



Members At Large

FY16 Newsletter, Issue 3

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President's Corner

It's hard to believe 2016 is already in full swing and that spring is quickly approaching! It seems this time of year becomes very busy for us at SWE. Awards, elections, region conferences, outreach events, and lots of activity! Spring awakens us out of the winter slumber. I encourage everyone to get involved whether it is nominating someone who is deserving of an award, stepping up into a leadership role, or reaching out and helping at an outreach event or mentoring youth or a fellow engineer.

SWE's individual awards packages are due March 31st, and the MAL awards will be announced soon. If you know someone deserving of an award, please take the time to nominate them. It really means a lot to someone to just be nominated.

Region conferences are starting as well and I encourage you to attend yours. It is a great way to network and find out what is going on with the region leadership. If you have any questions, please contact your region MAL representative.

E-week and outreach go hand and hand this time of year.

I always enjoy participating in outreach events, or talking to local schools about what I do as an engineer. It is hard to believe the one yearly outreach event I have done is producing its first engineers now! I am pretty excited about that, and also facing the fact that I have been doing this event for 10 years now! And with a little more experience under my belt, I am beginning to mentor female engineering undergrads. I am also lucky to have a few engineering friends that have been awesome peer mentors and an amazing support system when the road gets bumpy. I encourage everyone to reach out—whether to mentor a college student, coworker, or fellow engineer. Remember, it only takes one person to make an impact!



Debbie Jacklitch-Kuiken
SWE FY16 MAL President
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Take Time to Recognize Your Coworkers and SWEsters



By Maureen Masiulis, Region F MAL Representative

Each year 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. This year the SWE Individual Awards Program offers 19 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 Leader Award
- Global Team Leader 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 announced one new award: the Global Team Leader Award. Unlike many of the other awards, the Global Team Leader Award recognizes a diverse **team** who has made outstanding technical contributions in the field of engineering and/or technical management demonstrating innovative thinking to overcome global challenges. The team should comprise a geographically diverse set of individuals who have excelled on a single project or group of projects.

Award requirements and submission instructions can be found within the [Individual Awards Package](#) posted to the Society of Women Engineers Website. Nominators can submit a complete package online by uploading supporting files after creating a login. Applications can be edited up until the deadline.

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Some tips for submitting a successful package are:

- **Plan Ahead**
 - Successful nomination packages take significant time/effort by the nominator, nominee, and references.
 - Even if you aren't thinking about nominating someone/being nominated this year, review the package to get familiar with the award requirements and start outlining a nomination package so you are ready to go in future years.
- **Remember that judges come from a variety of backgrounds, review MANY packages, and ONLY score candidates by the material presented so you'll want to:**
 - Clearly demonstrate that the individual meets the requirements identified in the awards package.
 - Wherever possible provide **measureable information** to allow the judges to assess the impact the candidate has made relative to the selection criteria.
 - Don't assume the judges understand the programs and positions the nominee has held. All organizations are a little different.
- **Read the requirements**
 - Incomplete nomination packages will be disqualified.
 - Nomination packages that do not meet the requirements will be disqualified.
 - Late packages will be disqualified.
- **If you have questions ask them**
 - Talk to others in your company, region or the MAL organization that have been nominated or who have served as a nominator for individual awards. They understand the process and what it takes to develop a winning package.
 - Email the awards chair with questions as you start to build your package. They are there to help and would rather have you ask the question than be disqualified for not understanding the requirement!

The nomination deadline for all Individual Awards is March 31, 2016. Awards will be presented at the WE16 Annual Conference in Philadelphia, PA, October 27-29, 2016.

In addition to Individual Awards, the Society offers Section/Region Awards, Collegiate Competitions and New Faces of Engineering Recognition (Professional and Collegiate). Visit the [Awards website](#) for a complete listing of the Society's Awards and Recognition offerings.

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

Eweek 2016 Is Almost Here!

