



2019 NDIA Leadership Conference

October 31, 2019

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Engineering Outreach

Diane Phillips

Secretary

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Empowering Women in Science & Engineering

2019 NDIA Leadership Conference

Wednesday, October 2

The Inspiration



Dr. Jean Vandergheynst

- **The new female Dean of the College of Engineering at the University of Massachusetts Dartmouth**
- **The Dean's personal challenge to keep females in the College of Engineering through graduation**



UMass

| Dartmouth

UMass Dartmouth Engineering Female Graduates - below National Average

National Average

BACHELOR'S DEGREES BY GENDER, 2018



| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Female | 18.0% | 17.8% | 18.1% | 18.4% | 18.9% | 19.1% | 19.9% | 20.9% | 21.3% |
| Male | 82.0% | 82.2% | 81.9% | 81.6% | 81.1% | 80.9% | 80.1% | 79.1% | 78.7% |

The University of Massachusetts Dartmouth College of Engineering's percentage of female BS graduates has been BELOW the National Average of 21.9% in 2018

UMassD College of Engineering female graduates remains 15% (2017-2019)

The Objectives

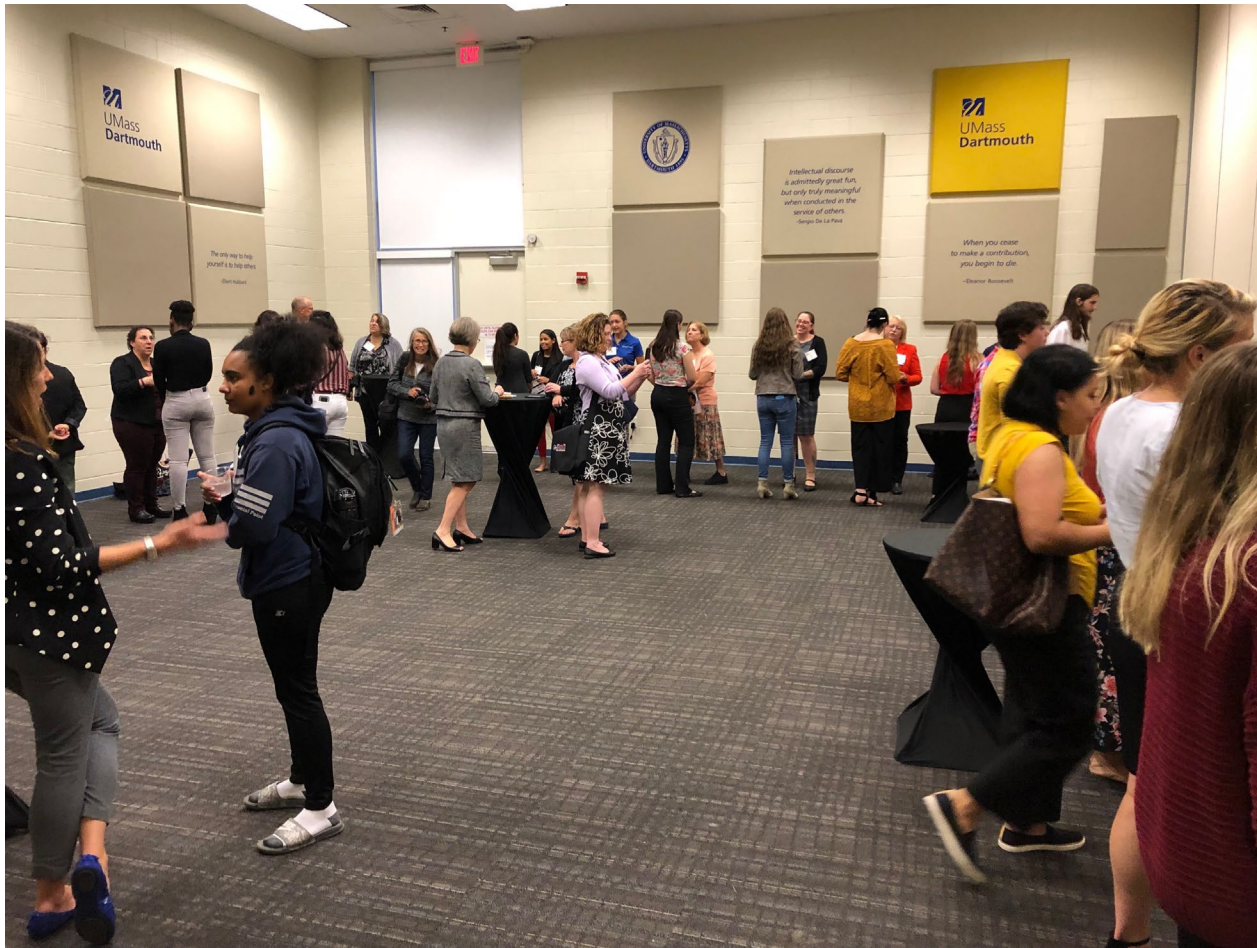
- **Create an event to establish a dialogue between National Defense professionals and College of Engineering female students to capture their interests and encourage their continued engineering education**
- **WID-GBC's inaugural event for educational advancement**
- **Expand WID-GBC impact to the South Shore of Boston**

A national research university that provides a private college educational experience and public university value.



