Do You Know?!  
Why We’re All Here

11.1% of Students in Engineering are Hispanic

3.08% are SHPE Members
2020 Vision

Ascending to Transcend

- **Record-breaking Membership** (minimum of 15,000 members)
  - Improved and enriched member experience
  - Equipping more chapter leaders for success

- **Record-breaking Event Attendance** (RLDCs, NILA and Convention 2020)
  - Improved and enriched event attendee experience

- **Record-breaking Philanthropy & Grants** (a minimum of two six-figure grants)

- **Consistent, Powerful, Nationwide Brand**
  - Online Mercado ~ Thousands of brand ambassadors

- **Top STEM Career Services Resource** for employers and job seekers
  - Virtual career fair

- **Transformational AMS Software Integration**
The LeaderSHPE Model
Embedded in Everything We Do

**Community**
- Encourage Engagement
  - Advocacy & Policy
  - Coalition Building
  - Empowerment
  - Networking Skills
  - Stakeholder Engagement
  - Volunteer Management
- Diversity & Inclusion
  - Inclusive Leadership
  - SHPEtina Perspectives
  - Understanding Bias
  - Valuing Differences
  - Microaggressions
  - Authenticity
  - Cultural Dexterity
  - Intersectionality
- Social Impact
  - Community Service
  - Social Responsibility
  - Social Engagement
  - Access & Equity
  - Mentoring

**Organizational**
- Managing People
  - Situational Leadership
  - Team Building
  - Developing Others
  - Constructive Feedback
  - Building Trust
- Operational Management
  - Accountability and Responsibility
  - Business Acumen
  - Conflict of Interest
  - Financial Literacy
  - Project Management
  - Performance-Based Evaluation
- Strategic Thinking
  - Transformational Leadership
  - Strategic Planning
  - Critical Thinking
  - Decision Making
  - Risk Assessment
- Technology & Innovation
  - Innovation & Creativity
  - Intrapreneurial Mindsets
  - Technical Competencies

**Personal**
- Collaboration
  - Leading through Influence
  - Adapting to Change
  - Conflict Resolution
  - Negotiation Skills
  - Cultivating Empathy
- Communication
  - Active Listening
  - Presentation Skills
  - Written Communications
- Career Management
  - Career Planning
  - Life-long Learning
  - Business Etiquette
  - Executive Presence
- Personal Growth
  - Personal Values & Ethics
  - Emotional Intelligence
  - Personal Brand
  - Wealth Creation
  - Self-Awareness
  - Work Life Integration
  - Health & Fitness

* Adapted from Abel, Talan, & Masterson, 2017
Member Benefits

SHPE Jr
9-12th High School

Collegiate
Community College
Undergraduate
Graduate

Professionals
Early - Career

membership@shpe.org
ScholarSHPE

www.shpe.org/students/scholarshpe

$500,000
Bright Minds ScholarSHPE Campaign
Raise $500,000 by June 30, 2020
ScholarSHPE

Application Open!

February 1, 2020

Applications

• Active Member of SHPE
• Pursuing a STEM degree or professional certificate at a qualifying institution. All degree programs must be in the U.S. or Puerto Rico.
• Minimum 2.75 GPA

April 30, 2020

Closes
BIG NEWS!!
New ScholarSHPE Program Sponsor!

10 x $5,000 for Undergrads
15 x $10,000 for Grad and Doctoral Students

A commitment to supporting SHPE students at all levels of higher education

Largest ScholarSHPE Corporate Sponsor
Largest ScholarSHPE contribution to graduate and doctoral students
New! ScholarSHPE Webinar Series

Our Goal: To empower our students to confidently submit superb scholarship applications by covering content that is specific to our SHPE student members.

- Applying to ScholarSHPE in 2020!
- 10 Tips to a Resume That Will Get You Noticed
- Telling Your Story Through a Compelling Essay
- Wow! What a Letter!

All on SHPE National’s YouTube Channel
Check-In

How many of you knew SHPE had scholarships?

How many of you have already applied for SHPE ScholarSHPEs?

How many of you are going to apply for scholarships in the next 2 months?
Rebrand

Launching a Powerful Brand in STEM
Logo Suites Created & Distributed

Student Chapters 211

Professional Chapters 63

Regions 7

Unfinished Chapters 17

281 Total Finished

2 Rebrand Webinars
5 Formats per chap. = 6,656 Logo Files
Membership

Record-breaking goals
How SHPE Serves Its Members
Three Year Goals
Ending FY 2020

1. Grow Membership
   - 13k members by June 2020

2. Improve the Member Experience
   - Launch new membership software system
   - Improve membership/chapter processes, systems, policies, and procedures
   - Improve chapter efficiencies

