



# Members-At-Large

FY15 Newsletter, Issue 3

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## President's Corner

Happy New Calendar Year! Of course, that means we're halfway through SWE FY15 and into the third quarter. It's time for many things to happen as the start up that happens in quarter one; and the focus on Society Conference and the end of calendar year observances that happen in quarter two are behind us. It's time to work on the FY16 MAL slates and overall succession planning. It's time for region conferences. MAL leaders should attend their region conferences and encourage the MALs in their regions to attend them also. Other than Society Conference it's one of the few opportunities MALs have to meet in person. It's time for Engineers Week and whatever happens in your local community to celebrate it.

Unfortunately quarter three is also cough/cold/flu season for many of us including me right now in spite of getting a flu shot.

Let's all come together to make the rest of FY15 a success for the MALs.



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FY15 SWE MAL President  
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## The Rewards of Awards

By Diane Peters, Region H MAL Representative



Getting an award is a GREAT feeling. Hopefully, you've had that before. Maybe you know in advance that it's coming; you anticipate the official event where it's given, smiling every time you look at your calendar, and finally it's here! You get to stand up in front of a group, get applauded, and get your plaque or certificate. Or, maybe it's a surprise. You're at an event, knowing that someone's going to get it but not knowing who it is, and then you hear your name! You're surprised and excited and hoping you're coherent as you accept the honor.

I have received awards in both situations; back in 2002, I received SWE's Distinguished New Engineer award, and I anticipated it for months, even making sure that my sister knew the date of the conference banquet to avoid scheduling her wedding for the same day. (She scheduled it the next weekend to avoid making me choose between the events, for which I will always be grateful! Thanks Jen!) And, just recently I had the delightful surprise of receiving an award I never would have expected. Kettering University was holding an art exhibit/contest for faculty, staff, and partners of faculty/staff, and I had entered a quilt that I had designed and made. While I knew it was good – I wouldn't have exhibited it otherwise – everything that I saw in the gallery was good, so I had no idea that I'd get the top prize in the exhibit. Right after

the reception where the award was given out I had a class to teach, and I walked in unsure of whether I'd be able to talk coherently about anything, much less the details of Bode plots.

As wonderful as that is, there's another part of the awards process that can be just as personally rewarding, and that's seeing someone get an award because you nominated them. I've had that pleasure as well, and sometimes I'm really not sure which is the better feeling – getting an award myself, or seeing someone else's surprise or anticipation because they're getting one. Sometimes it's been a junior colleague, or a student, who I think has great potential and who's a joy to work with, mentor, and watch their growth; other times, it's someone more senior to me, whom I admire and learn from. They're both great experiences.

***You get a chance to increase the visibility of women in engineering within the larger engineering community, which ultimately benefits all of us.***

Recently, I saw a student at Kettering University, Amy Allison, receive the collegiate Emerging Leader award from Region H, and I was

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tremendously proud of her, happy for her, and glad that I'd been able to put together the award submission for her. On the other end of the spectrum, a few years ago, I had the pleasure of seeing Dr. Dawn Tilbury receive SWE's Distinguished Engineering Educator award. Seeing someone I respect and admire honored by others who agreed that she was outstanding was an equally great feeling.

So, why should you nominate people for awards? There are several reasons why you might see a benefit from nominating people.

**1. It's a great networking opportunity.**

As you prepare an awards submission, you get an opportunity to network with a variety of people. You may need to gather reference letters for the nomination, which gives you the opportunity to get to know a variety of people. Many of them are people you'd like to get to know, and they can be useful contacts.

**2. You get an opportunity to get to know the person better.**

When you write up an awards nomination for someone, you need to know more about them, and this provides an opportunity to learn more about them. When I've nominated someone more senior to myself for an award, it's given me the opportunity to learn more about them. I've been able to sit down with them and ask questions about aspects of their career and gain a new perspective on their accomplishments.

**3. You can help to develop someone's career.**

As someone wins awards, it helps to draw attention to their accomplishments. While that's always useful and valuable, it can have a tremendous impact on someone's career development when they're just beginning to rise through their organization. This can be rewarding emotionally, but it can also be useful if you're

officially responsible for mentoring someone and guiding their career growth.

**4. You're advancing the visibility of women in engineering.**

In addition to nominating people for SWE awards, you can nominate women you know and admire for awards from other organizations. In addition to further enhancing your own network within those organizations, you get a chance to increase the visibility of women in engineering within the larger engineering community, which ultimately benefits all of us.

