

2023 CHAPTER LEADER'S WORKBOOK



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WELCOME TO NILA 2023



Dear SHPE Chapter Leader,

The National Institute of Leadership Advancement (NILA) is an annual experience designed specifically for training SHPE chapter leaders. SHPE's national impact is only possible because of you and your chapters!

Every day, 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. We are always seeking ways to support, develop, and empower you in real, innovative, and tangible ways.

We are thrilled you are investing your time to join us for our signature leadership development program that SHPE has delivered for over 30 years. As important as NILA is, we understand that our leaders need encouragement, inspiration, and assistance all year long which is exactly why this workbook is being delivered to you virtually so that the resources can expand and grow over time. The latest version will always be available to you at the click of a button. We hope you'll continuously utilize it as a reference, and as you think of things we should add, please let us know, so we can keep improving this valuable resource.

SHPE's greatest strength is 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 – YOU are the SHPE Familia! Together our efforts are critical in bridging the gap between Hispanics and STEM. We are deeply grateful for your service!

¡Somos Familia! We are SHPE!

- The SHPE Staff 

NCP:

NATIONAL CHAPTER PROGRAM



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 that is functioning at a level of excellence

● **ACTIVE**

A chapter that meets the requirements

● **STRUGGLING**

A chapter that has fallen short from meeting the requirements

● **INACTIVE**

A chapter that has not engaged or reported to SHPE in over 6 months

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

- Submit 4 chapter check-ins
- 10 members registered through shpeconnect.org
- 1 event/year
- 1 elections process (meeting or online)

Should you need any additional information, help, or support throughout the year, please email chapters@shpe.org

Fiscal year CONTINUOUS CYCLE



The fiscal year runs from July 1 - June 30



Q1 (JULY, AUGUST, SEPT)

- **Orientation & Onboarding**
[June - July]
- **NILA CCLP**
[June]
- **Chapter Contacts Due**
[August 1]
- **NILA Presidents Summit**
[August]
- **Q1 Check-In**
[August 30]

Q2 (OCT, NOV, DEC)

- **Recruit Members**
- **Convention Registration**
- **Hispanic Heritage Month**
- **Q2 Check-in**
[October 30]
- **Convention 2023**

Q3 (JAN, FEB, MARCH)

- **Q3 Check-In**
[January 30]
- **Engineers Week**
[Feb]

Q4 (APRIL, MAY, JUNE)

- **Chapter Elections**
[by April 15]
- **SHPE Elections**
[April/May]
- **Q4 Check-in**
[May 30]

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:

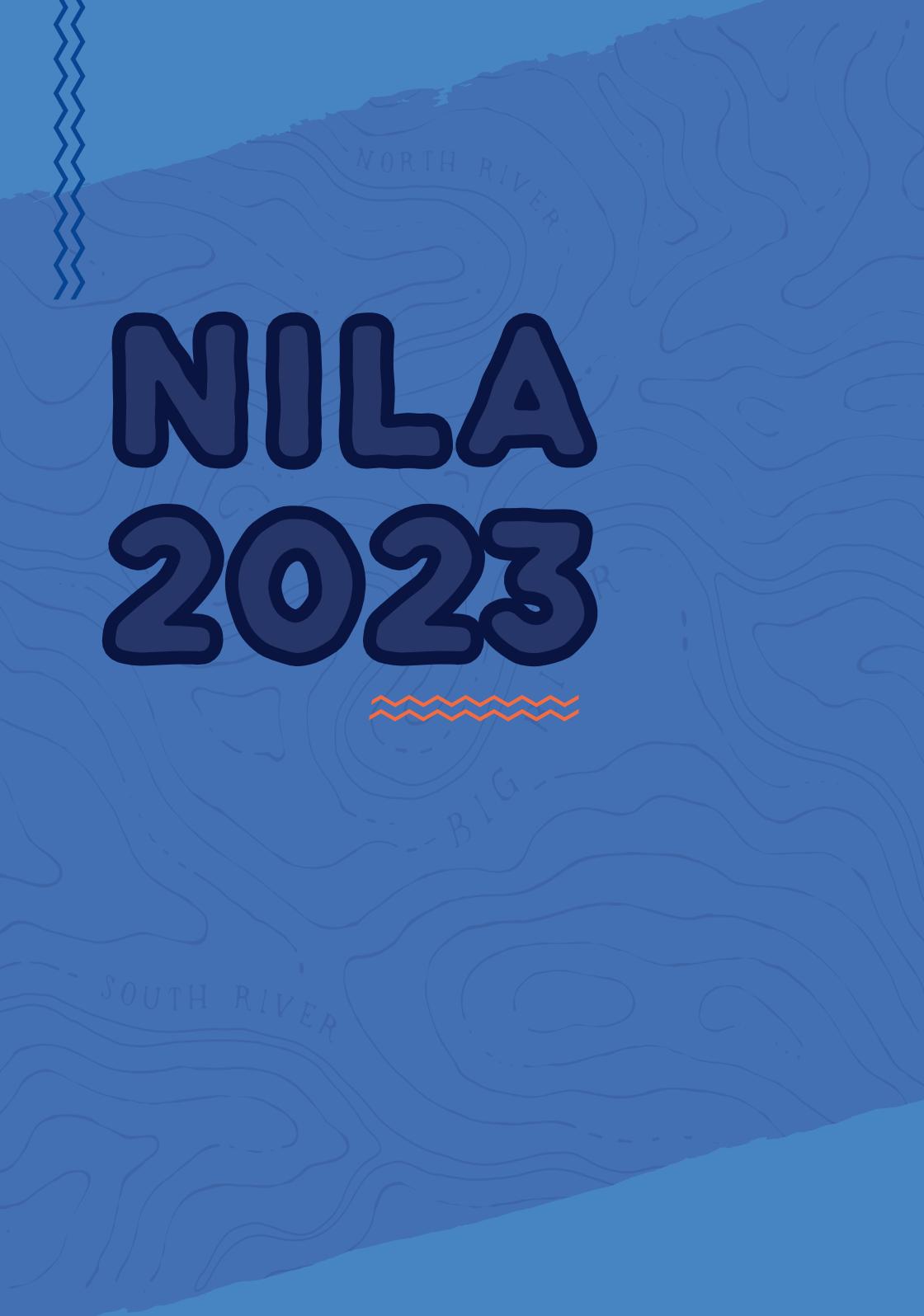
To develop the next generation of Hispanic leaders in the STEM workforce and align their local operations to realize SHPE's mission.

