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Dear SHPE Chapter Leader,

SHPE’s national impact is only possible because of our chapter membership model. And this model is wholly dependent on the tenacity and strength of local chapter leaders - leaders like you.

Everyday, you and your fellow chapter leaders help SHPE achieve our mission and vision by dedicating your time and efforts to changing lives in your own communities. You are the key to our success, and we are committed to seeing you thrive.

Here at SHPE, we are always seeking ways to support, develop, and empower our leaders in real, innovative, and tangible ways.

Most notably, for the past 30+ years, we have offered our signature leadership development program, the National Institute for Leadership Advancement (NILA). NILA is an annual experience designed specifically for training SHPE chapter leaders. It is also the kick-off of our National Chapter Program (NCP). We are thrilled you are taking advantage of this incredible opportunity.

But as valuable as NILA is, we understand that our leaders need encouragement, inspiration, and assistance all year long. Which is exactly why this workbook was developed. We hope you’ll continuously utilize this as a reference, guide, and bank of resources created just for you.

SHPE would not be where we are today without our chapters and the people who fearlessly lead them. Regardless of your chapter size or status - no matter if you’re new, small or well established - the SHPE familia needs you. You are critical in bridging the gap between Hispanics and STEM.

We are deeply grateful for your service to our SHPE Familia.

¡Si se puede! - Brianne C. Martin
The National Chapter Program provides a chapter management, alignment compliance, and growth framework for SHPE chapters to realize the SHPE mission and vision through their events and functions that lead to increased member participation and success.

Chapter status color coding system:

- **New** = A chapter in progress and/or newly chartered within 6 - 12 months
- **Established** = A chapter who is excelling, functioning at a level of excellence
- **Active** = A chapter who meet the requirements
- **Struggling** = A chapter who has fallen short from meeting the requirements
- **Inactive** = A chapter who has not engaged or reported to SHPE in over 6 months

Requirements for a chapter to stay in good-standing/active status:

- Submit 4 quarterly chapter check-ins
- 10 members registered through shpeconnect.org
- 1 event/year
- Elections by April 15

Should you need any additional information, help, or support throughout the year, please email chapters@shpe.org
The Fiscal year runs from July 1 - June 30

Continuous Cycle

What You Inherit

Q1 (July, August, Sept)
- Orientation & Onboarding [June - July]
- NILA CCLP [June]
- July 15 – Chapter Contacts Due
- NILA President’s Summit [August]
- August 15 – Q1 Check-In

Q2 (Oct, Nov, Dec)
- Recruit Members
- Hispanic Heritage Month
- Oct 15 – Q2 Check-In
- Convention

What You Leave Behind

Q3 (Jan, Feb, March)
- Jan 15 – Q3 Check-In
- Member Engagement [Feb]
- Engineers Week [Feb]
- Succession Planning, Identify Next Leaders [March]

Q4 (April, May, June)
- April 15 – Chapter Elections
- May 15 – Q4 Check-In

More information at:
about NILA

NILA is an acronym for the National Institute of Leadership Advancement and like any learning and advancement, you will only get out of this experience what you put into it. We ask that you utilize NILA as a launching pad for growing your chapter. The concepts, exercises, and tools you develop during the duration of NILA are meant to be revisited, practiced, and actually used.

• Purpose: To develop the next generation of Hispanic leaders in the STEM workforce and align their local operations to realize SHPE’s mission.

• Objectives:

  ✓ Develop participants into competent and committed leaders that positively advance themselves and their communities.

  ✓ Educate and prepare participants to lead chapter operations in alignment with SHPE’s mission, vision, and strategic plan.

  ✓ Empower participants to engage and organize SHPE members, community partners, and stakeholders.

This Chapter Leader’s Workbook was developed and created to serve as a reference – for you to outline your ideas, questions, write down best practices and notes to yourself to revisit through your term as a chapter leader (yes, all year long).
“In every position that I’ve been in, there have been naysayers who don’t believe I’m qualified. I feel a special responsibility to prove them wrong.”

- SONIA SOTOMAYOR
NILA 2022 will take place in two parts.

Part One: Certified Chapter Leader Program
For all chapter leaders/e-board members and regional leaders.

JUNE 16-18 (VIRTUAL)

What You’ll Leave With:

✓ Easy-to-apply Information about SHPE’s mission, vision, and strategic plan; as well as, programs and events
✓ A plan started for chapter operations and community engagement (Chapter Management Tool)
✓ Access to SHPE resources and chapter toolkits
✓ An established, supportive peer network

How to Prepare for NILA: CCLP

✓ Step 1 Test your computer to ensure your computer, microphone, and webcam are working properly
✓ Step 2 Make sure I am in a good location with few distractions and I am screen ready.
✓ Step 3 Log into the NILA virtual conference platform - Note you will receive login instructions by June 13th. If you do not receive an e-mail by that time, contact nila@shpe.org.
✓ Step 4 Create your profile
✓ Step 5 Review the NILA Chapter Leader Workbook
Logistics

TIPS FOR PARTICIPATING

• Please note that Google Chrome is recommended to view the platform on the desktop. Other browsers may work, but older browsers will limit functionality available.

• Login at least 15 minutes early each day

• If you need technical support, use the chat function in the platform. Or contact nila@shpe.org

• Take and share photos of your NILA virtual experience on Instagram and Facebook, use #NILA2022 and tag @SHPENational on Instagram/Facebook or @SHPE on Twitter

• Remember to complete the evaluations! These will be shared via e-mail during and after the conference.
You’ll Leave With the Ability to:

- Identify and analyze cultural identities to enhance your leadership style
- Formulate approaches to solve and overcome challenges
- Communicate your authentic leadership style to others in a more compelling way
- Distinguish external forces of conscious and unconscious biases, and the internal forces that create tensions for many Latinos
- Review and apply insights from highly successful Latino executives
- Engage with various partners to problem-solve through collaboration
- Understand your personal leadership skills and leadership style

How to Prepare for NILA: Presidents Summit

- **Step 1**
  You will be receiving the book “Authentico” in June. Be sure to read the book prior to the Presidents Summit.

- **Step 2**
  Watch for the Know Before You Go email to know what to wear and pack.

Logistics

- Plan to arrive in Orlando, FL on Wednesday, August 3rd and depart on Sunday, August 7th.
- If you have purchased registration which includes airfare, you will receive a link from SHPE to make your flight reservations. Please do so by the deadline noted in the e-mail.
- If you have purchased registration without airfare, please send your arrival and departure dates to events@shpe.org no later than July 1.
8 Ways to Maximize Your NILA Experience

1. Be Open to Learning
   Not everything will have a checklist, instructions, or step-by-step guides on how to run a chapter or how to be a leader. There will certainly be templates and guides to support you, but we’re here to help you learn to be a critical-thinker and problem solver!

