**What is SWE Advocacy?**

* SWE members who vocalize their passions and share their support of SWE publicly in their community.
* Your message is as personal as your relationship to SWE.
* Your community is wherever you are involved and invested.

**Why be a SWE Advocate?**

* Foster collaboration between groups
* Share an advocacy mission
* Join forces on a STEM project
* Garner support from someone with unique influence
* Obtain funding or sponsorship for a special project
* Publicize a success or draw attention to an effective leader or teacher
* Gain attention for an activity or project
* Gain new members for your section

**Tell Your SWE Story**

* **S**ubject/Situation: Pick a particularly memorable experience.
* **O**bjective of the Event or Experience: What drew you to it and was the goal?
* **A**ction/Activity: What was the activity and how did you participate?
* **R**esults/Reactions: What were the results of the activity or event and how did it make you feel? What were the reactions of others?

**Be Prepared for All Situations**

* Practice your SOAR story to become confident and comfortable
* Some people may raise objections or negative comments, have a few examples or retorts ready
* Use statistics or facts to strengthen your personal story

**Recap**

* Take your passion and involvement in SWE and share it with others!
* Tailor your advocacy to the situation and the audience.
* Demonstrate that SWE is as much a part of your community as you are a part of SWE.

**Resources**

* Books/Briefs/Reports
	+ “Why So Few? Women in Science, Technology, Engineering, and Mathematics,” AAUW Report, 2010

<http://www.aauw.org/research/why-so-few/>

* + Advocacy: Championing Ideas & Influencing Others, John A. Daly, 2011

<http://yalepress.yale.edu/book.asp?isbn=030016775X>

* “Engineering Emergency: African Americans and Hispanics Lack Pathways to Engineering”, Change the Equation Report and Infographic, 2014 <http://changetheequation.org/sites/default/files/CTE_VitalSigns_Engineering_V5.pdf> <http://changetheequation.org/engineering-emergency>
	+ “Underrepresented Minority Women in Engineering”, National Action Council for Minorities in Engineering (NACME) Policy Brief, 2013 <http://www.nacme.org/publications/research_briefs/URMWomeninEngineering.pdf>
	+ "Stemming the Tide: Why Women Leave Engineering”, National Science Foundation (NSF) Report, 2012

<http://studyofwork.com/files/2011/03/NSF_Women-Full-Report-0314.pdf>

* + “U.S. Science and Engineering Workforce: Trends and Composition”, National Science Board, Science and Engineering Indicators, 2014

<http://www.nsf.gov/statistics/seind14/index.cfm/digest/trends.htm>

* Websites
	+ About SWE (mission, vision, values, etc.) [http://societyofwomenengineers.swe.org/index.php/about-swe#activePanels\_](http://societyofwomenengineers.swe.org/index.php/about-swe)
	+ SWE Public policy [http://societyofwomenengineers.swe.org/index.php/membership/public-policy#activePanels\_](http://societyofwomenengineers.swe.org/index.php/membership/public-policy)