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).





NILA 2023



Part 1

NILA 2023

NILA 2023 will take place in two parts.

Part One: **CERTIFIED CHAPTER
LEADER PROGRAM****JULY 14-15 | VIRTUAL**

For all chapter leaders/e-board members and regional leaders

YOU'LL LEAVE WITH THE ABILITY TO

- ✔ Identify your chapter needs, develop a sponsorship package, and a sales strategy
- ✔ Develop effective strategies to attract new members to your chapter and engage the community
- ✔ Implement best practices for chapter programming and the development of a succession plan
- ✔ Foster a sense of belonging while encouraging authenticity in your chapter as well as guide your members towards academic and/or professional success

HOW TO PREPARE FOR NILA: CCLP

- ✓ **STEP 1** Test your computer to ensure your microphone and webcam are working properly.
- ✓ **STEP 2** Make sure you are in a good location with few distractions and are screen ready.
- ✓ **STEP 3** Log into the NILA virtual conference platform. Note you will receive login instructions by July 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 a desktop computer. Other browsers may work, but older browsers will limit functionality available.
- Log in 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 #NILA2023 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.

Part 2

NILA 2023



NILA 2023 will take place in two parts.

Part Two:

PRESIDENTS SUMMIT

AUGUST 10-13 | FRISCO, TX

For chapter presidents and regional leaders

YOU'LL LEAVE WITH THE ABILITY TO:

- ✔ Understand the importance of chapter transitions to support the continuity of the chapter
- ✔ Highlight the importance of effective outreach efforts in attracting members and engaging the community
- ✔ Learn the significance of sponsorship and funding to support chapter initiatives
- ✔ Use membership data to drive informed decisions

HOW TO PREPARE FOR NILA: PRESIDENTS SUMMIT

- STEP 1** Be sure to familiarize yourself with this workbook and the contents that will be covered during Presidents Summit. Come prepared to learn and exchange ideas!
- STEP 2** Look out for the “Know Before You Go” email to know what to wear and pack.

LOGISTICS

- Plan to arrive in Frisco, Texas (near Dallas) on Wednesday, August 9 and depart on Sunday, August 13.
- 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 email.
- If you have purchased registration with hotel only, please email your travel information to nila@shpe.org, so we can arrange for your airport pick-up and departure. Information will be sent in the Know Before You Go email.

8 Ways to Maximize

YOUR NILA EXPERIENCE



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!



BE PRESENT

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



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.



SHARE IDEAS, EXPERIENCES, THOUGHTS!

In sessions and breakouts full of other chapter leaders – open up and share your ideas, experiences, and thoughts.



BE WILLING TO CALL TIME-OUT IF DISCUSSIONS GO ASTRAY

Don't be afraid to keep everyone focused and on track.



NETWORK

Meet people and build new relationships.



ASK QUESTIONS

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



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.**

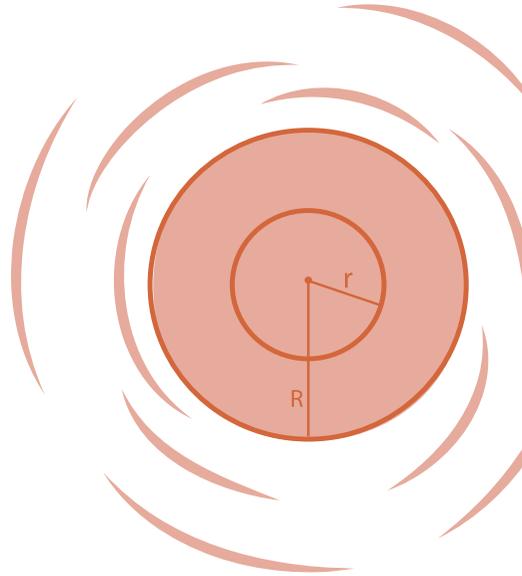
Chapter Affiliation AGREEMENT



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 >](#)

[Chapter Bylaws >](#)



NILA 2023

AGENDAS



Part One:

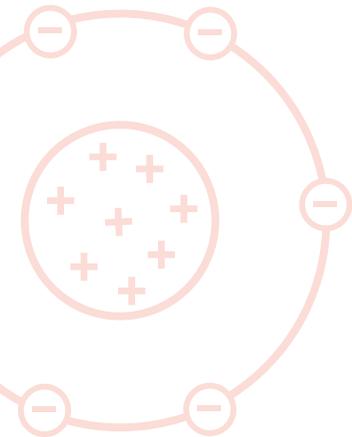
CERTIFIED CHAPTER LEADER PROGRAM

[CCLP AGENDA >](#)

Part Two:

PRESIDENTS SUMMIT

[PRESIDENTS SUMMIT AGENDA >](#)



Thank You to our 2023-2024

INDUSTRY PARTNERSHIP COUNCIL!