2. Be Present
   Please no scrolling through TikTok, IG feeds, Snapchat or any other social media platforms.

3. Challenge Ideas, Not People
   Diversity of thought and experience helps us all grow. Please be respectful and open-minded when collaborating with fellow Familia members.

4. Share Ideas, Experiences, Thoughts!
   In sessions and breakouts full of other chapter leaders – open up and share your ideas, experiences, and thoughts.
5 Be Willing to Call Time-Out If Discussions Go Astray
Don’t be afraid to keep everyone focused and on track.

6 Network
Meet people and build new relationships.

7 Ask Questions
Be curious. Ask away and learn as much as you can!

8 Have Fun & Keep It Going!
You’ll only get out of this experience as much as you put in. Show up and have a blast! Be sure you stay in contact with members of your learning cohort, regional leaders, and fellow chapter leaders throughout the year. We are better together.
Chapter Affiliation Agreement

Per SHPE Bylaws Section 10.1, this Chapter Affiliation Agreement was established to define the relationship between SHPE and its chapters. Additionally, it provides the operating framework of expectations and understanding of a chapter’s responsibilities to and with the SHPE organization as a whole.

SHPE Bylaws: shpe.org/chapter-workbook

Chapter Bylaws: shpe.org/chapter-workbook
### Agenda - June 16

<table>
<thead>
<tr>
<th>Pacific Time</th>
<th>Eastern Time</th>
<th>Thursday, June 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-11:30 AM</td>
<td>2:00-2:30 PM</td>
<td><strong>Opening Session</strong></td>
</tr>
<tr>
<td>11:30-12:30 PM</td>
<td>2:30-3:30 PM</td>
<td><strong>Your Responsibility, Accountability &amp; Liability as a SHPE Leader</strong></td>
</tr>
<tr>
<td>12:30-12:45 PM</td>
<td>3:30-3:45 PM</td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td>12:45-1:45 PM</td>
<td>3:45-4:45 PM</td>
<td><strong>Chapter Strategy</strong></td>
</tr>
<tr>
<td>1:45-2:00 PM</td>
<td>4:45-5:00 PM</td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td>2:00-3:00 PM</td>
<td>5:00-6:00 PM</td>
<td><strong>Chapter Operations</strong></td>
</tr>
<tr>
<td>3:00-3:45 PM</td>
<td>6:00-6:45 PM</td>
<td><strong>Chapter Strategy Breakouts</strong></td>
</tr>
<tr>
<td>3:45-4:15 PM</td>
<td>6:45-7:15 PM</td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td>4:15-5:00 PM</td>
<td>7:15-8:00 PM</td>
<td><strong>Role Specific Breakouts</strong></td>
</tr>
<tr>
<td>5:00-6:15 PM</td>
<td>8:00-9:15 PM</td>
<td><strong>Chapter Leader Networking Activity</strong></td>
</tr>
</tbody>
</table>

**NOTE:** The agenda above is for the **NILA: Certified Chapter Leader (CCLP)**. Agendas will be updated leading up to the events. Visit [shpe.org/nila2022](http://shpe.org/nila2022) for the latest agendas.
1 Part One:
Certified Chapter Leader Program

Agenda - June 17

<table>
<thead>
<tr>
<th>Pacific Time</th>
<th>Eastern Time</th>
<th>Friday, June 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-11:45 AM</td>
<td>2:00-2:45 PM</td>
<td>Best of the Best</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Award Winning Chapter Panel</td>
</tr>
<tr>
<td>11:45-12:30 PM</td>
<td>2:45-3:30 PM</td>
<td>Membership</td>
</tr>
<tr>
<td>12:30-1:15 PM</td>
<td>3:30-4:15 PM</td>
<td>Membership Breakouts</td>
</tr>
<tr>
<td>12:30-1:15 PM</td>
<td>4:30-5:15 PM</td>
<td>Sponsor Showcase</td>
</tr>
<tr>
<td>1:15-1:30 PM</td>
<td>5:15-5:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:30-2:15 PM</td>
<td>5:30-6:15 PM</td>
<td>Chapter Finance</td>
</tr>
<tr>
<td>2:15-3:00 PM</td>
<td>6:15-7:00 PM</td>
<td>Incorporating SHPE Programs into Your Chapter</td>
</tr>
<tr>
<td>3:00-3:45 PM</td>
<td>7:00-7:45 PM</td>
<td>Chapter Events</td>
</tr>
<tr>
<td>3:45-4:15 PM</td>
<td>7:45-8:15 PM</td>
<td>Day 2 Wrap Up</td>
</tr>
<tr>
<td>4:15-5:00 PM</td>
<td>8:15-9:00 PM</td>
<td>Regional Networking Event</td>
</tr>
</tbody>
</table>

NOTE: The agenda above is for the NILA: Certified Chapter Leader (CCLP). Agendas will be updated leading up to the events. Visit [shpe.org/nila2022](http://shpe.org/nila2022) for the latest agendas.
Agenda - June 18

<table>
<thead>
<tr>
<th>Pacific Time</th>
<th>Eastern Time</th>
<th>Saturday, June 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:45 AM</td>
<td>12:00-12:45 PM</td>
<td>Best of the Best</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Award Winning Chapter Panel</td>
</tr>
<tr>
<td>9:45-10:45 AM</td>
<td>12:45-1:45 PM</td>
<td>Fundraising</td>
</tr>
<tr>
<td>10:45-11:00 AM</td>
<td>1:45-2:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>11:00-11:45 AM</td>
<td>2:00-2:45 PM</td>
<td>Fundraising Breakouts</td>
</tr>
<tr>
<td>11:45-12:00 PM</td>
<td>2:45-3:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>12:00-1:00 PM</td>
<td>3:00-4:00 PM</td>
<td>Marketing</td>
</tr>
<tr>
<td>1:00-1:30 PM</td>
<td>4:00-4:30 PM</td>
<td>Mercado</td>
</tr>
<tr>
<td>1:30-1:45 PM</td>
<td>4:30-4:45 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:45-2:30 PM</td>
<td>4:45-5:30 PM</td>
<td>Deep Dive Breakouts</td>
</tr>
<tr>
<td>2:30-3:00 PM</td>
<td>5:30-6:00 PM</td>
<td>Closing Session</td>
</tr>
</tbody>
</table>