Engineers Week, or EWeek, was founded in 1951 by the National Society of Professional Engineers. This year it falls on February 21-27, 2016, 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 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, DiscoverE, New Faces of Engineering recognition program, New Faces of Engineering, College Edition recognition program, Future City Competition, Introduce a Girl to Engineering Day, Global Marathon, Family Day. You can find more information on these programs [here](#).

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](#).

Saying No to STEM Activities

By Beth Mellott, Region E MAL Representative

In the past year, we have said no to several STEM (Science, Technology, Engineering, and Math) related activities for our kids. Each time I said no, I felt a little guilty over it. I realize that my guilt comes from my love of STEM ... the pesky undergraduate degree in Computer Engineering makes you want to say yes to all STEM, all the time. At some point, though, reality sets in and I realize that saying no to these STEM-focused activities is the best thing for our kids and offers up opportunities for all kinds of other activities that can still teach them those STEM lessons.

The first time we said no, the STEM activity started at 7am. Here is where I admit that I am not a morning person ... at all. There was no physical way I was

going to be able to have my kids at the school at 7am. Sure we are up and getting ready for the day by then but I am not that good at morning to make that happen. Sorry kiddos.

This fall, when Grace was invited to be part of STEM focused activity group, we had to say no again. All of our kids are maxed out with their two after school activities but this was also right before her piano lesson time. We can only take so much afternoon shuffle!

Here is where my engineering mommy guilt started to set in over saying no to STEM. Wasn't I supposed to be one all for STEM? Shouldn't I be jumping at my kids involved in anything STEM? Why wasn't STEM a priority for us? Then I had one of

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Oprah's Ah-ha moments (yes I am dating myself there.) STEM is everywhere for us. It isn't about making it its own special thing. Brian and I both grew up when there wasn't STEM. Well there was ... it just wasn't given a name. During that time, I somehow overcame all odds and became a female to graduate with undergraduate degree in computer engineering.

So where is STEM for our kids?

Piano Lessons – Wait you said STEM, not STEAM. I know! Do you know there is math hidden in those piano lessons?! Those eighth notes are pesky fractions! Score!



SimplyBudgeted.com

Piano lessons—music has eighth notes—those are fractions!

kids are learning hands-on science there. Physics will later tell them that what goes up must come down but they will quickly realize this in real life when the t-ball flies straight up in the air and comes back down to hit them!

Technology Time – At this house, we don't really have defined technology time. The kids do ask if they can use devices. They think they are playing a game and at times it isn't a math game or reading game but that game is teaching them technology! They are learning to use a stylus, or a mouse, or a touch pad. Um yeah. Amazing. I

Scouts – Both of our girls are in Girl Scouts and Matthew is now in Cub Scouts. They have all kinds of badge and rank work that requires them to use math, science, engineering and technology. Grace is so excited to work on the Digital Photographer badge with Brian that she can hardly wait!

Sports – It might seem like organized recess at the younger age levels but those

played Oregon Trail when I was their age. My first coding language was BASIC. They better watch out because I will be sliding some of those coding apps on there soon!

Cooking Lessons – These kids do live with This Cookin' Dad after all ... "help make a meal" is a common chore around here. I do rock at making cake mixes from a box too. How is this STEM? Glad you asked. They are having to use those math skills with the measuring PLUS they are having to learn how to read and follow directions. Engineering is all about processes ... welcome to Cooking Class (also know as Engineering Processes), kiddos!



This Cookin' Dad

Cooking requires measuring ingredients and following instructions for proper heating or mixing to achieve the desired outcome.

See what is happening here? These kids have a life that is full of STEM. We don't have to throw more STEM-focused activities at them. While I love STEM-focused activities and even plan some on my own, it is important to remember that STEM is about EXPOSURE to Science, Technology, Engineering, and Math. It is about make Science, Technology, Engineering, and Math applicable in the real world. So don't feel guilty saying no to that STEM group at 7am. Instead make sure STEM is in your life in everyday activities!

