sessions are often held before interviews, but they are a great opportunity to create professional relationships with students at any time. The sessions are open to all students, but SWE handles all of the logistics including room reservation, catering and publicity. If you prefer a different format for your session or are interested in a different day or time, we would be more than happy to work with you to accommodate your needs.

*Cost per Sponsor:*

*Career Fair (Sept 16-Sept 17):* \$200 per session plus the price of food

*Sept 9-11:* \$200 per session plus the price of food

*Sept 23-25:* \$150 per session plus the price of food

*All other dates:* \$100 per session plus the price of food

*Sponsorship Opportunities:* Hosting an Information Session!

*Information and Registration:* <https://www.swe.engin.umich.edu/corporate-information-session>

If you are interested in recruiting graduate students, specifically, please contact:

[swe.gradliason@umich.edu](mailto:swe.gradliason@umich.edu)

## Executive Board

[swe.eboard@umich.edu](mailto:swe.eboard@umich.edu)

### WE 19 and WE Local Conferences

*Time Frame:* November 7th-9th, 2019 in Anaheim, CA (WE 19), Dates and Location TBD (WE Local)

*Description:* Our student section attends the WE Annual Conference every fall and the Regional Conference every winter to find ways to improve our section. These conferences provide our members with the opportunity to network with other collegiate sections, to become involved in SWE at the national/regional level, and to network with industry representatives and professional members. The events at this conference include our national and regional awards ceremony, student section idea exchanges, technical tours of industries in the area, and informative professional development seminars.

*Estimated Cost:* WE 19 - \$1100 per student

WE Local - \$500 per student

*Sponsorship Opportunities:* WE 19 - Conference Registration, Transportation, Lodging, Food

WE Local - Conference Registration, Transportation, Lodging

### General Sponsorship

Contributions to the general fund are greatly appreciated. These donations give the team flexibility to start new events and expand on existing projects. If your organization has an opportunity to support SWE UM that is not already listed, we are always looking for contributions to foster new events.

## Graduate and Undergraduate Mentorship Program

*Time Frame:* 3 events per semester

*Description:* These mentorship events are designed to group together students with one student from each year ranging from freshman to graduate students to create a sense of community within the college of engineering. Groups are created by common interests and majors of the students, and creates a casual environment to network and get to know students outside of their year. The casual and friendly environment enables students to feel more comfortable asking questions, and fosters a long lasting mentorship between the students in each group.

*Estimated Cost per Sponsor:* \$500 per semester  
*Sponsorship Opportunities:* Food and supplies for each event

## Global Engagement

[swe.india@umich.edu](mailto:swe.india@umich.edu)

### SWE India Overseas

*Time Frame:* Preparation during Fall and Winter semester, Trip in May 2020

*Description:* We travel every summer to India to conduct an engineering outreach camp with middle school and high school students and to get to know the Indian culture. The objectives of this abroad trip are to push members to gain cultural awareness and to develop leadership skills in an environment outside their comfort zones. Our seventh annual trip was taken in May 2019. We plan to return to Walchandnagar, India to lead a week long Engineering Outreach program next May. Over 80 children participated in the program which was designed to challenge attendees to take learning beyond theoretical and to apply concepts to hands-on design challenges. A cultural exchange of knowledge on education systems was also organized through daily meetings with the principal and teachers of the school. We also met with University of Michigan alumni who conducts social work in India, and hope to continue the partnerships to expand our camp to include non-profit organizations.

*Estimated Cost per Sponsor:* Varies; gift credit is available for this University co-sponsored event.  
*Sponsorship Opportunities:* Speakers for the winter semester preparation meetings, preparation events, design challenge materials, international and domestic flights, ground transportation, financial aid

## Professional Development Day

*Time Frame:* September 2019

*Description:* Professional Development Day serves to connect students and recruiters in a less stressful atmosphere before the career fair officially begins. The event lasts approximately one day and encompasses resume critiquing, mock interviews, and seminars presented by corporations. Seminar topics may include "Maximizing Career Fair Opportunities," "Writing an Effective Resume," or "How to Stand Out in an Interview." As an attending company, your representatives may choose to present one of these topics. In addition, students and recruiters are paired together one-on-one to participate in resume critiquing and mock interview sessions.

*Estimated Cost per Sponsor:* \$250

*Sponsorship Opportunities:* Registration Materials, T-Shirts, Advertising, Lunch

## Etiquette Dinner

*Time Frame:* Winter 2019

*Description:* An opportunity for members to learn the finer points of business etiquette. It includes a four-course dinner and covers how to properly eat and act while dining with a recruiter.

*Estimated Cost per Sponsor:* \$600

*Sponsorship Opportunities:* Dinner, Etiquette Expert

## End of the Year (EOY) Banquet

*Date:* April 9<sup>th</sup>, 2020

*Description:* SWE, University faculty, and corporate representatives gather to celebrate the accomplishments of outstanding SWE members. Students and company representatives also have ample opportunity to mingle and network. Contact [swe.car.eoy@umich.edu](mailto:swe.car.eoy@umich.edu) for more information.