NOTE: The agenda above is for the NILA: Certified Chapter Leader (CCLP). Agendas will be updated leading up to the events. Visit shpe.org/nila2022 for the latest agendas.
Agenda - August 3

REGISTRATION: 3 PM - 9 PM

Eastern Time | Wednesday, August 3
---|---
8:00 AM-7:00 PM | Arrivals
3:00 PM | Registration Begins
7:00 PM-9:00 PM | Welcome Reception & Sponsor Speed Networking

August 3-7
Orlando, FL

NOTE: The agendas above and on the next few pages are for the NILA: Presidents Summit. Agendas will be updated leading up to the events. Visit shpe.org/nila2022 for the latest agendas.
## Agenda - August 4

**REGISTRATION: 8 AM - 8 PM**

<table>
<thead>
<tr>
<th>Eastern Time</th>
<th>Thursday, August 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM-9:30 AM</td>
<td>Breakfast “Meet Your SHPE Leaders”</td>
</tr>
<tr>
<td>9:30 AM-9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 AM-11:30 AM</td>
<td>Opening Sponsor Keynote &amp; Author Presentation</td>
</tr>
<tr>
<td>11:30 AM-12:45 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM-1:45 PM</td>
<td>Session 1</td>
</tr>
<tr>
<td>1:45 PM-2:15 PM</td>
<td>Panel</td>
</tr>
<tr>
<td>2:30 PM-3:15 PM</td>
<td>Application Breakouts</td>
</tr>
<tr>
<td>3:15 PM-3:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:30 PM-4:15 PM</td>
<td>Session 2</td>
</tr>
<tr>
<td>4:15 PM-4:45 PM</td>
<td>Panel</td>
</tr>
<tr>
<td>4:45 PM-5:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>5:00 PM-5:45 PM</td>
<td>Application Breakouts</td>
</tr>
<tr>
<td>5:45 PM-6:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>6:30 PM-8:00 PM</td>
<td>Dinner &amp; Keynote</td>
</tr>
<tr>
<td>8:00 PM-9:00 PM</td>
<td>Regional Meet Ups</td>
</tr>
</tbody>
</table>
### Agenda August 5

**REGISTRATION:** 8 AM - 6:30 PM

<table>
<thead>
<tr>
<th>Eastern Time</th>
<th>Friday, August 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM-9:30 AM</td>
<td>Breakfast &amp; Morning Motivation</td>
</tr>
<tr>
<td>9:30 AM-9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 AM-10:30 AM</td>
<td>Session 3</td>
</tr>
<tr>
<td>10:30 AM-11:00 AM</td>
<td>Panel</td>
</tr>
<tr>
<td>11:00 AM-11:15 AM</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 AM-12:00 PM</td>
<td>Application Breakouts</td>
</tr>
<tr>
<td>12:00 PM-1:30 PM</td>
<td>Lunch &amp; Keynote</td>
</tr>
<tr>
<td>1:45 PM-2:30 PM</td>
<td>Session 4</td>
</tr>
<tr>
<td>2:30 PM-3:00 PM</td>
<td>Panel</td>
</tr>
<tr>
<td>3:00 PM-3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 PM-4:00 PM</td>
<td>Application Breakouts</td>
</tr>
<tr>
<td>4:00 PM-4:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>4:15 PM-5:15 PM</td>
<td>Regional Meet-Up - Strategic Planning &amp; Alignment</td>
</tr>
<tr>
<td>5:15 PM-5:45 PM</td>
<td>Group Photo</td>
</tr>
<tr>
<td>5:45 PM-6:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>6:30 PM-8:00 PM</td>
<td>Dinner with Keynote &amp; Celebrate Chapters of the Year</td>
</tr>
<tr>
<td>8:00 PM-10:00 PM</td>
<td>Informal Networking/Social</td>
</tr>
</tbody>
</table>
## Agenda - August 6

**REGISTRATION:** 8:30 AM - 5 PM

<table>
<thead>
<tr>
<th>Eastern Time</th>
<th>Saturday, August 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM-9:30 AM</td>
<td>Breakfast with Wellness Activity</td>
</tr>
<tr>
<td>9:30 AM-9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 AM-12:15 PM</td>
<td>TBD</td>
</tr>
<tr>
<td>12:15 PM-1:30 PM</td>
<td>Lunch &amp; Keynote</td>
</tr>
<tr>
<td>1:45 PM-2:45 PM</td>
<td>Regional Meet-Up - Sponsorship Packet</td>
</tr>
<tr>
<td>2:45 PM-3:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 PM-6:00 PM</td>
<td>Group Activity</td>
</tr>
<tr>
<td>6:00 PM-10:00 PM</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**SUNDAY, AUGUST 7 IS FOR TRAVEL - NO ACTIVITIES PLANNED**
Thank You to our 2021-2022 Industry Partnership Council

The 2022-2023 IPCs were not confirmed as of the printing of this workbook, but a link to a full list will be available after July 1 at: shpe.org/chapter-workbook
Your Goals
For NILA

Why are you here?

What do you need help with to be a great chapter leader?

What would you like to leave knowing, doing, saying & thinking? Let’s start with the end in mind. Be intentional about all the learning and planning about to take place.
A leader is one who knows the way, goes the way, and shows the way.

= JOHN MAXWELL
Chapter Resources

A resource for you, a resource for you, and one for you too!

We know running a chapter can be a little overwhelming at times. Believe us, we don’t want you to start from scratch! Utilize SHPE resources, best practices shared from other chapters, and an abundance of references we’ve put together just for you.

All of the links references can be found in one place at:

*shpe.org/chapter-workbook*
How to O

Contact Us

CEO
ceo@shpe.org

BOARD CHAIR
boardchair@shpe.org

CAREER SERVICES
careercenter@shpe.org

CHAPTER SUPPORT
chapters@shpe.org

CORPORATE RELATIONS
partnerships@shpe.org

EVENTS
events@shpe.org

INFORMATION TECHNOLOGY
IT@shpe.org

MARKETING
marketing@shpe.org

MEMBERSHIP
membership@shpe.org

PROGRAMS
programs@shpe.org

A full list of staff is available online at: shpe.org/chapter-workbook

SHPE HQ

SHPE Headquarters
13181 Crossroads Parkway
North, Suite 220
City of Industry, CA 91746

SHPE East Coast Office
700 Pennsylvania Ave SE,
Suite 2106
Washington, DC 20003

P 323.725.3970
F 323.725.0316
E shpenational@shpe.org

Office Hours
9:00am – 5:00pm
Monday – Friday
MEET THE
National Board of Directors and Regional Leadership

The SHPE National Board of Directors (NBOD), composed of both elected and nominated board members, has oversight responsibility of the organization’s vision, governance, strategic direction, and financial stewardship.

