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Greetings from the University of Wisconsin Society of Women Engineers!

This fall semester has been a great one! Throughout the past few months, we have been able to interact with an ever-growing membership with the generous assistance of our supporters and the commitment of our officer team.

With an uncharacteristically young officer team, we had the opportunity to discuss and refocus our goals and strategies. Spending this time assessing our present tactics has proven to be a great asset! We have continued to focus our efforts to fulfill our mission through professional development, social, and outreach events. We have increased our participation in a variety of community service events happening across our campus and community. As we approach the end of this semester, we are excited to onboard our newly elected officers and continue our efforts to flourish.

We are also extremely fortunate to have many strong supporters amongst the SWE Alumni, Corporations, the University, and the Madison community. Our success is a direct result of our supporters. We are looking forward to growing these connections with you through our upcoming events!

Thank you for your support and vested interest! On Wisconsin!

Nivedita Singh
Society of Women Engineers President 2014-2015
It has been a busy fall for the Girl Scout Committee! We started out the semester co-hosting a LEGO® Engine Build with the Women's Affinity Group at Cummins' Stoughton, WI campus. Local Girl Scouts and their families traveled to Cummins' campus, where they learned about engineering and helped to build a LEGO® replica of the QSK95 train engine. We also hosted three Girl Scout Patch Days, one each for Brownies, Juniors, and Cadettes. These events focused on exposing the girls to Biomedical Engineering and how engineers use problem solving and other tools to help make people healthier. Throughout the day, the girls were able to build their own biomechanical hand out of straws, string, and cardboard, learn about kidney filtration and the problems engineering face when designing dialysis machines, and ask Biomedical Engineers questions about what they do. We are looking forward to next semester and are in the process of planning a workshop on friction, aerodynamics, and potential energy to help a troop of Girl Scouts design cars for a Pinewood Derby. We cannot wait to see how they take their physics and engineering knowledge and apply it to the derby!

Meghan Turner & Genny Pfister

We had a great semester serving the community through different events! We kicked off the semester by sponsoring the College of Engineering blood drive, where we collected 40 units of blood and saved 120 lives—great job! We volunteered at the Henry Vilas Zoo during their Zoo Fun Run and Halloween at the Zoo event, and also helped out at the Aldo Leopold Nature Center’s Fall Fundraiser, Pipers in the Prairie, and their Fall Festival. We enjoyed helping out at the Wisconsin Science Festival, and also participated in cleaning up the Lakeshore Nature Preserve. On the afternoon of Halloween, a group of SWEsters went around trick-or-treating for canned goods for the local food shelf and collected the most food out of all of the engineering student organizations—way to go! Before the semester ended, we also volunteered at the River Food Pantry and at the WID’s After-School Expedition Program. A huge thank you to all of our wonderful volunteers! Next semester will certainly be as exciting, as we will be planning the Capital Science and Engineering Fair, volunteering at the hockey concession stands, helping out Madison’ Habitat for Humanity chapter, participating in UW-Madison’s Relay for Life, planning a SWE community service day on campus, as well as various other community service opportunities. Looking forward to another great semester!

Meghan Noel
School Outreach

This semester in School Outreach we worked with middle school girls in the Girls Inc. program doing fun activities related to engineering. Their favorite was the nail polish activity where we talked about the chemical engineering that goes into everyday products, we also learned that nail polish dissolves Styrofoam! We also started working one on one with our mentees for the Madison Middle School Science Symposium and discussed the topic they will be working one. We will continue you working with them after winter break. Next semester we are planning to start a shadowing program where high school and middle school student can come hang out with a SWE member for the day.

Madelynn Bouche

Mentoring & Section Vitality

With over 60 people participating in Mentoring Committee’s Big Sib Little Sib program this Fall semester, our committee has done a lot for the newest members of SWE! Our Big Sib Little Sib program pairs like-majored underclassmen with upperclassmen together to create groups of 5-6 members that we call SWE families. This term, we had a total of 12 families and helped 23 freshmen engineering students find a place in SWE. We have done biweekly study nights since October and also had two social nights, one being a Thanksgiving potluck this past week. The first week of December, we will be having our last mentoring night at Wheelhouse Studios, located in Memorial Union, making crafts! We will also be announcing a winner to the semester-long mentoring BSLS competition: the family who hangs out the most, wins! We use a points system to keep track of how often families get together. They log their points into a spreadsheet based on where they went, how many people were there, and whether or not it was a SWE event. This encourages families to get together outside of Mentoring Committee’s planned events and gives the opportunity for the upperclassmen to reach out to their family members personally, or vice-versa. At the end of this semester, we will start planning Day on Campus- a large, whole-day event for high school senior women accepted to the UW College of Engineering- and continue with the BSLS program through the spring!

Amanda Salzman & Rachel Hollingworth
Special Events hopes to create an environment to establish friendships and make connections with other members of SWE no matter the major or grade level. Highlights of the semester include participating in intramural soccer and flag football, visiting the Comedy Club on State St., picking apples at Eplegaarden, going to see the Mockingjay premiere, and running in the Santa Run 5k.