*Estimated Cost per Sponsor:* Individual scholarships range from \$500 to \$10,000; \$40 for each company representative to attend the banquet

*Sponsorship Opportunities:* Scholarships, Internships, Funding for Speaker and Dinner

## Alumni Events

*Time Frame:* Year round

*Description:* A variety of events throughout the academic year that help to foster the relationship between current and past UM students. One popular event is the Alumni Big House Tour in early fall. There are also opportunities to sponsor our alumni newsletter and events held with SWE Detroit. Contact [swe.car.alum@umich.edu](mailto:swe.car.alum@umich.edu) for more information.

*Estimated Cost per Sponsor:* Varies with event: \$150-\$2,000  
*Sponsorship Opportunities:* Social Mixers, Newsletter, etc.

## Outreach

[swe.out@umich.edu](mailto:swe.out@umich.edu)

### Summer Engineering Exploration Camp (SEE Camp)

*Time Frame:* July 2020

*Description:* Together with the UM College of Engineering, SWE hosts a weeklong career exploration program for approximately 40 high school students. This program gives them the opportunity to work on a weeklong design project in teams, to learn valuable skills through counselor-led workshops, to meet and ask questions of college students and faculty, to participate in corporate tours of local engineering companies, and to experience the excitement of living in a college residence hall.

*Estimated Cost per Sponsor:* Varies; gift credit is available for this University co-sponsored event.  
*Sponsorship Opportunities:* Scholarships, T-Shirts, Corporate Tours, Speakers, Social Events

### Scout Out Engineering Days (for Girl Scouts)

*Time Frame:* November 2019, February 2020

*Description:* A one-day engineering exploration, Scout Out Engineering days allows girl scouts, ages 8 to 14, to solve basic engineering problems and complete simple projects which help them to gain a better understanding of what engineering is. Girls will earn a STEM-oriented badge through the corresponding activities. Panel discussions and interaction with college student presenters allows girls and their parents to ask questions about engineering, science and college life.

*Estimated Cost per Sponsor:* \$500 per semester  
*Sponsorship Opportunities:* Registration Materials, Speakers, Project Materials, Lunch, T-shirts or Giveaways

### Shadow Days (for High School Students)

*Time Frame:* November 2019, February 2020

*Description:* High School students "shadow" undergraduate engineering students on a day visit. This includes joining students in class, taking a tour of the campus, attend an admission presentation, and asking questions to a panel of undergraduate students. This program exposes future engineering students to the benefits of a University of Michigan education, and gives them an inside look into what being a student is truly like.

*Estimated Cost per Sponsor:*

\$500 per Semester

*Sponsorship Opportunities:*

Transportation, Housing, Registration Materials, Meals, T-Shirts

## **Girls' Night Out (for Middle School Students)**

*Time Frame:* November 2019

*Description:* One night where Middle School girls are invited to campus to participate in engineering activities and projects. Parents have the opportunity to listen to a guest speaker, while girls participate in small design challenges and engineering projects. The event allows the girls and their parents to ask questions about engineering, and college life through personal interaction with college students and through a campus tour.

*Estimated Cost per Sponsor:* \$500 per semester

*Sponsorship Opportunities:* Registration Materials, Project Materials, Dinner, T-Shirts

## **Elementary Engineering Exploration (EEE) Day**

*Time Frame:* November 2019, February 2020

*Description:* One day filled with fun, educational, hands-on engineering activities designed to expose elementary aged children to engineering and provide them with a positive experience related to engineering, math, and science. While kids participate in projects, parents will hear a guest speaker. The event allows the kids and their parents to interact with current female engineering students and ask questions about engineering and also the opportunity to participate in a campus tour.

*Estimated Cost per Sponsor:* \$500 per semester

*Sponsorship Opportunities:* Registration Materials, Project Materials, Lunch, T-Shirts

## **Girls Research Engineering and Technology (GREAT) Day**

*Time Frame:* April 2020

*Description:* A day of engineering exploration designed to introduce upper middle and lower high school girls to the wonderful world of engineering. The day will be full of hands-on engineering activities, tours of labs on campus, presentations from student engineering teams and engineers working in industry, and the opportunity to ask questions of a student panel. While girls participate in activities, parents will hear guest speakers. The event allows the girls and their parents to interact with current female engineers working in industry, as well as current engineering students and professors so the girls can learn what studying and working in engineering really means.

*Estimated Cost per Sponsor:* \$1000

*Sponsorship Opportunities:* Registration & Project Materials, Breakfast, Lunch, T-Shirts, Speakers

## **Alternative Spring Break (ASB)**

*Time Frame:* Spring Break 2020

*Description:* A week where around a dozen select members travel to a low-resourced school and work closely with the students there. Previously we have gone to Chicago and New York, but the location may change this year. Members lead the students in design challenges, teamwork challenges, and skill- building workshops throughout the week. The students get the opportunity to ask questions about college life, gain valuable knowledge, and also interact with current college students.



*Estimated Cost per Sponsor:*  
*Sponsorship Opportunities:*

Varies; gift credit is available for this University co-sponsored event  
Meals, Transportation, Project Materials, Housing, T-Shirts, Presenters

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## Public Relations

[swe.pr@umich.edu](mailto:swe.pr@umich.edu)

### SWE Seminar Speaker

*Time Frame:* Every other Thursday from 6:30 P.M.-7:30 P.M.