LEARN ABOUT THE IPC



Thank You to our 2023

ACADEMIC PARTNERSHIP COUNCIL!



BINGHAMTON UNIVERSITY
THOMAS J. WATSON
COLLEGE OF ENGINEERING
AND APPLIED SCIENCE

B
BOISE STATE UNIVERSITY
COLLEGE OF ENGINEERING


California State
University **Chico**


CASE
WESTERN
RESERVE
UNIVERSITY
CASE SCHOOL
OF ENGINEERING


Washkewicz College
of Engineering


DARTMOUTH
ENGINEERING

EMBRY-RIDDLE
Aeronautical University


UT DALLAS
The University of Texas
at Dallas

**Farmingdale
State College**
State University of New York

GT Georgia Tech
College of
Engineering

ASU Ira A. Fulton Schools of
Engineering
Arizona State University

JMU Engineering

**KANSAS STATE
UNIVERSITY**
Carl R. Ice College of Engineering

Kettering
UNIVERSITY


MINNESOTA STATE UNIVERSITY, MANKATO
COLLEGE OF SCIENCE, ENGINEERING & TECHNOLOGY

MISSOURI S&T

**NEW YORK INSTITUTE
OF TECHNOLOGY**
College of Engineering
& Computing Sciences

**OAKLAND
UNIVERSITY**


Penn
Engineering
UNIVERSITY OF PENNSYLVANIA

**SB
CC**
SANTA BARBARA
CITY COLLEGE

SJSU CHARLES W. DAVIDSON
COLLEGE OF ENGINEERING

m
SOUTH DAKOTA MINES

S
College of Engineering
& Computer Science

T Temple
University
College of Engineering

**TEXAS STATE
UNIVERSITY**

UC San Diego
JACOBS SCHOOL OF ENGINEERING


University of Colorado
Boulder

**UNIVERSITY OF
DELAWARE**

KU SCHOOL OF
ENGINEERING
The University of Kansas


UMBC

N COLLEGE OF ENGINEERING


UNT | COLLEGE OF
ENGINEERING

UTA
College of Engineering


TEXAS
Engineering

The University of Texas
Rio Grande Valley

UTSA
Klesse College of Engineering
and Integrated Design

W
COLLEGE OF ENGINEERING
UNIVERSITY OF WASHINGTON


College of Engineering
UNIVERSITY OF WISCONSIN-MADISON


VALPARAISO
UNIVERSITY


West Virginia University
BENJAMIN M. STATLER COLLEGE OF
ENGINEERING AND MINERAL RESOURCES