The Regional Leaders, elected by SHPE members, lend operational support to the organization in the execution of its mission and strategic plan; and serve as a direct line of communication, guidance, and support for chapters and members.

For more information about the NBOD please see SHPE National Bylaws, Article 7 and for Regional Leaders SHPE National Bylaws, Article 11.

shpe.org/chapter-workbook
2021–2022
Board of Directors

Miguel Alemañy
Board Chair
boardchair@shpe.org

Emily Anne Vargas
Vice Chair
USC

Michael Wangen
Treasurer
IBM

Adriana Ocampo
Secretary
The Boeing Company

Emily L. Allen, PhD
Board Member
California State University, Los Angeles

Steve Bermudez
Board Member
Redline Ventures

Joaquin Gamboa
Board Member
Everly Health

Will Davis
Board Member
U.S. Government

Chris Hetner
Board Member
National Association of Corporate Directors

Fernando Paz
Board Member
Cox Automotive

Carista Ragan
Board Member
Stackpath

Leo Soto
Board Member
The Boeing Company

Nicolas Tempestini
Board Member
Accenture

Melanie Weber
Board Member
The Boeing Company

Juan Banchs
Board Member - Undergraduate
UCLA

Karen Santos
Board Member - Undergraduate
The Ohio State University

The 2022 Board Members were not available as of the printing of this workbook, but a link to them can be found after July 1 at: shpe.org/chapter-workbook
How to Contact
Regional Leadership

Region 1
Regional Vice President
rvp1@shpe.org
Regional Student Representative
rsr1@shpe.org
Regional Graduate Representative
rgr1@shpe.org
Regional Junior Representative
rjr1@shpe.org

Region 2
Regional Vice President
rvp2@shpe.org
Regional Student Representative
rsr2@shpe.org
Regional Graduate Representative
rgr2@shpe.org
Regional Junior Representative
rjr2@shpe.org

Northern CA, Northern NV, AK, OR, WA
AZ, HI, Southern CA, Southern NV
CO, ID, KS, MT, ND, NE, NM, SD, UT, WY
CT, PA, DC, PR, DE, RI, MA, VA, MD, VT, ME, WV, NH, NJ, NY
AL, AR, LA, MS, OK, TN, TX
IA, IL, IN, KY, MI, MN, MO, OH, WI
FL, GA, NC, SC

Region 1
Region 2

shpe.org/chapter-workbook
Region 3
Regional Vice President
rvp3@shpe.org
Regional Student Representative
rsr3@shpe.org
Regional Graduate Representative
rgr3@shpe.org
Regional Junior Representative
rjr3@shpe.org

Region 4
Regional Vice President
rvp4@shpe.org
Regional Student Representative
rsr4@shpe.org
Regional Graduate Representative
rgr4@shpe.org
Regional Junior Representative
rjr4@shpe.org

Region 5
Regional Vice President
rvp5@shpe.org
Regional Student Representative
rsr5@shpe.org
Regional Graduate Representative
rgr5@shpe.org
Regional Junior Representative
rjr5@shpe.org

Region 6
Regional Vice President
rvp6@shpe.org
Regional Student Representative
rsr6@shpe.org
Regional Graduate Representative
rgr6@shpe.org
Regional Junior Representative
rjr6@shpe.org

Region 7
Regional Vice President
rvp7@shpe.org
Regional Student Representative
rsr7@shpe.org
Regional Graduate Representative
rgr7@shpe.org
Regional Junior Representative
rjr7@shpe.org

The 2022 Regional Leaders were not available as of the printing of this workbook, but a link to them can be found after July 1 at: shpe.org/chapter-workbook
My Learning Cohort

“None of us is as smart as all of us.”
-Ken Blanchard

We’re all in this together! You’re grouped with a learning team, a cohort, of other chapters and individuals that you’ll be working with for the entirety of part one. Take down their contact info here so that you can stay in touch and support each other throughout the year.

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shpe.org/chapter-workbook
What SHPE is all about

**Mission**
SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.

**Vision**
SHPE’s vision is a world where Hispanics are highly valued and influenced as the leading innovators, scientists, mathematicians, and engineers.

**CORE VALUES**

- **Familia**
- **Service**
- **Education**
- **Resilience**
Strategic Goals

**STAY**

The Course
✓ Develop and foster the membership through culture of operational excellence and a cycle of implement, assess, and improve
✓ Offer a standardized catalog of best in class, scalable core programs and services with measurable impact
✓ Maintain reputation as a premier proponent of educational and career advancement for Hispanics in STEM

**GROW**

To Prosper
✓ Remain responsive to the newest scientific, technological, and corporate trends and develop new offerings accordingly that advance the mission of SHPE
✓ Diversify revenue streams and expand funding portfolio through mission-aligned connection and cultivation
✓ Become an innovative force propelling equity for Hispanics in STEM

**ESTABLISH**

Prestige & Respect in STEM
✓ Become a key influencer on Capitol Hill with deep reach and a reputation as the leading organization for Hispanics in STEM
✓ Attain professional and educational recognition of SHPE as the prominent brand and authentic voice of Hispanics in the STEM ecosystem
✓ Position SHPE as a “go-to” advocate, expert, and organizer for the Hispanics in STEM community

View the full 2022-2025 Strategic Plan online at: shpe.org/chapter-workbook
SHPE STEM Pathways

FIRST POSSIBLE INTRODUCTION TO SHPE

K-8
Elementary & Middle

9-12
High School

UNDERGRADUATE
Collegiate Pursuing STEM Majors

GRADUATE
Pursuing Masters or PH.D.

PROFESSIONAL
Early, Mid-career, and Manager

FACULTY/ACADEMIA
Professor or Dean

EXECUTIVE
VP, C-level Executive, Board Director

shpe.org/chapter-workbook
Membership

The SHPE Membership Team supports, trains, and provides services to chapter leaders. The team also recruits and retains members at the national level, provides individual member support, and works to improve the member experience within all SHPE programs, training, and resources.

