

Institutionalizing “Networking 2.0”

Betty Shanahan. MSE, MBA
Executive Director & CEO
Society of Women Engineers
14 November 2013



Society of
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

The Society of Women Engineers

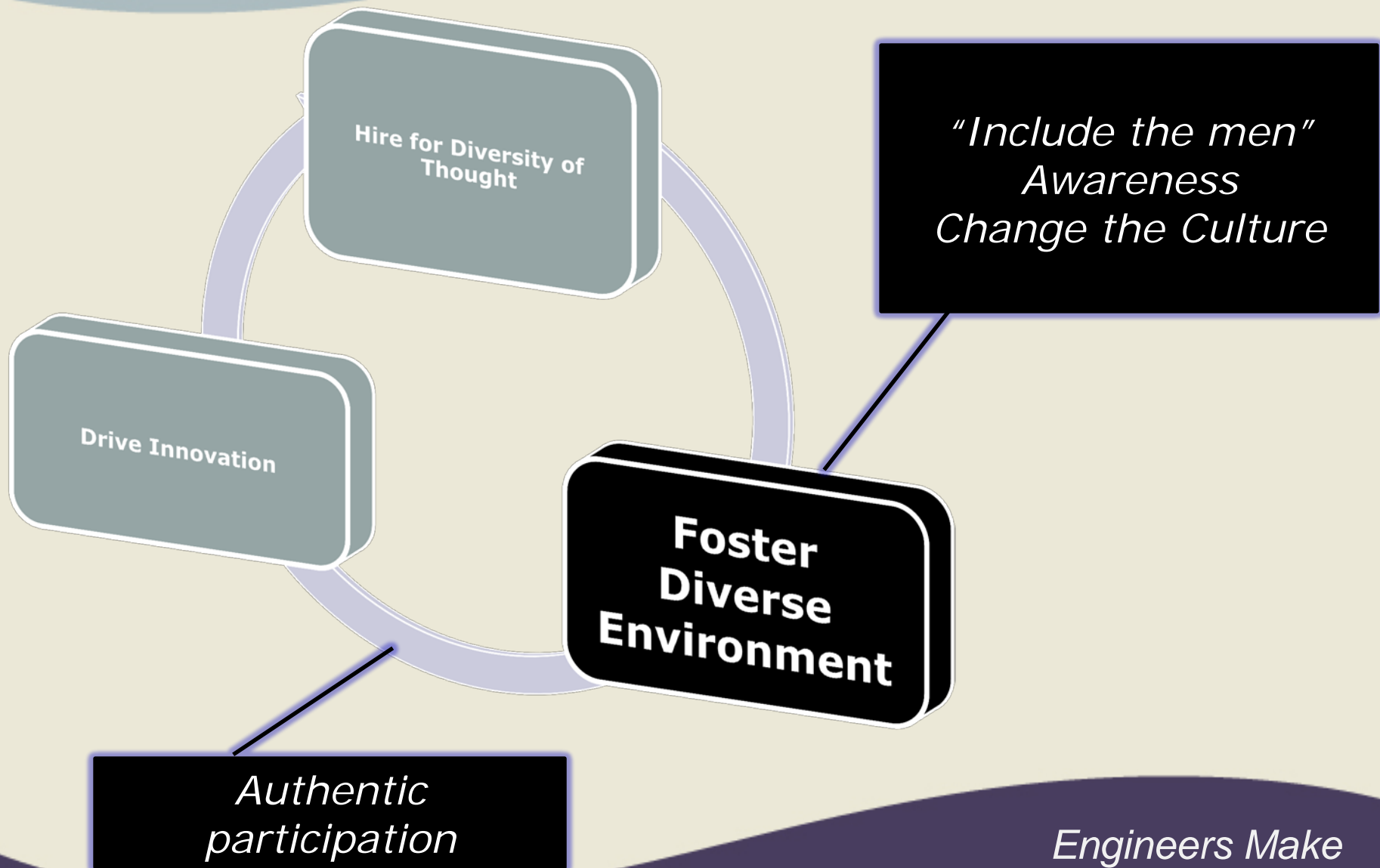


Founded in 1950, the Society of Women Engineers (SWE) is the driving force that establishes engineering as a highly desirable career aspiration for women.

SWE empowers women to succeed and advance in those aspirations and receive the recognition and credit for their life-changing contributions and achievements as engineers and leaders.

*Engineers Make
a World of Difference*

For Women to “Make a World of Difference”



*Engineers Make
a World of Difference*

Cultural Competence Elements

Valuing diversity

Having the capacity for cultural self-assessment

Being conscious of the dynamics inherent when cultures interact

Having institutionalized culture knowledge

Having developed adaptations to service delivery reflecting an understanding of cultural diversity

*Engineers Make
a World of Difference*

We value diversity...

- Be fair, let everyone participate
- Get more people in science and engineering and be more competitive
- Be smart and use untapped talent

- BUT many believe:
 - We are fair
 - Everybody who wants to get in, can get in
 - Our systems for recruitment get the best and the willing
 - Science and engineering are meritocracies where individuals are judged by their work

“I believe that in no case was this discrimination conscious or deliberate. Indeed, it was usually totally unconscious and unknowing. Nevertheless, the effects were and are real.”

Dean Robert J. Birgeneau's introductory comments
MIT Report on the Status of Women
(Massachusetts Institute of Technology, 1999)

*Engineers Make
a World of Difference*

Cultural Competence Elements

Valuing diversity

Having the capacity for cultural self-assessment

Being conscious of the dynamics inherent when cultures interact

Having institutionalized culture knowledge

Having developed adaptations to service delivery reflecting an understanding of cultural diversity

*Engineers Make
a World of Difference*

Illusion of Inclusion

- It appears that women are both better represented among engineers and more integrated into the profession of engineering than is in fact the case
- “A little visibility goes a long way.” The presence of a few women engineers is interpreted as an indicator that women are an integral part of the engineering profession.
- The unwarranted assumption that academic degrees, professional certificates, and professional society membership are synonymous with inclusion.
- Women are often relegated to the “outer circle”
 - Number/% of positions of control of resources and make decisions
 - Number /% of position of membership in honorific societies and professional prize recipients



“ IF WE TURN INTO
MEN IN HIGH HEELS
we’ll lose the value of
diversity”

Betty Shanahan
Executive Director & CEO



Society of
Women Engineers

Visit SWE.org

Cultural Competence Elements

Valuing diversity

Having the capacity for cultural self-assessment

Being conscious of the dynamics inherent when cultures interact

Having institutionalized culture knowledge

Having developed adaptations to service delivery reflecting an understanding of cultural diversity

*Engineers Make
a World of Difference*

*How do we institutionalize
“Networking 2.0”?*

*Engineers Make
a World of Difference*