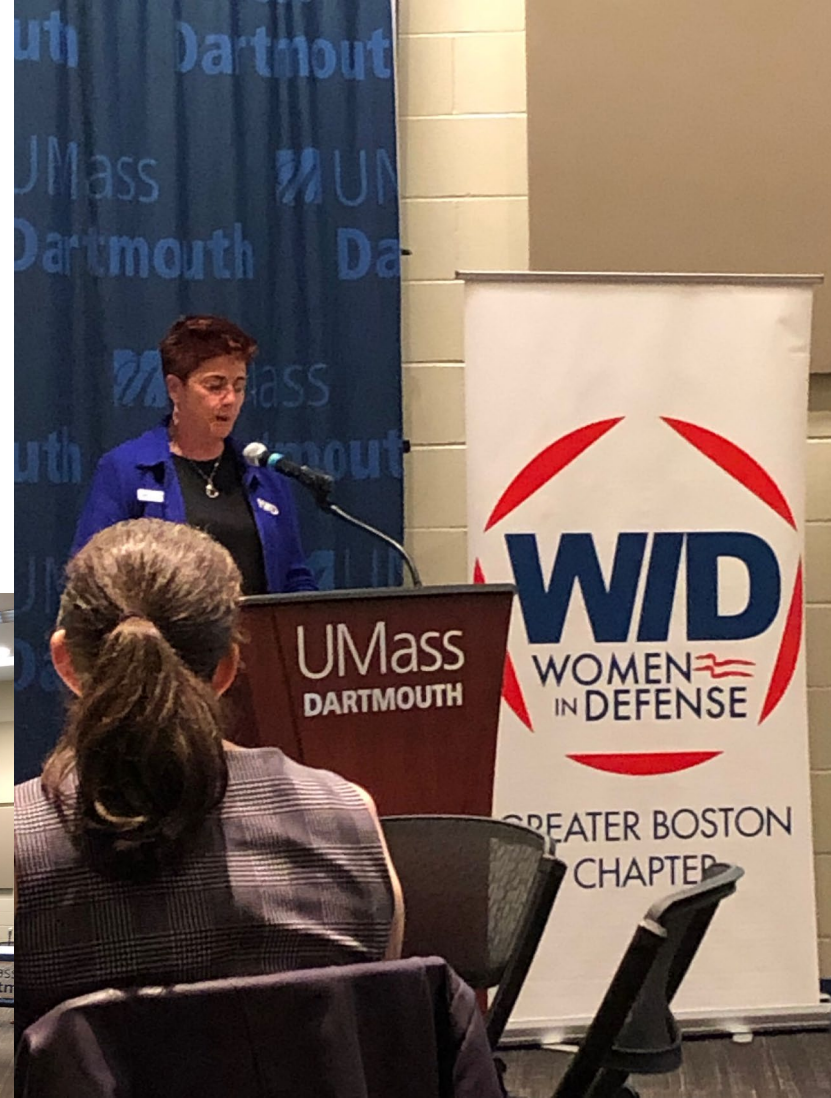
The Event – Room One

- **Registration/informal networking**
- **Speed Networking**



The Event – Room Two

- Buffet Dinner
 - Keynote Speaker
- INSPIRING!!



A Panel Discussion – Women Leaders

- Senior Engineering Manager
General Dynamics
- Deputy VP Engineering
BAE
- Executive Director
**Southeastern New
England Industrial
Association (SENEDIA)**
- Executive Director
WID
- Chief Scientist
**Combat Capabilities
Command – Soldier
Center (CCDC-SC)**



Discussion moderated by: **Dean, College of Engineering**

Women In Defense National Corporate Sponsors



An Affiliate of NDIA



DELL Technologies

carahsoft.



Bloomberg
Government

Deloitte.



leidos

Event Sponsors

GENERAL DYNAMICS
Mission Systems



BEACON
INTERACTIVE SYSTEMS

sponsors

The Results

- **Financial Summary:**
 - + \$ 578 Registration income
 - + \$3,160 Sponsorship income
 - \$2,385 Catering
 - + \$1,353 NET proceeds
- **Registration (two sites)/Attendance: 70 (90 Registered)**
 - 50% students, 43% industry, 7% academia
 - 45% of non-students were WID members
- **WID-GBC website newsletter:** subscription increase 10%
- **New sponsors:** General Dynamics, SENEDIA, JRAD
- **Mentor/Mentee relationships:** Over a dozen being developed
- **WID-GBC Member Registration:** Up 8% and new regional impact area
- **First WID-GBC scholarship:** \$1,000

What worked

- **Rachel McCaffrey!**
- **Enthusiastic and Engaged University Staff – biweekly/weekly calls, worked badges/sign-in**
- **UMass Dartmouth Career Center preparation**
- **Sponsorships**
- **Marketing – old school and social media/Dean invitations**
- **Registration – two venues, minimal cost**
- **Early arrival of the Keynote/Panel members**
- **Recruitment**
- **The students – Fabulous!**

What didn't

- **The Weather!**
- **The Networking room got LOUD fast**
- **Signage – getting back to the cars**
- **Definition on WID-GBCs payment obligation**

Replication

- **Executive Director, WID:**
“A model event for other WID Chapters”
- **Director, UMass Dartmouth Advancement Office**
“A model event for other UMass Dartmouth colleges and their industrial base”

Let WID-GBC help your Chapter plan and execute a similar event!



Questions?

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