

**ASCE Pittsburgh Section Diversity Committee  
SMART Goal 1, 2015-2018**

**Specific – WHO? WHAT?**

The Diversity Committee will increase Section female membership by 2018.

**Measurement/Assessment – HOW?**

The Diversity Committee will utilize short-term planning tools such as the Section Survey and National demographic data findings requested from National to establish trends in the female Section members such as preference for technical topics, locations for events, etc. to identify outreach possibilities and plan future events to entice more women to participate. The Diversity committee will provide updates on these research efforts at Board meetings.

**Attainable/Achieve – REASONABLE?**

The Diversity Committee officers, or an ad-hoc committee, will mentor Committee members and volunteers to gather and review the survey and national data. The data gathering will be completed by the end of 2015; the review will begin as soon as data is obtained and culminate no later than April 2016.

**Relevant – EXPECTED RESULT?**

The Diversity Committee will identify three outreach strategies to increase the participation of female Section members by April 2016. We will then implement these strategies starting in May 2016 to increase the participation of women in our Section's events and seminars by no less than 10%. **(Quantitative comparison to be established based on demographic data obtained from National and/or our Section Survey).**

**Timed – WHEN?**

The Diversity Committee is targeting achieving the increase in women participating in Section events and activities by April 2018.