*Description:* We are always looking for speakers who are interested in presenting to approximately 60 SWE members for around 40 minutes at our general body seminars. In particular, we seek seminar topics relating to work/life balance, working in industry, and other opportunities as an engineer.

*Estimated Cost per Sponsor:* \$550  
*Sponsorship Opportunities:* Speaker, Dinner for Attendees

### North Fest

*Time Frame:* Early September 2019

*Description:* North Fest is held prior to beginning of classes and designed to introduce new students to campus organizations like SWE. Representatives from numerous engineering societies provide information and distribute giveaways to interested students.

*Estimated Cost per Sponsor:* \$200  
*Sponsorship Opportunities:* Giveaways

### American Society of Mechanical Engineers (ASME)/ SWE 5K Fun Run

*Time Frame:* November 2019

*Description:* Each year, SWE works with the UM collegiate section of ASME to host a 5K Fun Run. This event allows students and faculty from the College of Engineering, as well as the Ann Arbor community, to take a break from studying, to exercise, and to raise money for Mott Children's Hospital.

*Estimated Cost per Sponsor:* Varies  
*Sponsorship Opportunities:* Publicity, Runner T-Shirts, Water/Snacks, Registration

### The Engineering Games

*Time Frame:* January 2020

*Description:* The Engineering Games is a charity competition for engineers from various engineering student societies. The competition first premiered in the winter of 2000, and was well received. It typically draws around 400 audience members each year and is a fun way to bring together student groups across the engineering campus and support different charities. Last year, we were able to donate over \$1,000 to the Summer Engineering Experience for Kids (SEEK) program in Detroit which is run by the National Society of Black Engineers (NSBE).



*Estimated Cost per Sponsor:*

Varies

*Sponsorship Opportunities:*

Publicity, Dinner, Prizes

## Charity Social

*Time Frame:* Fall 2019

*Description:* Our annual charity event will combine fun and philanthropy. In the past we have hosted a stress reducing puppy event.

*Estimated Cost per Sponsor:*

Varies with SWE expenses

*Sponsorship Opportunities:*

Refreshments (snacks and beverages)

## SWE / TBP Engineering Career Fair & Receptions

[careerfair@umich.edu](mailto:careerfair@umich.edu)

*Time Frame:* September 17th and 18th 2018

*Description:* The annual SWE/TBP Career Fair hosts approximately 350 companies that represent all engineering and computer science majors. This two-day event is the largest recruiting event held at the University of Michigan's College of Engineering, and it is one of the largest student-run career fairs in the country. The Career Fair is a great way to recruit students, gain exposure on campus, and support SWE.

*Estimated Cost per Sponsor:*

\$800 per company (registration fee)

*Sponsorship Opportunities:*

Contact [careerfair@umich.edu](mailto:careerfair@umich.edu) for more information

*Website:*

[umcareerfair.org](http://umcareerfair.org)

## Team Tech

[swe.teamtech.directors@umich.edu](mailto:swe.teamtech.directors@umich.edu)

## Annual Conference

*Time Frame:* Year round with a final competition at the Annual SWE Conference (October)

*Description:* Team Tech brings together students from many engineering disciplines address a real-world engineering problem that the industry partner is currently facing. The team designs, prototypes, and tests a solution to this problem and presents the results with a formal report and technical presentation at the SWE Annual Conference. The focus of the event is to foster cooperation between students and sponsoring organizations. Through team tech, members learn the importance of teamwork and have an opportunity to interface with an industry partner.

*Estimated Cost per Sponsor:*

Varies with project details.

*Sponsorship Opportunities:*

- Project Opportunities: The sponsoring organization provides project opportunities without funding
- Industrial Partnership: The sponsoring organization provides project opportunities and funding
- Technical Assistance: The sponsoring organization provides mentors to help achieve the project goals

- Fabrication Materials: Sponsors provide funding to build and test the prototype
- Transportation Funding: Sponsors provide funding for transportation to the competition at the Annual SWE Conference

*Benefit:* All types of sponsors will be honored appropriately in our final competition presentation and on any team merchandise made. In addition, industrial partners will be given priority for CIS and Career Fair opportunities.

Team Tech is looking for an industrial partner for the 2020 competition. Please contact [swe.teamtech.directors@umich.edu](mailto:swe.teamtech.directors@umich.edu) if you are interested in being an industrial partner or funding Team Tech in any way.

## Strategic Planning

[swe.strplan@umich.edu](mailto:swe.strplan@umich.edu)

### Women in Leadership Conference

*Time Frame:* March 7th, 2020 11-3pm

*Description:* The mission of this event is to encourage women to excel as leaders and advocates, and to promote an inclusive community across the University and the workplace that fosters universal success, independent of gender. The structure consisted of lunch and an opening keynote, three workshop sessions, and a closing women's panel.

*Estimated Cost per Sponsor:*

Varies

*Sponsorship Opportunities:*

Keynote Speaker, Dinner, Workshop Materials