How does STEM creep into your daily life?

K-12 Outreach for Senior Citizens

By Christi Patton Luks, Region i MAL Representative

I have been a part of the Tulsa Regional STEM Alliance for the past two years. Schools complain that when they put out a call for volunteers, they get plenty of volunteers for reading programs and very few for STEM events. Volunteers report that they do not know enough science or math to work with the STEM programs. I started a program to help combat this.

I will be presenting my second annual "Senior Science" workshop at RSVP of Tulsa in March. This is a two-hour hands-on session to teach retired senior volunteers that STEM activities can be fun and not scary. All activities use materials that are readily available at grocery or drug stores. A copy of the handout for the March 2016 event can be found [here](#). This event starts with making a variety of polymers (ooblek, gluep, and bouncy balls). These recipes all use similar chemicals in varying ratios. We will also talk about other things that can be added such as glitter or iron filings. I

also like to relate these recipes to a discussion of ratios and fractions so that they can see the practical side of mathematics. I then move in to some group engineering challenges and end with an explosive finale. This year we will be playing with diet Coke and Mentos and Alka Seltzer lava lamps.

Last year we had a full room of participants. These people work with the Tulsa Zoo, Camp Fire Green Country, and the public school systems. They reported that they plan to use many of the projects with the students they influence as well as with their grandchildren and neighbors. The event was fun and an easy way to indirectly influence a much larger number of K-12 students. I would highly recommend starting similar programs in other communities. If you have questions or want ideas for ways to do this, please [contact me!](#)



LEAN IN

WOMEN, WORK, AND
THE WILL TO LEAD

SHERYL SANDBERG

#1 NATIONAL BEST SELLER

Book Review

Lean In: Women, Work, and the Will to Lead
By Sheryl Sandberg

By Stacey Culver, SWE-MAL Awards Chair

Sheryl Sandberg wrote this book while she was the Chief Operating Officer of Facebook. Prior work experience includes Vice President Global Online Sales and Operations at Google and Chief of Staff at the US Treasury Department.

The theme of "Lean In" is that change will occur when there are more women in power. When women's issues and needs are promoted and viewed by powerful women, then actions and

solutions to the inequality problems will begin to occur and emerge. There are both internal and external barriers to women advancing to the highest leadership positions. These include cultural, religious, lack of mentors, sexual discrimination and harassment and even lack of daycare. Also, the need to prove themselves as better than men is an internal barrier to upward movement.

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Ms. Sandberg outlines challenges that women face in business related to career progression and “work life balance”. She discusses statistics and studies along with personal stories and other anecdotal stories to make her points. Ideas on how we, as women, can change are also included in each chapter.

One of the ideas discussed is the Leadership Ambition Gap. More men aim for leadership roles than women. A couple of reasons why are discussed such as the fact that aggressive women are seen as somewhat socially unacceptable and are called bossy. Women are still battling the conflict of marriage versus career upward advancement. Women are considered nurturing and men aggressive, in a good way. Stereotypes still exist and are reinforced throughout women’s lives. Many examples are provided. What is also stated is that women’s expectations are developed

based on these stereotypes.

Fear as a major barrier for women is a theme that is devoted an entire chapter. Fear of making the wrong decision, overreaching in setting goals, being seen as a bad person, and drawing negative attention to themselves are all discussed. Basically, fear causes women to avoid taking risks.

Another topic included in the book is a discussion of the imposter syndrome. This is where capable people are handcuffed by self-doubt and lack of confidence. Women underestimate themselves and believe they do worse than they really do. They view themselves as imposters at work.

I learned a lot in reading this book and was able to see myself in situations that Ms. Sandberg described, especially early in my career. You, too, will benefit from reading this book and taking a look at how various situations have and could affect you.