Another huge accomplishment was planning SWE’s involvement with the American Society of Mechanical Engineers in UW’s 2014 homecoming parade. The parade was a great way to show our campus and community some SWE pride while advocating for women in STEM majors.

Next semester we are hoping to engage our SWE section with more fun events. The big ones to look forward to are participating in Engineer week (where we will work to defend last year’s 1st place title), and the winter formal!

Alex Quast & Bridget Schuessler
Grad Affairs provides resources regarding graduate school to both undergraduate and graduate SWE members. We had three coffee house chats this semester—covering the benefits of grad school, the application process, and planning for grad school. Coffee house chats allow students to ask questions and learn about opportunities in an informal setting. Other topics to be discussed include how to get funding, when to attend grad school, M.S. versus Ph.D. degrees, and the transition from undergrad to grad level. We look forward to more riveting discussions next semester!

Kristen Rasske

Every year, the ETC Camp committee plans a week-long summer camp for high school sophomore and junior girls who are interested in an engineering-related field. This year will be ETC’s 23rd year and will be held June 14 - 19 2015. Registration opened at the beginning of the month, and we have already had 75 applicants! We have begun outlining a tentative schedule and reserved a lecture hall for the week’s activities. Activities are not yet scheduled but will likely include perennial favorites like making Gloop with BP and dropping eggs with GE as well as brand new content! Looking forward, we would like to begin keeping metrics on how many former ETC campers go on to college for an engineering degree, how many join a SWE section, and how many remain in engineering and graduate with a degree. We know through individual stories that ETC makes a huge difference in the lives of many young women, and soon we will have the numbers to show it!

Katie Cook & Lori Bierman
This semester, Freshmen Committee focused on informing freshmen members about the benefits of being a member of SWE, encouraging involvement in other committees in SWE, and event-planning. Incoming freshmen members learned more about what SWE is and how to get involved through multiple Freshman Committee meetings. Many gained a variety of experiences through the different SWE events and opportunities. As a team, Freshmen Committee planned two main events for SWE this semester: the Late Night Ice Skate and the Ugly Christmas Sweater Party. After a semester of this much activity, members were able to become more involved in SWE and gain confidence in taking more leadership in SWE.

Susan Yang
This fall semester SWE has had many events with our company sponsors (Friends of SWE). This has included our monthly section meetings, and our super section meeting which this year we had seven companies attend! SWE members also toured Epic and are looking forward to a weekend plant trip next semester. It has been tradition to tour the Chicago area, but we are also looking into the Milwaukee area in the next semester. If you are interested in becoming a Friend of SWE, hosting a meeting, a plant tour, or just finding more out about our organization please submit your information to our company database! You can find this under the ‘For Industry’ tab on our SWE website. (http://swe.slc.engr.wisc.edu/industry/sponsorship.php)

Thank you for your continued support of SWE!

Abby Stewart

Each year SWE sponsors its annual Evening with Industry (EWI) networking banquet. This year it will be held on February 2, 2015 at Gordon Commons from 5-9pm. This event promotes networking between company representatives and engineering students through a career fair, dinner, raffle, and awards ceremony. Students and company representatives alike are able to interact in a smaller, more personal setting to discuss potential career opportunities in engineering. In the past, we have had more than 20 companies and 150 students in attendance. Twelve companies have already registered for this year. The cost is $5 for SWE members and $8 for non-SWE members, which includes a $20 dinner and night of fun. The cost for companies is $200, which includes a booth at the career fair and dinner for 2 representatives. We look forward to seeing you there!

Megan Nelson
Boeing Tech Team is a design competition in which SWE sections around the country contact sponsors to find a project and compete with their final prototype and presentation against SWE sections from other universities. This year the Boeing team worked closely with Fiskars to design a new way to injection mold plastic pottery that allows for easy aesthetic design changes. The team has worked very hard over the past year to come up with new designs and ideas to solve this complex problem. Working with Fiskars has been a great experience and team members had the opportunity to learn about the injection molding manufacturing process. The team had the opportunity to go to Fiskars’s global headquarters in Madison, WI and meet people from the research and development, management, and marketing teams. The team is now in the process of finding a company sponsor for the 2015 competition.

Kaitlin Lohr & Charlotte Keleske
Thank you to our sponsors!

We are very fortunate to have such close relationships with many businesses and companies, who choose to donate knowledge, time, and funds to our organization. These donations to our organization are a huge reason why we are so heavily involved on campus and in the community as we are. We are extremely grateful for our corporate Friends of SWE, and we want to say thank you for being so gracious to our organization.

Interested in sponsoring SWE?

The numerous activities hosted by SWE every year are only possible through the generous donations from our industry sponsors. If you or your company is interested in sponsoring SWE, the Corporate Sponsorship section of our webpage can be found at:

http://swe.slc.engr.wisc.edu//industry/sponsorship.php
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Rachel Hollingworth

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