WPI | SCHOOL of
ENGINEERING



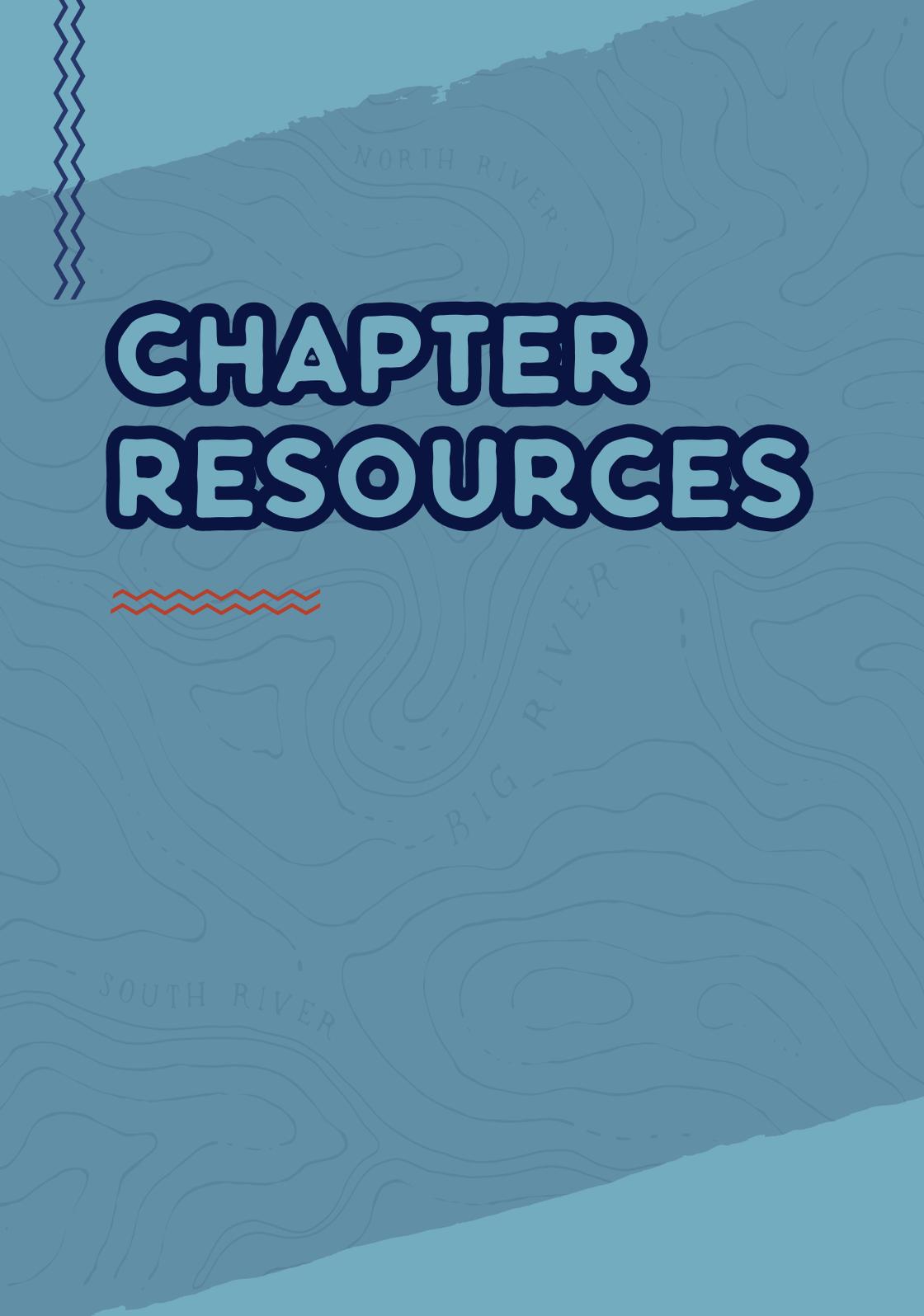
YOUR GOALS FOR NILA



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, AND THINKING?



CHAPTER RESOURCES



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.

“A leader is one who knows the way,
goes the way, and shows the way.”

- John Maxwell

The workbook and all of the links referenced can be found here:

»»» → shpe.org/membership/chapter-resources «««

SHPE OVERVIEW



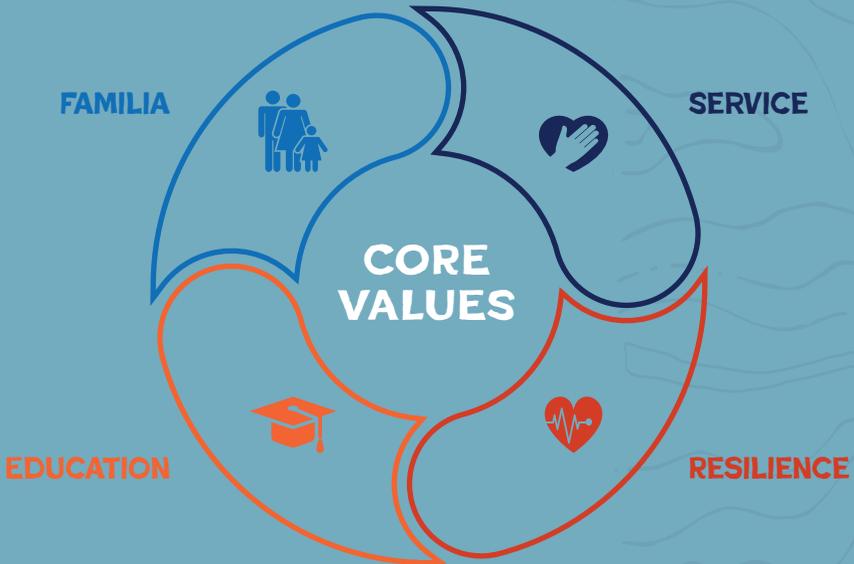
WHAT IS SHPE ALL ABOUT?

Mission

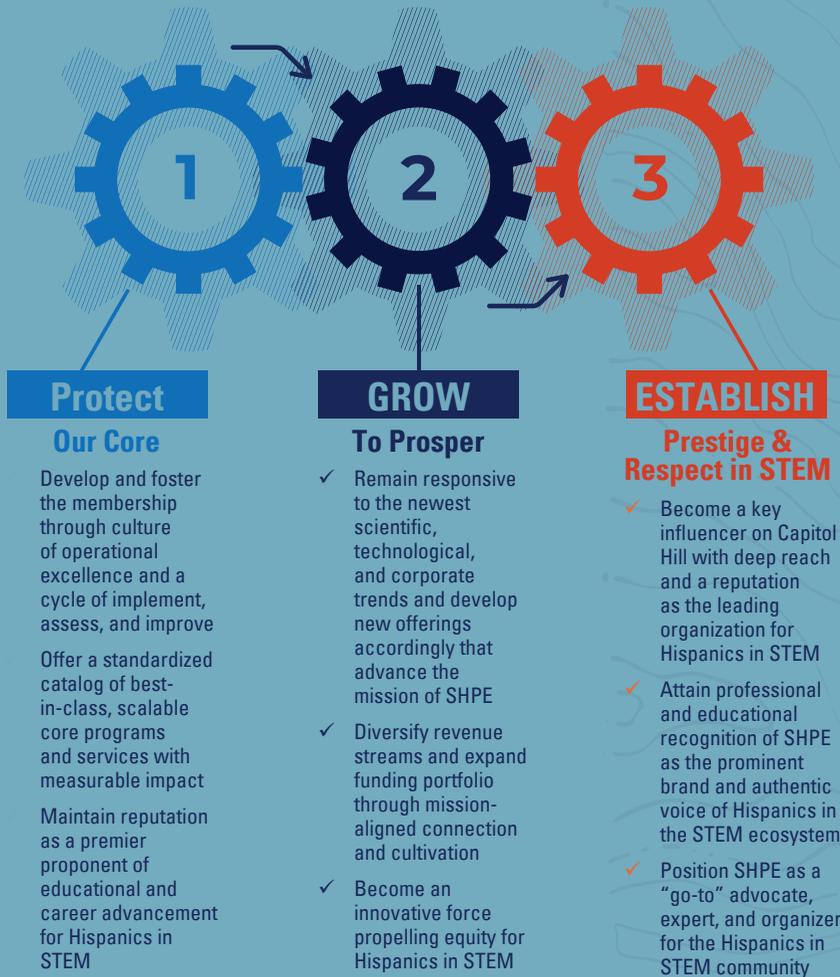
SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.