Register for SWE’s 2016 Capitol Hill Day

Once again, SWE is taking the lead in organizing a spring Congressional outreach day on Capitol Hill in Washington, DC. This event, entitled, "Diversity and Inclusion Drives Innovation in STEM," will be held on March 2-3, 2016, and is open to other STEM organizations interested in participating. The goal of this event is to increase awareness of the need for and the importance of increased diversity and inclusion in the STEM workforce.

SWE's 2016 Capitol Hill Day will begin at 1:00 PM on Wednesday, March 2, 2016, and will conclude by 4:00 PM on Thursday, March 3, 2016. All formal activities during this event will be held on Capitol Hill and at the [Washington Court Hotel](#), which is located next to the Capitol.

During the two day event, SWE members will have the chance to participate in pre-visit trainings and a reception, in addition to having the opportunity to meet with their representatives or congressional staff. At the training, representatives (*invited*) from the White House Office of Science and Technology Policy (OSTP), the House Committee on Science,

Space and Technology, the STEM Education Coalition, the House and Senate Education Committees, and the White House Office of African American Affairs will be presenting on the federal R&D budget, the culture on Capitol Hill, communicating with congress both online and in person, how policy is made and how and when SWE members can influence outcomes.

A more detailed agenda will be available soon. If you have any questions, please contact SWE's Washington representatives Della Cronin and Russell Armstrong at SWEHillVisits@swe.org or 202-349-2304. You can register for the event [here](#).

Space is limited and will be on a first come first served basis. While there are no specific volunteer travel funds available for this event, some meals will be provided for attendees. For those who cannot attend but would like to meet with their representatives while they are home in the district, SWE will be hosting a “how to” webinar in April, so watch for details.

Outreach for MALs: SWENext and Outreach Metric Reporting Goals for FY16

By *Tori Tinsley, SWE-MAL Outreach Coordinator*

Two of the Society's exciting goals for FY16 are increasing the number of students signed up for SWENext and increasing the number of K-12 outreach events reported via the Outreach Metric Tool (OMT). As MALs living across the US, we have the unique opportunity to reach students, parents, and teachers who may not otherwise have any interactions with SWE. With that in mind, we need your help to meet the MAL goals, and in turn help meet the Society's goals, for SWENext membership and OMT reporting.

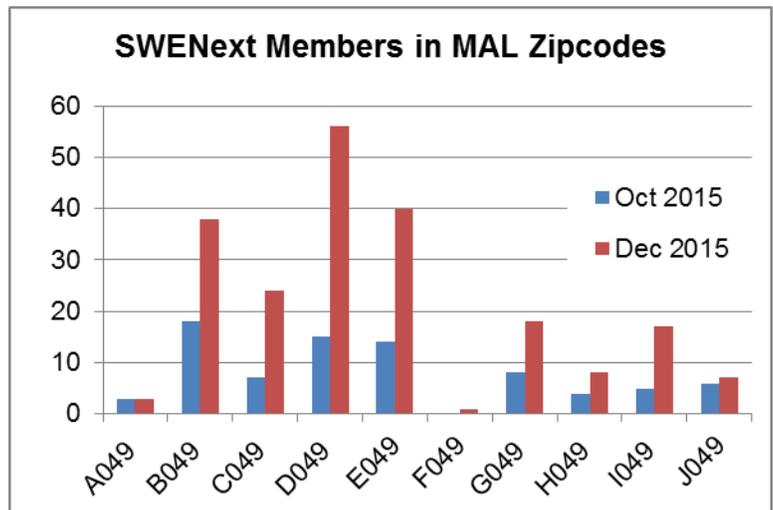
SWENext is an exciting new program that offers students, up to and including the age of 18, a way to become part of SWE and it is free to join. Any girl 13 or older may join SWENext; for those younger than 13, a parent will need to be the primary contact. SWE encourages parents to join regardless of the age of their daughter. There are many benefits to joining SWENext including up-to-date information about outreach events (camps, competitions, etc.) hosted by SWE and its partners, at-home science/engineering activities, scholarship information, and participating in quarterly webinars, where engineers

from various disciplines discuss the work that they do. For more information about SWENext, please visit swenext.swe.org.

