

MEETING MINUTES, 25 JULY 2009
NORTHWEST FLORIDA SECTION (D020), SOCIETY OF WOMEN ENGINEERS

1. The Northwest Florida Section of the Society of Women Engineers held their first board meeting for 2009-2010 on Saturday, 25 July 2009. The meeting was chaired by Ms. Christine Buziak. Other board members and committee members in attendance were Ms. Kaitlin Weeks, Ms. Beckie Lenz, and Ms. Nancy McCauley. The objective of this meeting was to participate in the Region D Leadership Virtual Forum and to develop the section's goals for the upcoming year.

2. The first action of the board meeting was to establish the frequency of section meetings. There will be two board meetings and two general membership meetings [for FY10 \(1 Jul 09 to 30 Jun 10\)](#).

3. Ms. Buziak announced that the section Strategic and Tactical Plans are due NLT 21 August. In preparation, the meeting attendees conducted the Section Self-Assessment/SWOT Analysis. The following strengths and weaknesses were identified:

Strengths

- Proximity to college section
- Young members that are new to the engineering workforce
- Senior professional members in both government and industry
- Great opportunities for mentorship within section

Weaknesses

- Declining membership
- Geographically challenged (section covers 4 counties)
- Time challenged (members tend to either over commit or not commit)

4. With an emphasis on mentoring and re-energizing membership of the section, the following ideas were discussed:

- Sponsor Career-Day at UWF. Provide resume and interview tips, networking opportunities, career/business dress fashion show, text book exchange, etc.
- Find an avenue at local military installations to get the word out regarding our local SWE section; hold a membership drive at these locations (very large engineering/technical community at these locations)
- Provide forum for senior professional members to formally mentor junior professional members
- Initiate contact with former section members to determine why they dropped their membership and how we can improve member retention
- Find other areas from which to recruit such as local engineering/technical college and distance learning centers: Pensacola Junior College, Northwest Florida State College, UF Research and Engineering Education Facility, Embry Riddle Aeronautical University

5. The following fundraising ideas were discussed:

- Contact local companies for sponsorship

- Investigate selling section T-shirts, notebooks, satchels/bags
- Restaurant Night (local restaurant donates percentage of profit to organization; this is used heavily in our area to support local high school booster clubs and church organizations)
- Girls Night Out
- Dinner Event

6. To provide a forum to easily communicate with all members, the section will establish a community within the SWE website. Additionally, other social networking sites will be used to promote our section such as Facebook.

7. Roles and Responsibilities were discussed briefly and the list reviewed. All agreed it looked good. Since VP is often a bit vague this was discussed as well. VP this year will focus on keeping the membership and fundraising moving at a good clip. Rebecca will focus on organizing our operations.

8. Action Items:

- a. Christine to draft a strategic plan and route to board and committee heads NLT 17 Aug 09 for review
- b. Nancy to establish Facebook page
- c. Rebecca and Christine to scrub email list and membership list NLT 28 Aug 09
- d. Establish area on SWE Communities for us to post meeting minutes and documents to be edited and discussed
- e. Establish NW FL SWE List Serv – Christine figure out process
- f. Christine will contact Laura White to begin working on website.

9. The board meeting was adjourned following the completion of the Region D Leadership Virtual Forum.

christine.buziak 8/14/09 8:08 AM
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