The SWE individual awards nominations information has now been posted, with nominations due at the end of March. If you'd be a good candidate for an award, you should start putting together a nomination package. If you're not comfortable self-nominating, find a friend who would help with it; you might even consider getting together with one or more friends in a "mutual admiration society" and nominating each other for appropriate awards. And if you know someone who would be a good candidate for an award, consider nominating them! It's a benefit to them, but you can gain as well.

***Check out the next page for info on the SWE Individual Awards Program and keep a look out for the announcement of this year's MAL Awards Program, with nomination/ submission deadlines in June 2015. See also page 6 for information on EWeek's award program "New Faces of Engineering."***

## SWE 2015 Individual Awards Plan



The Society of Women Engineers recognizes SWE members and individuals who enhance the engineering profession and advocate for women in engineering through contributions to industry, education and the community.

The SWE Individual Awards Program offers 18 different awards:

- Achievement Award
- Advocating Women in Engineering Award
- Distinguished Engineering Educator Award
- Distinguished Service Award
- Emerging Leader Award
- Entrepreneur Award
- Fellow Grade Member
- Global Leadership Award
- Prism Award
- Resnik Challenger Medal
- Rodney D. Chipp Memorial Award
- Spark Award
- Suzanne Jenniches Upward Mobility Award, Endowed by Northrop Grumman Corporation
- SWE Distinguished New Engineer Award
- Work/Life Integration Award
- Collegiate Member Award
- Outstanding Faculty Advisor Award
- Outstanding SWE Counselor Award

This year the Awards Committee is announced two new awards: the Advancing Women in Engineering Award and the Spark Award.

The Advocating Women in Engineering Award honors an individual who has demonstrated professional excellence in her chosen STEM field and has proven to be an advocate of women in engineering and SWE's objectives.

The Spark Award honors a person who has contributed to the advancement of women by mentoring those around them. The individual will have made a difference in the lives of many by affecting women at a variety of levels ranging from high school through more senior levels in relation to their position.

Award requirements and instructions can be found within the Individual Awards Packet. You can find information and the awards packet [here](#).

This year, the submission process for awards is done [online](#). Nominators can submit a complete package online by uploading supporting files after creating a login. Applications can be edited up until the deadline.

The nomination deadline for all Individual Awards is March 31, 2015. Awards will be presented at the WE15 Annual Conference in Nashville, TN, Oct. 22-24, 2015.

For information or specific questions, please contact [Maureen Masiulis, awards chair](#). For process questions, please contact [SWE headquarters](#).

## Book Review

### Great Work — How to make a Difference People Love

by David Sturt, O.C. Tanner Institute

By Stacey Culver, MAL Awards Chair

Engineers strive to do good work; to execute projects and deliver them on time and under budget; to solve problems. Great work is done when the outcome of the projects or work effect benefits other people and takes your project to a new level. This book provides insight into how to take good work and turn it into great work. The author describes five steps needed to be successful in great works and uses real life examples that are familiar to us to illustrate his steps.

#### **Step 1 is to Ask the Right Question.**

It is not enough to just solve the problem presented, but to think out of the box. Pause before you start your project and ask the right question that could change the direction of the solution, not just solve the problem. Pausing to ask questions of why and why not may provide a better solution.

#### **Step 2 is to See for Yourself.**

Go out into the world and look at your project from multiple points of view. Review the process steps, focus on the details to look for patterns that emerge. Consider future trends or needs when creating the solution. Don't just take current ideas as gospel. Push the envelope.

#### **Step 3 is Talk to Your Outer Circle.**

Most of us have an inner circle of co-workers that we turn to for advice, project reviews, or ideas. Most of the inner circles are composed of people like us. To make a difference, you need to talk to people that aren't like you and

aren't in your field of expertise. Different people see the problem from a different perspective which can give you different ideas on solutions or improvements to the process. Talk to customers, cynics that don't love your ideas, and people that have different skills than you do. These discussions will enable you to see the project through other eyes and provide you with new ideas.

***Don't give up on yourself and don't stop until someone loves what you are doing .***

#### **Step 4 is to Improve the Mix.**

Look at the process steps and /or inputs. Find improvements worth making. Don't just change to make a change. Add new features and remove unnecessary or unused features. Check with the Outer Circle to ensure you are still on track. Don't forget the final outcome of wanting a Great Work.

#### **The final step is to Deliver the Difference.**

Don't give up on yourself and don't stop until someone loves what you are doing (or proposing to do). Do what works and see failure as part of the process to succeeding.