The Society Goal for FY16 is to have 2500 SWENext members by the end of FY16. As of October 2015, we had 1514 SWENext members; as of December 2015 we 2249 SWENext members, which is 90% of the Society's goal! I am excited to report that between October and December 2015, the number of SWENext members in MAL zip codes increased from 80 to 212. As you can see below, SWENext members in all of the MAL regions are growing.

The **MAL SWENext GOAL for FY16** is to have every MAL share the SWENext information with at least 2 people outside of SWE (teachers, parents, students, girl scouts, etc.) to result in at least 1 sign-up. This will add more than 800 girls to the

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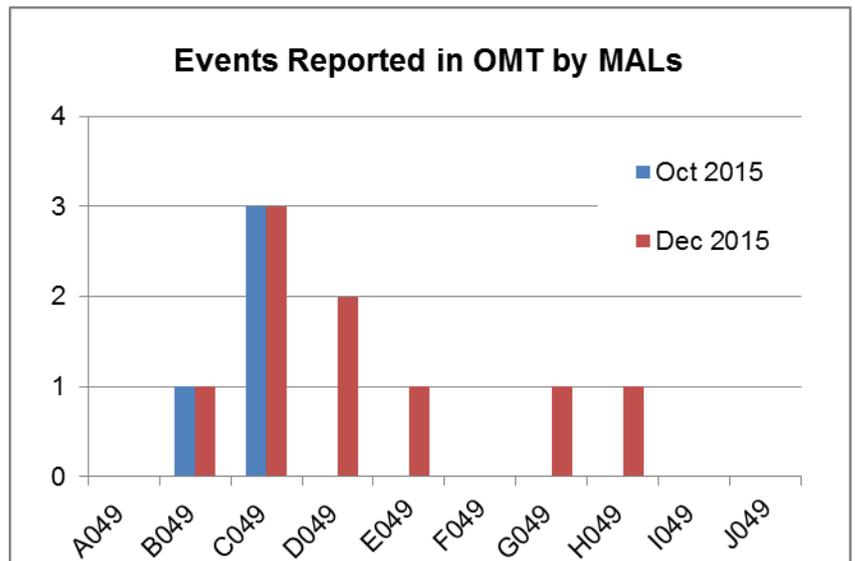
SWENext program! Here are THREE easy ways to accomplish this:

- Drop off or email a SWENext flier to one middle school or high school in your area.
- Give a SWENext flier to your neighbors, co-workers, or friends.
- Hand out SWENext fliers at your outreach events.

The Outreach Metric Tool (OMT) is a Survey Monkey online questionnaire, created to measure key data on the K-12 outreach done by SWE members. Please see the article “Enter Your Outreach Events in the Outreach Metric Tool and Apply for the MAL Outreach Award!” for more information about the OMT. The Society OMT Goal is to have 750 events entered by the end of FY16. So far through December there have been 244 events entered into the OMT. Of those, nine are events reported by the MALs, which is up from 4 events reported as of Oct 2015.

The **MAL OMT Goal for FY16** is to have a minimum of 18 entries, which as the MALs are currently divided into nine regions would equal to an average of 2 entries per MAL region. ***BUT***, I know MALs are involved in great events all the time and that we can do better than the minimum! So the challenge for FY16 is to **have 36 OMT entries from MALs**, which equals to an average of 4 entries per MAL Region.

If you have any questions about SWENext or the OMT, please contact [Tori](#).



Enter Your Outreach Events in the Outreach Metric Tool and Apply for the MAL Outreach Award!

By Tori Tinsley, SWE-MAL Outreach Coordinator and Stacey Culver, SWE-MAL Awards Chair

We know MALs are involved in great outreach programs across the country and we want to hear about them! Two great ways to share your involvement in Outreach events is to enter the event into SWE’s Outreach Metric Tool and to apply for the MAL Outreach Award.