Membership Email: membership@shpe.org
Chapter(s) Email: chapters@shpe.org
Website: shpe.org/membership

The Membership Department:

- Acts as the Primary Member Liaison
- Provides Customer Service
- Trains and Coaches Officers
- Develops New Member Tools
- Streamlines & Automates Systems
- Grows Membership & Chapters

Important Resources

Membership Lists:

1-Chapter Leader Resources/
   Monthly Trainings
   » Sept – Marketing & Recruitment
   » Oct – Member Engagement
   » Nov – Volunteer Management
       & Advocating Impact
   » Feb – Retention
   » March – Elections
   » April – Transition

2-SHPE Chapter SharePoint
   » References
       » Sponsorship Brochure
   » Templates
       » Operating Budget
       » Event Budget
       » Customer Relationship
           Management (CRM)
       » Sales Emails

3-Code of Conduct

4-Chapter Leader Identified Contacts
For All Chapters

- Local chapter dues are not allowed.
  - For any member to be considered a member, they must be a member registered with the national organization through shpeconnect.org

- For a chapter to be considered in good standing or “active” the following must be achieved:
  - 10 paid members registered through shpeconnect.org
  - Submit 4 quarterly chapter check-ins
  - Host 1 event/year
  - Hold elections by April 15

- Membership & Chapter Frequently Asked Questions (FAQ) can be found at: shpe.org/membership/faqs

Professional Chapters

- Disbursements of membership profit-sharing happens twice a year
  - Q1/Q2 [process Jan, expect payments Feb]
  - Q3/Q4 [process July, expect payments Aug]
Research & Innovation

SHPE’s Research & Innovation (R&I) team advances the design and implementation of SHPE programs that align with member, community, and industry needs. The R&I team aims to ensure that SHPE achieves its mission of “changing lives by empowering members to realize their fullest potential” by creating research-based programs focused on STEM awareness, access, support, and development.

The Research & Innovation Office directs:

- Research-based program design through collaboration with key partners, funders, and stakeholders
- Implementation of innovative programs to ensure effective delivery to SHPE members
- Evaluation & continuous improvement of existing programs to ensure they meet the needs of SHPE members
- Research on the experience of Hispanic students and professionals in engineering and STEM, and shares with external stakeholders and the broader community

Over the coming year, SHPE’s R&I will provide opportunities for you to share your voice and perspective to help us better design programs to meet your chapter and members’ needs. The programs listed below are established programs that your chapter and members can engage in throughout the year.

Website: shpe.org/programs
Overview of Programs

Equipando Padres

Provides parents of first generation-to-college and low socioeconomic status Hispanic students the knowledge and tools to better support their children earning engineering degrees. Positioning padres and familia to be integral contributors to their student’s success.

› shpe.org/equipando-padres

InternSHPE

Creates customized intern experiences to meet corporate objectives. Provides year-round engagement opportunities for participants to gain a sense of community, professional development, and preparation for their internship.

› shpe.org/internshpe

latinXfactor

Helps student and professional members identify that special something -their X-factor- and delivers webinars to support participants learning to use it to excel as a student, a professional, and leader. Panelists cover a wide range of topics focused on early career readiness and professional development such as building your personal brand and financial literacy.

› shpe.org/latinxfactor
MentorSHPE

Facilitates mentoring relationships that support personal and professional growth and development. The program is designed to expand professional networks, allow participants to gain new knowledge and insights, and build new skills for both mentors and mentees.

shpe.org/mentorSHPE

Noche de Ciencias/ Dia de Ciencias

Promotes STEM awareness to K-12 students through special speakers, STEM activities, awards, networking, and bilingual parent workshops through a family science night.

shpe.org/noches

ScholarSHPE

Supports SHPE members from the high school graduates through the doctoral level by lowering the financial burden of higher education and showing them that the STEM industry and their SHPE familia are invested in their future. Supported over 200 members in the 2021-2022 academic year and will provide over $1 million in scholarships in the next academic year. The ScholarSHPE program also delivers webinars to support members in successfully navigating the application processes and financial literacy courses that include topics such as budgeting, student loan repayment, and retirement planning.

shpe.org/scholarshpe
SHPE Passport Series

Originally designed to provide insights into career opportunities for those who have earned an advanced degree, “SHPE Passport To…” events are structured to be adaptable to allow different content or focus areas to be delivered. Watch for future offerings that will help you decide where you want to go with your career.

shpe.org/passport
Placed students into a community to discuss literature – articles, books. Content is selected to address critical issues facing the participants. Discussion led by authors or facilitated by volunteer leaders. Participants learn from the content and also from each other.

shpe.org/shpereads
Marketing

The SHPE Marketing Team exists to support and promote the services offered by SHPE with the goals of recruiting and retaining members, driving attendance at events, building the brand, and increasing fundraising and sales revenue.

Email: marketing@shpe.org
Website: shpe.org/marketing-resources

The Marketing Department manages the following:

» Advertising
» Branding (incl. chapter logos)
» Communications
» Email
» Graphic Design
» Public Relations
» Social Media
» Video Production
» Websites

Important Resources

Marketing Resources Include:

- SHPE Brand Package
  » Logos
  » Branding Guidelines
- Fonts
- Social Media Guidelines
- Demographics
- Sales Opportunities
- Membership Information

Subscribe to SHPE Emails:
shpe.org/newsletter-signup

Subscribe to SmartBrief:
bit.ly/SHPE-SmartBrief

Join SHPE:
shpe.org/membership
Follow AND Tag Us on Social Media

Your stories are our stories! Please tag SHPE in your posts so that we can share nationally what your chapter and region are doing.

@SHPENational
@SHPENational
@Society of Hispanic Professional Engineers
@SHPE
@SHPENational

Popular SHPE Hashtags

#SHPE  #SHPE[year]  #STEM
#SHPEFamilia (for National Convention)  #SHPERLDC
#SHPEtinas  #NILA[year] (for NILA)
#SHPEGrad  #WeAreFamilia

Chapter Logos

Access your chapter and region logos at shpe.org/chapter-workbook

If you do not see the logo suite for your chapter, please email marketing@shpe.org to request it.

Please note that your chapter logo suite includes a wide variety of options for you to use including both horizontal and vertical versions in full color, all white, all navy, and a full-color version that works on dark backgrounds (DKBG). We also have provided .eps (Illustrator/vector) files along with .png (best for on screen) and .jpg files.
Chapter Signatures

For your email signature, please follow this template using Franklin Gothic font. If Franklin Gothic is unavailable, please use Arial. Note that we no longer use images in the SHPE signature.

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Robert Xavier Maldonado, Volunteer
Vice President, External Affairs 2021-2022
University of California, Irvine Chapter
SHPE: Leading Hispanics in STEM
Office 555.555.5555
Connect with me on LinkedIn (optional)
SHPE.org | Join | Donate

Follow Us!
LinkedIn | Facebook | Instagram | Twitter

NOTE: The above links can be chapter-specific or use the SHPE National account if there isn’t a chapter account.