Vision

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



STRATEGIC GOALS



View the full 2023-2025 Strategic Plan

➡ shpe.org/strategic-plan ⬅

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**

How to

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

registration@shpe.org

INFORMATION TECHNOLOGY

IT@shpe.org

MARKETING

marketing@shpe.org

MEMBERSHIP

membership@shpe.org

FINANCE

finance@shpe.org

RESEARCH & INNOVATION

research@shpe.org

SHPE HQ

SHPE Headquarters

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

P 323.725.3970

F 323.725.0316

E shpenational@shpe.org

Office Hours

9:00am – 5:00pm PT
Monday – Friday

A FULL LIST
OF STAFF IS
AVAILABLE HERE



Meet the

NATIONAL BOARD OF DIRECTORS AND REGIONAL LEADERSHIP



The SHPE National Board of Directors, 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.

“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

2023-2024

BOARD OF DIRECTORS



Will Davis
Board Chair
U.S. Government
boardchair@shpe.org



Melanie Weber
Vice Chair
Blue Origin



Michael Wangen
Treasurer
IBM



Adrian Dávila
Secretary
Virginia Tech



Stephanie Adams
Board Member
The University of Texas
at Dallas



Natalie Davila-Rendon
Board Member
Lockheed Martin



Joaquin Gamboa
Board Member
Everly Health



Diana Gomez
Board Member
CA Department of
Transportation



Rogelio Mendoza
Board Member
The University of Texas
at Austin



Carista Ragan
Board Member
Goldman Sachs



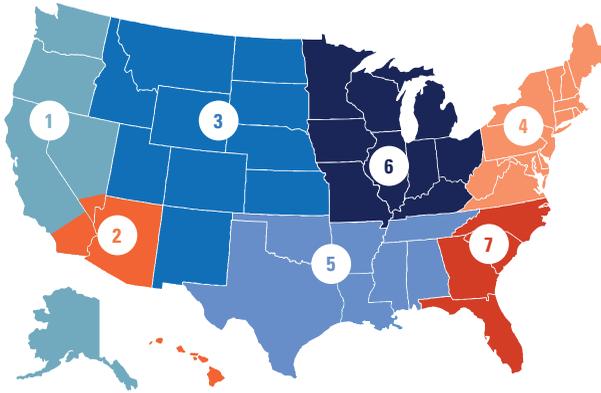
Andrea Rivera
Board Member
Texas A&M University



Karen Santos
Board Member
IBM

How to Contact

REGIONAL LEADERSHIP



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

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

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 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 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

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 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



MY LEARNING COHORT



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 so you can stay in touch and support each other throughout the year.

2023 CREW

A large, empty rectangular box with a light blue background and a thin blue border, intended for students to write down contact information for their learning cohort members.

“None of us is as smart as all of us.”

- Ken Blanchard

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**
- Develops New Member Tools**
- Provides Customer Service**
- Streamlines & Automates Systems**
- Trains and Coaches Officers**
- Grows Membership & Chapters**

IMPORTANT RESOURCES

»»» Chapter Leader Resources / Monthly Training:

SEPT – Marketing & Recruitment

NOV – Volunteer Management & Advocating Impact

FEB – Retention

OCT – Member Engagement

DEC – Chapter Report(s)

MARCH – Elections

APRIL – Transition

»»» SHPE Chapter SharePoint:

REFERENCES

» Sponsorship Brochure

TEMPLATES

» Operating Budget

» Event Budget

» Customer Relationship Management (CRM)

» Sales Emails

»»» Code of Conduct

»»» 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
- Host at least 1 meeting/event and 1 elections process (meeting or online)
- Submit 4 National Chapter Program (NCP) Check-ins

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

PROFESSIONAL CHAPTERS

 Quarterly disbursements happen twice a year

- Q1/Q2 [process Jan, expect payments Feb]
- Q3/Q4 [process July, expect payments Aug]

RESEARCH & INNOVATION



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

The Research & Innovation Department manages the following:

- Research-based program design through collaboration with key partners and funders
- 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 the Hispanic experience in engineering and STEM and share with external stakeholders and the broader community

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

EMAIL: research@shpe.org

WEBSITE: shpe.org/engage/programs

Overview of **PROGRAMS**



**EQUIPANDO
PADRES**
SUPPORT YOUR STUDENT'S SUCCESS

Equipando Padres »»»→

Equipando Padres is a bilingual program designed to provide the parents of first-generation, Hispanic students the knowledge and tools to better support their children earning engineering degrees.



InternSHPE »»»→

Provides student members with practical experiences to apply classroom content and build STEM identity. Certification courses are included to enhance technical skills and deliver reflective opportunities as checkpoints to ensure a successful learning experience.



**SHPE
GRADS**
GRaduate & Advanced Degree Students

GRADS Mentoring Groups »»»→

Focuses on the unique needs of our GRaduate & Advanced Degree Students – helping them develop skills that can help them survive and thrive in graduate school and beyond.



latinXfactor »»»→

Helps student and professional members identify that X-factor and use it to excel in the workplace and in school. Panelists cover a wide range of topics from building your personal brand to financial literacy.



MentorSHPE »»»→

Connects SHPE student and professional members so that the right conversation with the right person happens at the right time to support achievement of personal and professional goals.