The **Outreach Metric Tool** is a Survey Monkey online questionnaire, created by the Society Outreach Committee to measure key data on the K-12 Outreach done by SWE members. The questionnaire is just 10 questions and very easy

to fill out. Here’s the information you’ll need:

- Your contact information: your name, email, section name/number or member number.
 - Event Information – Just 10 questions!:
1. Event name
 2. Event date and duration
 3. Event type (check-box)
 4. Number of girls and number of boys participating

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5. Age of girls and boys (approx. age ranges in a check-box format)
6. Number of Adult Guests (Parents/ Educators) participating (not volunteers)
7. Number of SWE member Volunteers
8. Number of other Volunteers – not SWE members
9. Partner Organization(s) Participating (check-box)
10. Level & Type of effort from section (check-box)

You can enter any K-12 Outreach event in which a SWE member participates. This can be events that are planned by a MAL or a section, or events that are organized by a non-SWE person or group. You can enter events for K-12 students, as well as events for parents and educators of K-12 students. Here are just a few examples of events that qualify: hands-on workshops, demonstration booths, presentations/lectures, school visits, panel discussions, career days, mentoring one-on-one or group, science fair judging, parents/educator only programs, etc. If you have a question about the Outreach Metric Tool, please don't hesitate to contact [Tori](#).

The **MAL Outreach Award** honors a MAL (collegiate or professional) who has made outstanding contributions toward informing girls, their parents, educators, counselors, and/or the general public of opportunities available in engineering during the previous year. The nomination

package is easy to complete and can be found on the MAL website or you can contact [Stacey Culver](#). The information needed for the nomination package is the nomination form, a short biography that highlights the selection criteria for the award, a digital photograph, a summary of the STEM outreach events, a formal statement detailing your involvement and impact for the outreach events and letters of recommendation from someone who participated in the outreach events included in the nomination package. The selection criteria includes 20% alignment with SWE's mission, 40% variety and complexity of your involvement in the outreach activity, 20% impact of the outreach activity in the community and 20% impact of the activity on the attendees. If you have any questions about the MAL Outreach Award please contact Stacey. If you need someone to nominate you for the MAL Outreach award, please contact [Tori](#).

MALs do many amazing outreach activities throughout the year. By entering them into the Outreach Metric Tool and being nominated for the MAL Outreach award, you can share your experiences and highlight what you have accomplished for SWE.

MAL Leadership Contacts

MAL Officers

President	Debbie Jacklitch-Kuiken	debbie_jacklitch@yahoo.com
Vice President	Jacquelyn Nagel	jacquelyn.k.nagel@gmail.com
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MAL Representatives

MAL-A	Leabeth Peterson	Leabeth.peterson@gmail.com
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MAL Alternate Representatives

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MAL Committee Chairs/Coordinators

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Society of Women Engineers
Aspire / Advance / Achieve

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!

Help Wanted!

Leaders like you Needed!: Want to get some leadership experience? The call for nominations for FY17 officers and chairs goes out in February. Review the [MAL Roles and Responsibilities Documents](#) on the MAL website 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. The MAL awards committee will select the best newsletter article award each fiscal year. Additionally, authors of all published articles are eligible for the newsletter contributor drawing. If you would like to contribute, please send your articles to our editor, [Emily Ongstad](#). This is your newsletter!

MAL Calendar

SWE Region Conferences

Region C Conference, Fayetteville, AR	February 5-7
Region G Conference, Cincinnati, OH	February 5-7
Region A, B, J Conference, Seattle, WA	February 18-20
Region E Conference, Newport News, VA	February 19-21
Region F Conference, West Point, NY	February 26-27
Region H Conference, Platteville, WI	February 26-27
Region I Conference, Boulder, CO	February 26-27
Region D Conference, Miami, FL	March 31-April 2
Call for MAL officer and chair nominations	February 10
Engineers Week	February 21-27
Capitol Hill Day	March 2-3
Individual Awards Deadline	March 31