LinkedIn Profile Designation

We would LOVE for you to use SHPE in your LinkedIn profile. Please note that your title should be, for example, “[SHPE Chapter] President” rather than just using “President.” That will help us avoid having hundreds of people listed at “President at the Society of Hispanic Professional Engineers.”

Organization Name

Please note that as of Fall 2019 we no longer spell out the acronym. We use SHPE, or SHPE: Leading Hispanics in STEM. And in some cases, where it’s absolutely necessary, we might use SHPE (Society of Hispanic Professional Engineers). We made this change to be more inclusive, since SHPE is not just for professionals and it’s no longer just for engineers. Thank you for your help in making this change.
Fund Development

SHPE Fund Development provides strategic vision and direction for philanthropic efforts that support the organization’s mission and strategic initiatives. These efforts include individual and institutional giving through individual and corporate relations and private and public funding.

Email: partnerships@shpe.org
Website: shpe.org/support-shpe

The Fund Development Department manages the following:

» Individual and Corporate Giving
» Event & Program Sponsorships
» Industry Partnership Council
» Public and Private Foundation Grants
» Endowment and Capital Campaigns
» Planned Giving
» Bright Minds Scholarship Campaign
» ALL-IN Relief Fund

Important Resources

Overview Page shpe.org/support-shpe
Sales Resources shpe.org/marketing-resources
Corporate/Organization Options

- Partnership Opportunities Brochure
- Industry Partnership Council
- Academic Partnership Council
- ScholarSHPE
- Events Sponsor

Ways to Give:

As a chapter leader, we encourage you to donate to SHPE when you have the means to do so. We also hope you will consider using your birthday to fundraise for SHPE. Your generous gift is an investment that will drive positive economic and social change to ensure Hispanics are ready to lead globally.

- Donation Page >> shpe.org/donate
- Social Media Fundraising
  - Facebook
  - Instagram
Events

The SHPE Events Team provides the platform to make amazing experiences happen. They oversee the planning and logistics for all SHPE events throughout the year. This includes venue procurement, program content and agenda management, experience engagement, logistics, budgeting, and all support needed to execute a successful event. Their goal is to make sure each and every member has a wonderful experience at SHPE events and walks away equipped with new knowledge and a renewed sense of Familia. The important objectives for the team are fiscally-responsible events, fully-engaged attendees, and great connections for attendees and sponsor companies.

Email: events@shpe.org and registration@shpe.org
Website: shpe.org/events

The Event Department manages the following:

National Convention
—The SHPE National Convention serves as the country’s largest gathering of Hispanic STEM students and professionals, with more than 9,000 attendees last year. Participants are given the unique opportunity to advance their careers with expert panels, hands-on workshops, and an industry-leading Career Fair & Graduate School Expo.

NILA
— The National Institute for Leadership Advancement is a three-day leadership development conference to equip SHPE’s chapter leaders with the skills and knowledge for success. Every participant will leave with practical, easy-to-apply leadership strategies.

Other virtual and in person conferences and events as identified by SHPE leadership.
IMPORTANT SHPE EVENTS INFORMATION:

NILA is restricted to just leaders of chapters. It takes place in two parts with the first part for all Chapter Board officers and the second part for Chapter Presidents and Regional Leaders. The first part takes place virtually in June with the second part being held in person in August. The NILA committee begins their work in early January. You will receive your Certified Chapter Leader Certificate (CCLP) for attending NILA.

National Convention takes place in October/early November with the committee starting their planning in June/July on an 18-month planning cycle.

Volunteers are needed, both long term on a committee or short-term onsite roles, to hold a successful event.

Committee members are also volunteers but with more expectations and time commitment. Sometimes the planning cycle can span over a year. It is a great way to network and give back to the organization.

If you’re interested in volunteering, check online for the link to sign up. You must be a member in good standing to serve on a committee.

Bulk registration is available to facilitate groups of 5 or more registering for an event with one single payment. There is no discount for bulk registration. An invoice is processed by our finance team and sent to the requester for payment. Attendees will still be required to register individually with a provided promo code. All requests can be made by emailing events@shpe.org.

The team is always available to answer questions and support even if it is for a local event that you are planning. We would be happy to help you out. Contact events@shpe.org.

Event resources including an event planning checklist, sample timeline, budget template, and more may be found online at shpe.org/chapter-workbook.
Career Services

The SHPE Career Services team provides resources to increase the professional success and marketability of members throughout their career, and create engagement opportunities with industry leaders to network, learn, and grow.

Email: careercenter@shpe.org
Website: careercenter.shpe.org

Important Resources

**Free Resume Review:** Collect top resume experts’ feedback for free on your resume through the SHPE job board.

**SHPE Job Board:** Upload and update your resume to employers specifically searching for leading Hispanics in STEM to join their company. Visit careercenter.shpe.org/.

**Career Resources:** Learn about personal branding, leveraging LinkedIn, and more…through curated content aimed to elevate your professional image and increase your career IQ.
Finance

The Finance team is your source for all financial transactions at SHPE, including regional budgets, invoicing, and payments.

Department Email: finance@shpe.org

The Finance Department manages the following:

- Accounts Payable - payment to vendors and reimbursement to regions and chapters for expenses
- Processing scholarship award payments
- Accounts Receivable - Preparing and sending invoices to individuals and businesses, along with collections for past due invoices
- Processing bulk registrations for chapter groups that need one invoice for their school to make a payment on their behalf. (Request bulk registrations by emailing registration@shpe.org)
- Preparing and awarding professional chapter disbursements from membership share program
- Developing and maintaining regional budgets
- Processing chapter pass-through donations - Donation forms can be requested by sending an email to finance@shpe.org. Finance will send the donation form to the corporation along with an invoice for payment. An Administrative Fee will be applied to all donations. If the donation is under $5,000 the fee will be $50. If the donation is over $5,000, the fee will be $100. If the donation is designated for scholarships, the administrative fee will be 10% of the total. If the donation is designated to start a program, the administrative fee will be 10% if the donation is less than $5,000. If the donation is over $5,000 the fee will be calculated on a case-by-case basis.
Important Notes

- Bill.com is used for payment processing.
- The SHPE fiscal year runs July 1 - June 30.

Annual Reports & Form 990s

shpe.org/chapter-workbook
Information Technology

Student chapter leaders should reach out to their respective college or university’s IT department to determine what resources are made available to them as a SHPE chapter.