Noche de Ciencias/Día de Ciencias »»»→

Inspires Hispanic youth to pursue STEM degrees and careers hosted by a SHPE chapter for local middle or high school students and their parents. Student and professional members collaborate together to ensure an engaging, rigorous opportunity is provided.



Passport To Series ►►►

A webinar series that highlights the importance of engineering & STEM degrees in an industrial, national lab, and academic settings, including research and development (R&D) and management pathways. Participants have the opportunity to network with the sponsor's representatives, learn about the sponsored organization as well as career management pathways, and attend a virtual tour.



ScholarSHPE ►►►

The ScholarSHPE program supported 346 members with \$1.8 million in scholarships in the 2022-2023 academic year. It also delivers webinars to support members in successfully navigating application processes.

#SHPEReads

#SHPEreads:GRADS Edition »»»→

Brings together graduate & advanced degree students in one 90-minute session to read and discuss a journal article on a relevant topic. Each meeting is led by the paper's author and gives graduate students the opportunity to not only learn from the author and the paper's content but also from each other.

SHPE PRE-COLLEGE STEM VIRTUAL LAB

Virtual STEM Labs »»»→

These pre-college offerings provide K-12 students access to a variety of opportunities and experiences that spark excitement for science, technology, engineering, and math!

Follow us and tag us on social!



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



@SHPENational



@SHPENational



@SHPENational



@SHPE



@Society of Hispanic
Professional Engineers



@SHPENational

Popular SHPE Hashtags

#SHPE

#SHPE[year]
(for National Convention)

#STEM

#SHPEFamilia

#SHPERLDC

#SHPEtinas

#NILA[year]
(for NILA)

#YOUBelongInSTEM

#SHPEGrad

#WeAreFamilia

SHPE Calendar

There is now an interactive events calendar available on our website that allows you to subscribe to the entire calendar, or to add individual events to your own calendar so you never miss a SHPE event!

Text Messaging with SHPE

We launched an SMS text messaging service to better reach our members. Members must opt-in and then they select which communities they want to join, so they can receive targeted messaging.

THERE ARE TWO WAYS TO SIGN UP FOR TEXT MESSAGES WITH SHPE:

- Text JOIN to (323) 622-7477; OR
- If you're on your mobile phone now, make it easy and [click here](#).

SHPE Out Loud Podcast

SHPE has a podcast! SHPE Out Loud is a leadership podcast that guides young Hispanics in STEM by creating a community that provides support and a sense of belonging.

LISTEN ON:

- [Apple](#)
- [Spotify](#)
- [Anchor](#)

Chapter/Region Logos

[Access your chapter and region logos](#)

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.

Robert Xavier Maldonado, Volunteer

Vice President, External Affairs 2021-2023

University of California, Irvine Chapter

SHPE: Leading Hispanics in STEM

Office 555.555.5555

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[SHPE.org](#) | [Join](#) | [Donate](#)

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[LinkedIn](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

NOTE: The above links can be chapter-specific or use the SHPE 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 as “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.

EXTERNAL RELATIONS



SHPE External Relations provides strategic vision and direction for philanthropic efforts that support the organization's mission and strategic initiatives. These efforts include giving through individual and corporate relations, as well as private and public funding.

EMAIL: partnerships@shpe.org / **WEBSITE:** shpe.org/support

External Relations manages the following:

- Individual and Corporate Giving
- Event & Program Sponsorships
- Industry Partnership Council
- Public and Private Foundation Grants
- SHPE Supporter Network

➔ Corporate/Organization Funding Options SHPE.ORG/SUPPORT

- [Partnership Opportunities Brochure](#)
- [SHPE Supporter Network](#)
- [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](#)
- Social Media Fundraising
 - » [Facebook](#)
 - » [Instagram](#)

GOVERNMENT RELATIONS



For nearly five decades, SHPE has found that access, awareness, advancement, and leadership representation in the STEM industry hasn't met the exponential growth rate and potential of our highly skilled community, where it needs to be. That is why SHPE seeks to become the leading voice for our Familia in Washington, DC.

Our Government Relations team is committed to offering members of Congress and the federal government our expertise to make thoughtful policy recommendations and guidance in the crafting of legislation to close equity gaps between Hispanics and STEM education.

EMAIL: shpeonthehill@shpe.org

WEBSITE: shpe.org/resources/government-relations/

IMPORTANT RESOURCES

- »»→ SHPE Policy Priorities One-Pager
- »»→ Advocacy Lobbying 101
- »»→ Government Relations Social Media Guidelines

WANT TO GET INVOLVED?

Great! Please fill out the form on our [Government Relations page](#)

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 at the national level. 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. This is an annual event that takes place around the United States. Locations for future events are posted on the SHPE website.

NILA

The National Institute for Leadership Advancement is a multi-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, resources, and tools to lead their chapters. It takes place in two parts with ALL chapter board members invited to attend virtually the online conference CCLP (Certified Chapter Leaders Program) and all chapter presidents invited to attend the in-person Presidents Summit for additional leadership skills. This is a yearly event.

LeaderSHPE LIVE

In the spring SHPE hosts in-person events to support leadership and career development as well as the opportunity to have interactions with sponsors during a showcase. This could be the start of a relationship with a sponsor to build up to the National Convention or they potentially have open opportunities to fill spring/summer internships or co-ops. These are held annually and in strategic locations near a large density of membership to provide ease of travel and a smaller scale event with a more personal time than at larger events. There is also the opportunity to build your SHPE network from a regional level with your Regional Leaders and your peers in the SHPE Familia.

Other virtual or in-person events are identified by SHPE leadership and shared as the information is available.