These five steps seem very simple to follow and can be used by SWE for their projects and program improvements as well as by you in your personal lives. I highly recommend this book. It is an easy read with a powerful message.

## EWeek 2015 is Almost Here!

By Emily Ongstad, Member-At-Large Newsletter Co-Editor



Engineers Week, or EWeek, was founded in 1951 by the National Society of Professional Engineers. This year it falls on February 22-28, 2015, with many activities extending weeks before or after the official week. EWeek is committed to raising public awareness of engineer's positive contributions to our daily lives.

Over the years, EWeek has become a formal coalition of over 120 engineering, education, and cultural societies, corporations, and government agencies. These groups support recognition of the importance of a STEM education among parents, teachers, and students through a variety of activities in thousands of community groups, schools, and businesses in the United States.

Some of the [formal programs](#) that exist are:

- **Changing the Conversation:** Encourages communication with the public about the importance of engineers.
- **DiscoverE:** Events with grade school and high school students to exhibit the real world application of math, science, and engineering.
- **New Faces of Engineering:** A recognition program highlighting the work of young engineers.
- **New Faces of Engineering, College Edition:** A recognition program highlighting

the work of 3rd, 4th, and 5th year engineering students.

- **Future City Competition:** Reaches 33,000 students in a semester-long program challenges students to design a city 150 years in the future.
- **Introduce a Girl to Engineering Day:** For the 14th year in a row, on Feb 26, 2015, over a million girls will be introduced to engineering by women engineers and their male colleagues.
- **Global Marathon:** An interactive event encouraging women worldwide to put forward ideas and solve common problems.
- **Discover Engineering Family Day:** A festival at the National Building Museum in Washington, D.C. providing hands-on activities.

Though it can be difficult to get involved as a Member-At-Large, there are many programs all over the country in which you can get involved for EWeek. Check for [events near you](#), or host your own event using the available [tools](#) and [resources](#).

Most importantly, don't forget that there are [outreach grants available from the MAL organization](#) and remember to record your impact by using the [Outreach Metric Tool \(OMTool\)](#).

## Capitol Hill Day: How to Get Involved

Capitol Hill Day is a Congressional Outreach Day on Capitol Hill in Washington, D.C., organized by the SWE Government Relations and Public Policy (GRPP) Committee. The event is called "Diversity and Inclusion Drives Innovation in STEM," and will increase awareness of the need and importance of increased diversity and inclusion in the STEM workforces. This year's

event runs from 1pm on March 18 to 5pm on March 19 at the Hyatt Regency Capitol Hill and in meeting rooms on Capitol Hill.

Stay tuned for more details. Space is limited, so sign up early. If you have questions or are interested in participating, please contact [Betty Irish](#), GRPP chair.



# Society of Women Engineers

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## Stay Connected!



As a MAL, it can be difficult to stay connected to SWE. Find us on social media and online to stay in the know about MAL and the Society!

Find the Members at Large on [Facebook](#); find SWE on [Twitter](#) and [LinkedIn.com](#) (join: “Society of Women Engineers (SWE)”) and check out the [Monthly SWE Newsletter](#).

## Help Wanted!

**Leaders like you Needed!:** Want to get some leadership experience? Review the MAL Roles and Responsibilities Documents in the MAL Communities and get to know your current officers and chairs in preparation! Self-nomination and contested chairs are encouraged!

**Newsletter Contributors:** Looking for articles 200-1000 words to include in future newsletters. A broad range of possible topics include but are not limited to

your local outreach events, career tips, leadership, mentoring in your workplace, etc. Additionally, the MAL Leadership will recognize their favorite article with the MAL Newsletter Article Award at the end of FY14! If you would like to contribute, please send your articles to our co-editors, [Emily Ongstad](#) and [Modupe Oluwadiya](#). This is your newsletter!

## MAL Calendar

### 2015 Region Conferences

Region A—Stockton, CA	February 20-22
Region B—San Luis Obispo, CA	February 27-March 1
Region C—Austin, TX	February 6-8
Region D—Cookeville, TN	March 27-29
Region E—Philadelphia, PA	February 20-22
Region F—Boston, MA	February 28-March 1
Region G—Morgantown, WV	February 6-8
Region H—South Bend, IN	March 6-8
Region i—Kansas City, MO	February 27-28
Region J—Tri Cities, WA	April 10-12
EWeek 2015	February 22-28, 2015
Capitol Hill Day	March 18-19, 2015
SWE Individual Awards Packets Due	March 31, 2015