This would include, but not limited to:

- An organizational university email address, i.e. shpe@usc.edu
- A dedicated collaboration workspace, such as Google Hangouts, Teams, Slack, or Zoom
- A cloud-based repository, such as Google Drive or Microsoft OneDrive
- A web page

If the college or university cannot procure these resources, they can reach out to it@shpe.org for recommendations or assistance.

For professional chapters, if you don’t already have systems in place, you might consider using the free Google Workspace (Gmail, Google Drive) to set up systems.

Wix, Squarespace, & weebly are user friendly basic website providers to get started. We recommend setting up a chapter email, position specific emails and a chapter webpage to get started.

The more consistency in naming, the better - i.e. president@shpela.org and shpela.org. We recommend using .org so that you’re easily identified as a nonprofit organization.
SHPE Mercado

The Mercado (shpe.org/mercado) is open year-round and is the single source for your SHPE gear, stoles for graduation, and chapter or region-specific items.

Email: shpe@knockoutspecialties.com
Website: shpe.org/mercado

Staff Lead:
Nicole Knoderer, CMP, Senior Director of Conferences & Events

Custom Orders:
We ask that you order any promotional items you need for your chapters and regions through the Mercado, which is run by Knockout Specialties. Email shpe@knockoutspecialties.com to let them know what you’re looking for and they’ll provide you with options and pricing. In many cases they can also match prices if you find something you like elsewhere.

Brand Permissions:
Our goal is to raise awareness and brand recognition of SHPE by using consistent branding everywhere. But we also understand that chapters might have creative ideas for promotional items that stretch the boundaries of the brand. To get permission to use non-traditional branding on custom items, please email the design to marketing@shpe.org.

Important Resources
- Mercado FAQs
- Chapter-Branded Items
- Brand Guidelines
Social Media Guidelines for SHPE Chapters

THANK YOU for being an active advocate for SHPE by running social media platforms for your chapter! We know it takes time to create and execute a social media plan and time is a precious resource. We’re glad you understand that it’s worth it because these platforms are excellent ways to communicate with and engage our members. It is critical to us that our members are informed and engaged.

[Full Guidelines Here]

Staying Connected

Please follow SHPE National and tag us in posts. By tagging other accounts, you increase visibility of your own post. You also give us the opportunity to share what you’ve posted.

@SHPENational
@SHPENational
@SHPE
@Society of Hispanic Professional Engineers
@SHPENational

SHPE Branding

You can find our guidelines, logos, fonts, and other resources here: shpe.org/marketing-resources
Hex Colors

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<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
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<tbody>
<tr>
<td>Navy Blue</td>
<td>#001F5B</td>
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<tr>
<td>Powder Blue</td>
<td>#72A9BE</td>
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<tr>
<td>Bright Blue</td>
<td>#0070C0</td>
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<tr>
<td>Orange</td>
<td>#FD652F</td>
</tr>
<tr>
<td>Red</td>
<td>#D33A02</td>
</tr>
<tr>
<td>Grey</td>
<td>#626366</td>
</tr>
</tbody>
</table>

Fonts

Univers LT Std *(primary)*
Franklin Gothic *(MS font)*

*(If these aren’t available then use Helvetica, then Arial.)*

If you use Canva *(which is great!)*, you should be able to upload the Univers LT Std font into it, as well as, setting up your brand with our color palette and logos.

SHPE Messaging

We are not here to tell you what to say. You are empowered to run your chapter. As part of a national organization, however, we ask that you work with us to represent SHPE’s values: Familia, Service, Education, and Resilience. In that spirit, we offer these guidelines around messaging.

• Be respectful, constructive, and forward thinking.
• Be supportive of causes, organizations, companies, and people who align with SHPE’s values.
• Celebrate Hispanics in STEM.
• Engage your members and followers; encourage active participation.
• Be consistent in branding, messaging, and tone.
• Allow for disparate voices and opinions. Engage in a constructive, respectful manner.

• SHPE predominantly uses Hispanic rather than Latino/Latina/Latinx.

• SHPE uses STEM rather than STEAM or STEM+CS.

• Avoid endorsing or promoting any organization, cause, or company that has not been thoroughly vetted.

• Avoid sharing news that has not been verified or is from an unknown source.

• Do not use inappropriate or incendiary language or visuals.

Legal Considerations

Please know that SHPE is a nonprofit with 501(c)(3) status and there are specific rules* that must be followed to maintain that status. Specifically –

✓ Nonprofits are not allowed to urge their members to support or oppose legislation. They may participate in a small amount of lobbying, but lobbying activities may not exceed a certain amount of the organization’s total expenses.

✓ Political campaign activity. A nonprofit organization may not financially support or endorse any political candidates verbally or in writing. They may not oppose candidates either. This rule applies to candidates at every level — local, state, and federal.

*https://www.boardeffect.com/blog/common-501c3-rules-regulations/

As chapter leaders, we are relying on you not to endanger our nonprofit status, so please be sure to comply with these rules.

Additionally, for our student chapters, please familiarize yourself with the rules and regulations of your college or university. You must also adhere to their guidelines.
DAY ONE

- Responsibility, Accountability & Liability as a SHPE Leader
- Chapter Strategy
- Chapter Operations
“You only have what you give. It’s by spending yourself that you become rich.”

- ISABEL ALLENDE
Workshop 1

Your Responsibility, Accountability & Liability as a SHPE Leader

Being a volunteer board member for your chapter is an exciting and rewarding role, with the opportunity to learn new skills, make new connections, and add another accomplishment to your resume. You should be proud of taking the initiative and giving back to your community. But also keep in mind that by accepting the role, you also accept the accountability, responsibility, and liability that come with it. You are now an official representative of SHPE – not just of your chapter and your region, but also for SHPE as a national, nonprofit organization. In this workshop, we’ll explain the responsibilities and accountability you have to SHPE as an e-board leader, as well as, the potential liability incurred, and consequences that can happen if you don’t run your chapter in line with SHPE’s guidelines.
Workshop 2
Chapter Strategy Workshop

Learn to design plans with structure to obtain specific goals and drive results. Take the guesswork out of coordinating tasks, committees, events, and meetings.

During this workshop you will learn how to create sticky long-term plans with action-oriented scheduling and hold your entire team accountable.