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 July with the second part being held in person in August every year. The NILA committee begins their work in early January. You will receive your Certified Chapter Leader Certificate for attending NILA. We suggest each chapter set aside funds to make sure your leaders will be able to attend (succession planning in action) as well as try to have for the virtual conference a watch party in a single location to grow your chapter board bonding time.

The National Convention takes place in October/early November and is open to all members with the committee starting their planning in June/July on an 18-month planning cycle. Letters of support are posted on the website for convention, but we are always available to facilitate a request to your academic institution to help subsidize your chapter's related expenses. Housing blocks are available with negotiated rates for members and are available on the website.

Volunteers are needed, both long term on a committee but also short-term onsite roles, to hold a successful event. Check the websites for events to see what you can sign up for as we do provide incentives to give thanks for your service time.

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 while growing your skills. Applications open up and are announced in the SHPE newsletter.

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 the promo code provided. All requests can be made by emailing registration@shpe.org.

The team is always available to answer events questions and support even if it is for a local chapter event that you are planning but not sure what to do. We would be happy to help you out. Contact events@shpe.org.

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

Finance will distribute regional budgets at the start of the fiscal year and provide monthly budget to actual reports.

Send all reimbursement requests to finance@shpe.org

Bill.com is used for payment processing.

The SHPE fiscal year runs July 1 - June 30.

➤➤➤ Annual Reports & Form 990s

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 or basic paid productivity suites Google Suite (Gmail, Google Drive) or Microsoft 365 (Outlook, 365, Office 365) to set up systems.

Create a **Gmail** account at gmail.com

Create a **Microsoft** account at office.com

To sign up for Gmail, create a Google Account. You can use the username and password to sign into Gmail and other Google products like YouTube, Google Play, and Google Drive. The same applies for Microsoft products.

Wix, Squarespace, Weebly, & GoDaddy 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.

MERCADO



The Mercado (shpe.org/mercado) is open year-round online and is the single source for your SHPE gear, stoles for graduation, and chapter or region-specific items. At the National Convention, we also have a store available to purchase items onsite. Gift cards are also available through the store, and if you have suggestions, please email those for consideration.

Staff Lead:

Rebecca Pebley, Manager, Events mercado@shpe.org

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 NOTES

- »»» → 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



@SHPENational



@SHPE



@Society of Hispanic
Professional Engineers



@SHPENational

SHPE Branding

You can find our guidelines, logos, fonts, and other resources [here](#).

Hex Colors



NAVY BLUE
#001F5B



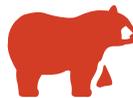
POWDER BLUE
#72A9BE



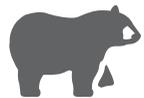
BRIGHT BLUE
#0070C0



ORANGE
#FD652F



RED
#D33A02



GREY
#626366

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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 –

1. 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.
2. 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.

[*boardeffect.com/blog/common-501c3-rules-regulations](http://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.



CERTIFIED LEADERSHIP TRAINING PROGRAM (CCLP)



**YOUR RESPONSIBILITY,
ACCOUNTABILITY & LIABILITY
AS A SHPE LEADER**



**FUNDRAISING: HOW TO SECURE
SUPPORT FOR CHAPTER
ACTIVITIES & OUTREACH**



**EFFECTIVE OUTREACH STRATEGIES
FOR CHAPTER LEADERSHIP**



**RETENTION & ENGAGEMENT:
ENHANCING CHAPTER LEADERSHIP
& SUCCESSION PLANNING**



**INSPIRING YOUR MEMBERS:
GUIDING MEMBERS FOR SUCCESS**

“You only have what you give. It’s by spending yourself that you become rich.”

- Isabel Allende

CCLP Sessions

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.

CCLP Sessions

FUNDRAISING: HOW TO SECURE SUPPORT FOR CHAPTER ACTIVITIES & OUTREACH



How can our chapter secure support from the community, SHPE, and sponsors to fund our activities and outreach? This session will provide insights on effectively identifying your chapter needs, developing a sponsorship package, and a sales strategy.

OBJECTIVES:

- ✔ Identify chapter needs by performing a SWOT analysis.
- ✔ Learn about resources with SHPE, sponsors, and the community.
- ✔ Develop a corporate sponsorship package.
- ✔ Develop a sales strategy.

CCLP Sessions

EFFECTIVE OUTREACH STRATEGIES FOR CHAPTER LEADERSHIP



This session explores effective strategies to attract new members and engage the community. By understanding the needs of the community and aligning them with the offerings of the organization, chapter leaders can create a compelling value proposition to attract members.

OBJECTIVES:

- ✔ Develop and discuss strategies to attract members.
- ✔ Develop and discuss strategies to engage the community.

CCLP Sessions

RETENTION & ENGAGEMENT: ENHANCING CHAPTER LEADERSHIP & SUCCESSION PLANNING



Chapter leaders often face challenges maintaining member engagement, succession planning, and knowledge transfer as they transition to professionals. This session aims to help leaders grow and support these areas throughout the year, ensuring chapters remain robust even after graduation.

OBJECTIVES:

- ✔ Learn best practices for chapter programming.
- ✔ Learn best practices to create a chapter plan and timeline for the year.
- ✔ Learn how to develop a succession plan.

CCLP Sessions

INSPIRING YOUR MEMBERS: GUIDING MEMBERS FOR SUCCESS



As a SHPE Chapter Leader, you bear the responsibility of inspiring and guiding your chapter towards the goal of getting members to graduation and beyond. A crucial aspect of inspiring members is to foster a sense of belonging while encouraging authenticity, making them feel part of the SHPE Familia. This session will go through important aspects of how you can inspire your members to express their true selves and contribute their unique perspectives and talents as well as going through steps that will help your members reach academic success and/or career advancement.

