**Membership Development**

**4.12** **Women in Engineering Panel – Orange County Branch YMF**

|  |  |  |
| --- | --- | --- |
| **1. Section, Branch** | Los Angeles Section, Orange County Branch, Younger Member Forum |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  | |
| Name | Elizabeth Ruedas | |
| Phone Number | (909) 900-5801 | |
| Email | eruedas@cc-eng.com | |
| **4. Project Category** | Membership Development | |
| **5. Project Description** | ASCE Orange County Younger Member Forum was proud to host its first Women in Engineering Panel.  In an event that drew over 50 attendees, OC YMF featured the 2015 Women in Engineering Panel on July 21st. The theme of the evening was “Career Advancement and Overcoming Challenges.” With an interactive format, three well-respected, local female professional civil engineers shared their experiences and answered a multitude of questions on Career Advancement, Work/Life Balance, Leadership, Overcoming Challenges Women Face in the Industry, and Finding Your Passion. | |
| **6. The Process**  (What you did, When and How) | * + **March 5, 2015** – Remi Candaele, ASCE OC YMF President, and Roxanne Follis, ASCE OC YMF Vice-President, asked Elizabeth Ruedas to lead the planning of the Women in Engineering Panel.   + **March 6-15, 2015** – The planning committee was formed, which consisted of Gyan Sinha, Tasha M. Kamegai-Karadi, and Gyssela Quinabo.   + **March 16, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 1     - Discussed event details       * 4 speakers with moderator         + Various skill/experience levels         + Speakers can come from areas in OC and outside   Private and public agencies  Different educational background  Civil engineers, but can open it to other backgrounds   * + - * Discussed the development of a list of questions and topics         + Survey YMF members and potential attendees for questions/topics       * Discussed the possibility of having a joint event with SWE and/or WTS?       * Discussed venue options         + Aim for large crowd (40-50)     - Put together a draft schedule       * Month of event: July       * Planning Efforts         + Should have topic(s) by mid-April         + Should have speakers confirmed 2 months before event         + Give speakers a date range (i.e. first half of July)         + Bi-weekly conference calls until the day before the event         + Create Google Drive to keep log of action items and people contacted   + **March 17, 2015** – Roxanne created a shared Google Drive.   + **March 25, 2015** – Elizabeth created a survey to send out to all of our ASCE OC members (Branch, YMF, and Student Chapters).     - Planning committee provided feedback.   + **March 30, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 2     - Discussed coordination with other organizations       * Event details will be distributed to SWE, but event will not be a joint event       * Need to contact WTS     - Discussed event topics and questions       * Distribute survey       * Deadline for final event topic – April 24th     - Established roles and task leads       * Preparation of flyer – Elizabeth       * Event logistics (location, ticket price, food, plaque/gift, etc.) – Gyssela /Tasha       * Contact speakers – Team effort     - Discussed the creation of a draft budget   + **March 31, 2015** – Gyan provided the budget from previous presentations to use as a guide.   + **March 31, 2015** – Survey was sent out to our active ASCE OC YMF members.   + **April 1, 2015** – Survey was distributed to all ASCE OC members and SWE-OC members.   + **April 7, 2015** – Kirsten Zeydel, PE, SE filled out the survey and volunteered to be a panelist.   + **April 7, 2015** – Survey was distributed to our Student Chapters (UCI, CSF, and CSLB).   + **April 8, 2015** – Elizabeth shared [Survey Results](https://www.surveymonkey.com/results/SM-MNFNYJZ7/) with the rest of the committee.   + **April 13, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 3     - Established event topic and sub-topics based on survey results       * Career Advancement and Overcoming Challenges         + *Career Advancement*         + *Work/Life Balance*         + *Leadership*         + *Overcoming Challenges Women Face in Industry*         + *Finding your Passion*     - Established roles and task leads       * Create calendar w/ mini milestones – Elizabeth       * Create draft budget – Elizabeth       * Start question bank - Gyssela         + Give speakers a list of final questions 3 or 4 weeks prior to event       * List of Potential Speakers - Team Effort         + Deadline: April 26th       * Identify potential speakers and input information [here](https://docs.google.com/forms/d/19s3g79BqM9eKSmn0fOyiQrQswWXXIymiXnFR8e4JdIA/viewform) – Team Effort         + Kirsten Zeydel, S.E.       * Contact Speakers - Team Effort     - Committee discussed new items       * Date, Venue, and Advertise         + Preparation of flyer – Elizabeth   + **April 20, 2015** – Elizabeth created a Google Calendar with mini milestones.   + **April 27, 2015** – Elizabeth created a draft budget for the event.   + **April 27, 2015** – Gyssela started a list of potential questions on Google Drive.   + **April 27, 2015** (5:30PM-6:30PM) – Women in Engineering Conference Call 4     - Established date of the event to be July 21st     - List of potential venues by May 11th     - Start contacting speakers from the list of [Potential Speakers](https://docs.google.com/spreadsheets/d/18Y4bw4tcMhw8jp0epe02qmvml2HvtEXZmzeu4oKdUds/edit#gid=1177915447)       * Kirsten Zeydel – Roxanne       * Anna Lantin – Remi       * Sherry Nour – Gyan       * Gail Farber – Elizabeth       * Lucy Dunn – Margaret   + **May 11, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 5     - Gyssela and Tasha provided updates regarding potential venues     - Confirmed Speakers       * Kirsten Zeydel – Available July 21st (Roxanne)       * Sherry Nour – Available July 21st (Gyan)   + **June 3, 2015** (5:30PM-6:30PM) – Women in Engineering Conference Call 6     - Decided on Dave & Buster’s Irvine Spectrum as event location       * Room: Board Room       * Food: Bennissimo Buffet: Caesar salad, Caprese salad, Roasted Chicken Breast, Veggie Lasagna, Garden Vegetable medley, bread       * Total: $1279.36 inclusive of service & tax       * Cost per Person (assuming 50 people): $25.59       * Deposit: $499.75     - Provided updates regarding confirmed speakers       * Kirsten Zeydel – Available July 21st (Roxanne)       * Sherry Nour – Available July 21st (Gyan)       * Angela George – Available July 21st (Elizabeth)       * Rossana D’Antonio – Available July 21st (Elizabeth)     - Committee discussed new items       * Fee Schedule – Gyan       * Eventbrite Page – Gyan       * Seek Sponsorship – Team Effort       * Distribute “Save the Date” Flyer – Elizabeth       * Look into gift options – Roxanne       * Develop a thorough program – Elizabeth         + Make sure all panelists speak equally         + Audience interaction   + **June 5, 2015** – Elizabeth prepared the event flyer.     - Planning committee provided feedback.   + **June 8, 2015** – Gyssela paid venue deposit.     - Eizabeth sent Gyssela reimbursement information.   + **June 8, 2015** – Gyssela updated budget on Google Drive.   + **June 8, 2015** – Gyan made an Eventbrite page for the event.   + **June 8, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 7     - Elizabeth provided updates regarding the event flyer       * Send out multiple flyers, so that the committee can vote on one       * Send to speakers for approval     - Committee discussed new items       * Advertising 🡪 Social Media, OC Branch, Other YMFs (LA, SB/R, etc.), Student Chapters, SWE, WTS, UCI EAS, Phi Sigma Rho, Soroptimist, and during upcoming events   + **June 8, 2015** – Elizabeth prepared 3 different event flyers for the committee to vote on.   + **June 9, 2015** – Planning committee voted and decided on an event flyer.     - Elizabeth sent event flyer to speakers for approval.   + **June 17, 2015** – Elizabeth updated the event flyer per comments from speakers and committee.   + **June 17, 2015** – Gyan updated Eventbrite with new flyer and ticket prices.   + **June 18, 2015** – Elizabeth asked SWE-OC and OC-WTS to help promote the event via email.   + **June 22, 2015** – Shared flyer with ASCE OC members via Constant Contact.   + **June 22, 2015** – Elizabeth sent those who participated in our survey a discount code (as a small token of appreciation and to encourage registration).   + **June 22, 2015** (5:30PM-6:30PM) – Women in Engineering Conference Call 8     - Discussed event topics and questions       * Finalize list of pre-selected questions by June 26th       * Send list to speakers by the end of the month     - Discussed gifts to speakers       * Decided on gift baskets with wine and chocolates     - Discussed advertising   + **June 23, 2015 –** Gyssela and Elizabeth promoted the event via social media.   + **June 25, 2015** - Elizabeth distributed the event flyer at ASCE OC YMF and SWE June 2015 Joint General Meeting.   + **June 28, 2015** – Roxanne sent an email to the ASCE OC YMF Board, promoting the Women in Engineering Panel.   + **June 29, 2015** – Email blast to ASCE OC members via Constant Contact.   + **June 29, 2015** – Elizabeth updated Eventbrite.   + **June 30, 2015** – Elizabeth sent flyer to LA YMF.   + **July 4, 2015** – Elizabeth sent a draft of the event program to committee.     - Planning committee provided feedback.   + **July 6, 2015** (5:30PM-6:30PM) – Women in Engineering Conference Call 9     - Committee provided updates     - Discussed program and decided:       * Short bios at the start of the event       * Make sure all panelists speak equally       * Goal: casual conversation between panelist and audience       * Make sure to keep discussion on track so that every topic is discussed       * Audience can ask questions at any time, but we will ask for questions at the end of every topic (transition into next topic)       * Assign questions to people in audience   + **July 7, 2015** – Elizabeth updated Eventbrite (max seating).   + **July 7, 2015** – Elizabeth sent Outlook event invite to our OC YMF Board.   + **July 7, 2015** – WTS-OC distributed our event flyer to their members.   + **July 13, 2015** – Elizabeth sent committee the updated event program and short bios to review.   + **July 12, 2015** – Roxanne looked into pre-made wine basket options.   + **July 13, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 10     - Committee provided updates   + **July 14, 2015** – Sent panelist the event program (with pre-selected questions), short bios, and other event details.   + **July 15, 2015** – Sent email blast to ASCE OC members via Constant Contact.   + **July 17, 2015** – Roxanne purchased pre-made wine baskets.   + **July 20, 2015** (5:30PM-6:00PM) – Women in Engineering Conference Call 11     - Committee provided updates   + **July 20, 2015** – Gyssela purchased “Thank You” cards for the panelists.   + **July 20, 2015** – Gyan put together PowerPoint slides to display at the start of the event, which included the event flyer and a list of upcoming events.   + **July 21, 2015** - Angela George informed us that she would not be able to attend the event due to unforeseen circumstances.   + **July 21, 2015** – Women in Engineering Panel     - Roxanne brought wine baskets.     - Gyssela brought “Thank You” cards.     - Gyssela made placards.     - Gyssela purchased name tags.     - Roxanne printed future event flyers.     - Elizabeth brought cameras and other equipment.     - Elizabeth paid remaining balance (D&B).     - Gyssela managed check-in table.     - Elizabeth was moderator of event.     - Roxanne provided 2-minute warnings.     - Gyan provided photography of event.   + **July 22, 2015** – Elizabeth made a Word document to record “lessons learned.”   + **July 24, 2015** – Elizabeth uploaded photos to Google+ and sent link to panelists and committee. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Women in Engineering Panel planning committee:Elizabeth Ruedas, Remi Candaele, Roxanne Follis**,** Gyan Sinha**,** Gyssela Quinabo | |
| **8. Time Frame**  (When Started, When Completed) | Started March 5, 2015 and completed July 21, 2015 | |
| **9. Success Factors**  (The Parts that Worked Really Well) | Planning committee**,** Conference calls (action items)**,** Google Drive   * All event documents were well organized * Survey to ASCE OC members   + Including discount code for filling out the survey   + Encouraged participation and attendance | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | * + Reading long bios at the start of the event   + The venue     - Poor lighting     - A bit small for the number of attendees that we had | |
| **11. Creativity**  (This is something off the wall that we did) | Included our members in the planning of the event by sending out a survey while still early in the planning process. | |
| **12. Administration**  (What was most Important?) | Action items | |
| **13. Follow-Up**  (What was most important?) | Documenting “Lessons Learned” | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | * Start planning early * Make sure everyone has someone who they can relate to on the panel * Encourage men to attend the event   Regular planning meetings | |
| **15. Cautions**  (What you should NEVER do with this project?) | Address issues that could potentially offend someone. | |
| **16. The Outcome** | Great learning and networking opportunity | |
| **17. Ongoing Activity**  (Would you do it again?) | Absolutely! We are looking to make this a much larger event and hoping to partner up with other organizations in the future. | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name | CNC Engineering | |
| Address | 2121 Alton Pkwy, Suite 200  Irvine, CA 92606 | |
| Phone Number | (909)900-5801 | |
| Email | eruedas@cc-eng.com | |
| **19. Additional Comments** | This Best Practice includes the following attachments:   * Survey results * Survey questions | |