Chapter Management Tool

Throughout your time here at NILA, you will be asked to draft goals, plans, and objectives. Although we realize this may be your first time doing this - please remember the first step of getting started, is getting started. Don’t be afraid to take the first step of writing out your big ideas! We want you to capture your exciting thoughts and plans for your chapter. Every single attendee will be asked to participate in the execution of everything you’re learning and that’s exactly what the Chapter Management Tool (CMT) has been developed to do. Chapters that have a plan and submit their CMT are 50% more successful than chapters that opted to not.
AHA Moments

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My Takeaways


Chapters To Watch


Workshop 3

Chapter Operations Workshop

Good order is the foundation of all things. If you feel like your chapter could improve how it operates – look no further. Simply being active and having a forever long to-do list can only get you so far. This workshop will help shed light on high-level overview of governance and executing tactical crucial objectives.
AHA Moments
My Takeaways

Chapters To Watch
Chapter Strategy & Operations Breakout

Let’s put what you have learned about strategy and operations together to start building your chapter plan for 2022-23.
Role Specific Breakout

Get into the details of one of the chapter roles during these specially designed breakout sessions.
Notes

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Doodle Page!
Got a million things going on in your brain? Doodling can help you refocus and make it easier to listen. Get your creativity going, have fun, no judgement.

WE’D LOVE TO SEE YOUR DOODLE!
Share by posting on your stories or in your feed with #NILA2022 & tag @SHPENATIONAL on Instagram.
DAY TWO

- Membership
- Chapter Finance
- Incorporating SHPE Programs at Your Chapter
- Chapter Events
You are not lucky to be here. The world needs your perspective. They are lucky to have you.

–ANTONIO TIJERINO
Doodle Page!

Our 2022 theme is “Racing Towards the Future.” Here’s your chance to draw the vehicle that you’d like to use to get there.

WE’D LOVE TO SEE YOUR DOODLE!
Share by posting on your stories or in your feed with #NILA2022 & tag @SHPENATIONAL on Instagram.
Workshop 4
Membership Workshop

As a result of this workshop you will have a solid understanding of the Membership Life cycle: Acquisition, Integration, Engagement, & Renewal.

We’ll deep dive into each segment of the cycle to learn how to better recruit, retain, and serve members along with the various resources and templates available to you as a chapter leader.
AHA Moments
My Takeaways

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Chapters To Watch

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Membership Breakout

Begin to develop your chapter recruitment, engagement, and retention plan during the Membership Breakout. Be sure to document your goals in the Chapter Management Tool (CMT).
Notes
Workshop 5
Chapter Finance Workshop

Ever wondered about finance and accounting for non-profit organizations? Join the SHPE’s Finance team as we discuss non-profit accounting basics, such as developing a budget, establishing a bank account, and the importance of a 501(c)3 designation.

You will also be introduced to the SHPE National Finance team. We will walk through how chapter and regional requests for donations and reimbursements are processed. The session will also discuss bulk registration requests. The SHPE Finance Team will be available at the end of the workshop for any finance/accounting questions you may have.

- Non-Profit Accounting Basics
- Importance of 501(c)3 designation to Non-Profit Organization
- Developing a Budget
- Services Provided by the SHPE Finance Team
Notes
AHA Moments
My Takeaways

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Chapters To Watch

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Workshop 6
Incorporating SHPE Programs at Your Chapter

Learn about the existing SHPE programs that are available to you, your chapter, and the greater Hispanic community. In this interactive session, SHPE staff will share how you can access programs, like Noche de Ciencias or ScholarSHPE - to name a few, and become involved now!
Notes
Events whether in person or virtual bring people together for a common purpose. This purpose could be to network, raise awareness, share information, educate, entertain, or even just socialize with one another. Many chapters have events they hold every year, but what happens when you are a new or inactive chapter or an established chapter that wants to create and start a new event? Who better to learn from or ask questions of than the expert SHPE Events team with decades of experience? As a result of this workshop, you will learn how to design and implement strategies to increase attendance, engage members before, during, and after events, develop a solid planning process, and start a new event.
AHA Moments
My Takeaways

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Chapters To Watch

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DAY THREE

- Fundraising
- Marketing
Widen the path of opportunities and continue to leave a powerful and positive legacy in this world.

= LUIS FONSI
Workshop 8
Fundraising Workshop

Raising funds for your chapter fuels your chapter strategy, but may be overwhelming or seem uncomfortable to solicit funds. Successful fundraising is all about building relationships and having a plan.

This fundraising session will:

- Strengthen your fundraising skill set to serve your chapter more effectively
- Gain confidence in your ability to ask potential sponsors to support your chapter
- Create a chapter sponsorship strategy
Fundraising

Overview

Sponsorship Management
• Soliciting
• Tracking
• Delivering

Templates
• Sponsorship Packets
• Email Solicitation
• Know Before You Go
• Thank You Letters

Fundraising Opportunities
• Social Events
• Social Media
• Recruitment Events
• Career Development

Appointment Scheduling
• 1:1 with CR Staff
• Review Sponsorship Collateral
• Share Best Practices
AHA Moments

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My Takeaways

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Chapters To Watch

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Fundraising Breakout
Workshop 9  
Marketing Workshop  

Marketing is the backbone of any organization. Without it, there are no members, no event attendees, no donations, no followers, and no sponsors. It’s a bleak and scary world of mismatched colors and fonts gone wild; a world where no one knows about the services and opportunities provided by Research & Innovation, Events, Membership, and Sales. In this workshop, we’ll talk about the role of marketing at SHPE, how the SHPE staff, the regions, and the chapters all work together to build the brand and get the word out about the life-changing work of the Familia.
AHA Moments
My Takeaways

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Chapters To Watch

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Deep Dive Breakout

During these breakouts you will choose from an array of topics where you can have deeper discussion to help you prepare for your role as a chapter leader and position your chapter for success.
Doodle Page!

Are you left-handed or right-handed? Try doodling with your non-dominant hand. Can you do it? Can you draw a robot? Can you sign your name? Can you write “I did this with my non-dominant hand?”

WE’D LOVE TO SEE YOUR DOODLE!

Share by posting on your stories or in your feed with #NILA2022 & tag @SHPENATIONAL on Instagram.
My Next Steps

30 - Day Goal

STEPS TO GET THERE

60 - Day Goal

STEPS TO GET THERE

90 - Day Goal

STEPS TO GET THERE
Quick Links

Contact Us

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Corporate Relations & Sales / partnerships@shpe.org
Events / events@shpe.org
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2022 National Convention / shpe.org/2022
2023 National Convention / shpe.org/2023

shpe.org/chapter-workbook
“Any time you have an opportunity to make a difference in this world and you don’t, then you are wasting your time on Earth.”

- ROBERTO CLEMENTE