OBJECTIVES:

- ✔ Foster a sense of belonging while encouraging authenticity.
- ✔ Learn steps to guide their members through:
 1. Academic success (students)
 2. Career advancement (professionals)



PRESIDENTS SUMMIT SESSIONS



CHAPTER TRANSITIONS & SUCCESSION PLANNING



INFLUENTIAL LEADERSHIP: DEVELOPING INFLUENTIAL LEADERSHIP THROUGH SOFT SKILLS



SPONSORSHIP & FUNDING STRATEGIES FOR CHAPTER PRESIDENTS



UTILIZING MEMBERSHIP DATA & DATA-DRIVEN DECISIONS

“Widen the path of opportunities and continue to leave a powerful and positive legacy in this world.”

- Luis Fonsi

Presidents Summit Sessions

CHAPTER TRANSITIONS & SUCCESSION PLANNING



In this session, we will explore the crucial aspects of chapter transitions and succession planning for chapter presidents. Building upon the CCLP materials, we will delve into the significance of effectively passing on responsibilities and knowledge to ensure a seamless continuation of the work initiated by previous presidents. Additionally, we will discuss strategies and best practices for implementing and executing a robust succession plan. By fostering communication and collaboration among chapters, we aim to facilitate the success of the entire chapter community within their respective regions.

By the end of this session, participants will be able to implement and execute a succession plan.

Presidents Summit Sessions

INFLUENTIAL LEADERSHIP: DEVELOPING INFLUENTIAL LEADERSHIP THROUGH SOFT SKILLS



Influential leadership plays a vital role in chapter success. Chapter leaders can have a significant impact on their members and fellow leaders by cultivating important soft skills such as conflict resolution, effective communication, and emotional intelligence. This session aims to help leaders learn these important soft skills, so they can inspire and empower their chapter members, driving engagement, productivity, and overall success.

By the end of this session, participants will be able to influence their chapter members and leaders by learning important soft skills, including conflict resolution, communication, and emotional intelligence.

Presidents Summit Sessions

SPONSORSHIP & FUNDING STRATEGIES FOR CHAPTER PRESIDENTS



In this session, we will delve into the crucial aspect of sponsorship and funding for chapter presidents. Building upon the CCLP materials, we will focus on learning how to develop an effective sales strategy to attract potential sponsors and secure support for various activities. Additionally, we will explore the process of teaching others within their chapters how to execute this strategy successfully. Chapter presidents will gain valuable insights on assessing the assets of their region and leveraging them to benefit their chapters. By sharing this knowledge with others on their executive board and chapter members, they will ensure their collective success in securing sponsorships and funding. Together, we will empower chapter presidents to navigate the world of sponsorship and funding with confidence and proficiency.

OBJECTIVES:

- ✔ Acquire the skills to develop an effective sales strategy.
- ✔ Enable and empower others in the team to execute the sales strategy.

Presidents Summit Sessions

UTILIZING MEMBERSHIP DATA & DATA-DRIVEN DECISIONS



In this session, we will explore the significance of utilizing membership data and making data-driven decisions for chapter presidents. Participants will learn essential skills and strategies to effectively develop a comprehensive data collection plan tailored to their chapter's specific needs. Moreover, we will delve into the practical application of data analysis techniques to drive purposeful activities that motivate and increase membership. By leveraging SHPE's research and data, chapter presidents will gain insights and best practices to inform their decision-making processes. Through interactive discussions and hands-on exercises, we will empower chapter presidents to harness the power of data and continuously improve their chapters. Participants will be equipped with the knowledge and tools to make informed, data-driven decisions that foster growth and success for their chapters.

OBJECTIVES:

- ✔ Create an effective data collection plan.
- ✔ Utilize data to drive informed decisions and foster continuous chapter improvement.
- ✔ Harness SHPE's national research and data to enhance decision-making and chapter performance.



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QUICK RESOURCES



CONTACT US

Career Services careercenter@shpe.org

Chapters chapters@shpe.org

Corporate Relations & Sales partnerships@shpe.org

Events events@shpe.org

Finance finance@shpe.org

Information Technology it@shpe.org

Marketing marketing@shpe.org

Membership membership@shpe.org

Mercado mercado@shpe.org

Research research@shpe.org

Registration registration@shpe.org

IDEA (Inclusion, Diversity, Equity and Advocacy) Ideas familia@shpe.org

All Other Inquiries shpenational@shpe.org

CONNECT WITH US

Facebook [@SHPENational](https://www.facebook.com/SHPENational)

Instagram [@SHPENational](https://www.instagram.com/SHPENational)

LinkedIn [@Society of Hispanic Professional Engineers](https://www.linkedin.com/company/Society%20of%20Hispanic%20Professional%20Engineers)

TikTok [@SHPENational](https://www.tiktok.com/@SHPENational)

Twitter [@SHPE](https://twitter.com/SHPE)

YouTube [@SHPENational](https://www.youtube.com/SHPENational)

USEFUL LINKS

Chapter Resources shpe.org/membership/chapter-resources

Marketing Resources shpe.org/about-shpe/marketing-resources

Calendar shpe.org/engage/events/#calendar

Donate shpe.org/donate

Join shpe.org/membership/become-a-member

Subscribe shpe.org/about-shpe/news/shpe-nation

2023 National Convention shpe.org/2023

“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