Women in Engineering Panel

*July 21, 2015*

***5:30PM – 6:00PM***  **Set-up**

* Food
* Gifts
* Photographer
* Answer any last-minute questions

***6:00PM – 6:30PM*** **Networking, ordering drinks and eating**

* Individually thank attendees for being there

***6:30PM – 6:45PM* Introductions**

* Committee
* Speakers

***6:45PM – 8:30PM* Pre-selected questions**

* **Career Advancement**
  + **Sherry** – How do you know when to move up or move on?
  + **Angela** – What are some important qualities and skills that women need to be successful and effective in senior level positions?
  + **Rossana** - Did you have a mentor early in your career? How did you find him/her? What qualities should we look for in a mentor?
  + **Kirsten** – What soft skills are essential for career advancement? For owning your own business?
  + What are common mistakes that young engineers make that prevent them from advancement? Any specific to women?
  + What was one key decision or position that propelled your career?
* **Work/Life Balance**
  + **Kirsten** – How do you balance your time between your family and work obligations? How and when do you start saying no?
  + What would your advice be to women who have or want to start a family, while remaining in the engineering industry?
  + How did your company accommodate you while you were pregnant/on maternity leave/back from maternity leave?
  + **Angela** – What are some household (or routine) changes that you and your partner had to work through to keep you in industry?
  + **Sherry** – Describe your experience within professional organizations. How have they helped your career and/or your personal development in the long run?
  + **Rosanna** – Do you have any advice for those of us interested in going to graduate school while still working?
* **Leadership**
  + **Angela** – What advice would you give young female engineers who aspire to have leadership positions in the industry?
  + **Sherry** – What were some of the challenges that you have faced on your journey to becoming a leader at your company? How did you overcome them?
  + **Kirsten** – What are some important qualities or traits that women need to have in order to thrive in the engineering industry? How did you acquire them?
  + **Rossana** – What are some things you have done to differentiate yourself and stand out as a woman engineer in a big company? How do you get noticed?
* **Overcoming Challenges Women Face in Industry**
  + **Angela** – What are some effective ways of dealing with discrimination in the workplace, including gender discrimination?
  + **Sherry** – What are some contributing factors to the lack of women in leadership roles? How can we change this?
  + **Rossana** – What techniques have you found most useful, in terms of having your ideas heard and recognized?
  + Do you find it to be an advantage or disadvantage to be a woman in a male-dominated field? How can we transform some of these disadvantages, if any, and turn them into opportunities?
  + **Kirsten** – How do you project confidence? Does this change base on the environment that you are in? Can you give examples?
  + What are some interpersonal skills that are necessary to build relationships? - women working with women; women working with men
* **Finding your Passion**
  + **Angela** – How do you keep your love and interest for engineering strong?
  + **Rossana** – Why do you think women leave the engineering workforce? How can we work together to reduce this number? What are some reasons why you’ve stayed?
  + **Kirsten** – Have you made any unexpected changes (or deliberate changes) in your career path? If so, please describe your experience.
  + Can you name any books, movies or short films that have had a positive impact on your career?
  + What are some of your favorite creative outlets? Can you name any hobbies/interests that have paired well with your career and/or have contributed to your personal growth?

***8:30PM – 8:45PM* Questions from audience**

***8:45PM – 9:00PM* Closing**

* Present gifts
* Thank everyone for attending
* Mention upcoming events and involvement opportunities