3. Build Brand Awareness
   - Achieve market saturation
## Membership Over the Years

### 5 Year Analysis as of Feb 2020

<table>
<thead>
<tr>
<th>By Region</th>
<th>FY 15-16</th>
<th>FY 16-17</th>
<th>FY 17-18</th>
<th>FY 18-19</th>
<th>FY 19-20 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>958</td>
<td>1,295</td>
<td>1,073</td>
<td>1,091</td>
<td>1,183</td>
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<tr>
<td>Region 2</td>
<td>1,387</td>
<td>1,557</td>
<td>1,498</td>
<td>1,447</td>
<td>1,762</td>
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<tr>
<td>Region 3</td>
<td>430</td>
<td>406</td>
<td>437</td>
<td>497</td>
<td>491</td>
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<tr>
<td>Region 4</td>
<td>2,631</td>
<td>2,004</td>
<td>2,096</td>
<td>2,299</td>
<td>2,207</td>
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<tr>
<td>Region 5</td>
<td>1,505</td>
<td>1,806</td>
<td>2,138</td>
<td>2,183</td>
<td>2,344</td>
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<tr>
<td>Region 6</td>
<td>1,175</td>
<td>1,150</td>
<td>1,350</td>
<td>1,415</td>
<td>1,407</td>
</tr>
<tr>
<td>Region 7</td>
<td>1,943</td>
<td>1,797</td>
<td>1,880</td>
<td>2,197</td>
<td>2,215</td>
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<tr>
<td>TOTAL</td>
<td>10,029</td>
<td>10,015</td>
<td>10,472</td>
<td>11,129</td>
<td>11,641</td>
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</table>
Programs

Providing services to members
MindEdge
New Development Platform

• Online, self-paced curriculum

• Over 150 different topics

• Earn CEUs that support PDU, CPE, HRCI, SHRM, CFRE

• 18 industry recognized professional development certificates (or test prep courses)
LatinX
Monthly Webinars

#LiveYourLife Calendar
Calendar your Life to Live a life with purpose
February 26th, 2020
Rising Latino Leaders
Professional Development Certificate Program

www.shpe.org/smu-cox
Act fast! Only 30 spots available

**Dates**  March 16-20, 2020

**Location**  Southern Methodist University
Dallas, Texas

**Cost**  $2,800 (SHPE Member)
$4,800 (SHPE Non-Member)
$4,995 Retail Value

Register Now!

45% Savings!
Events

National Convention & Beyond
2019 Convention Demographics

ATTENDEES

9,128

BY TYPE

- 49% Undergraduate Members
- 7% Exhibitor/Sponsor*
- 4% Pre-College Members
- 3% Graduate Members
- 4% Professional Members
- 33% Other (Leadership, Staff, Committee, Vendors)

MEMBERS ONLY

- 31% Female
- 69% Male
- 58% First Generation College Students
- 63% First-Time Attendee

YEAR IN SCHOOL

- 2% Community College
- 4% Freshman
- 15% Sophomore
- 28% Junior
- 51% Senior

*Includes many professionals
2019 National Convention
Demographics

290 EXHIBITORS
53,800 Total Square Feet

626 Interview Booths

144

90

31

25

Corporate
University
Nonprofit
Government

5000+ interviews

100s of on-the-spot offers
Announcing our 2020 Visionary Sponsor!
2020 STAR Awards

Nominate a STEM Leader today!

Schedule

❖ Nominations open March 18th
❖ Nominations close June 30th
❖ Full nomination brochure available online in late February
❖ 1 Student Per Region
❖ 1 Professional Per Region
❖ Tune in to webinar in April for best practices!
### National Convention 2020

Registration – Opens TBD

<table>
<thead>
<tr>
<th></th>
<th>Student</th>
<th>Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early</td>
<td>$235</td>
<td>Early $360</td>
</tr>
<tr>
<td>Regular</td>
<td>$285</td>
<td>Regular $410</td>
</tr>
<tr>
<td>Late</td>
<td>$365</td>
<td>Late $510</td>
</tr>
</tbody>
</table>

Bulk Registration Available

registration@shpe.org
Virtual Event
August 7-9, 2020

**New Initiatives:**

- Invite chapter leaders/officers as a team to set them up for greater success
- **Transcend 2020 NILA:**
  - 600 total attendees
  - Engage at least 150 chapters (128 in 2019)
  - Train 500 leaders for SHPE-wide growth and success (183 trained in 2019)
Career Services
A Year-Round Member Benefit
Career Services Center
Year-Round | No Longer Events-Based

**Hiring Needs**
- Improve job fulfillment
  - IPC and major investor priority
  - Website analytics
  - Event follow-ups

**High Value**
- Increase engagement
  - Strategic year-round Job Board marketing plan
  - Virtual Career Fairs
  - Webinars
  - Digital field trips

**Skill Development**
- Coordinated resources
  - Grad school guide
  - Fellowship opportunities
  - Active professional recruiting
The #1 Job Board for Hispanics in STEM

Year-to-Date as of February 18\textsuperscript{th}, 2020

<table>
<thead>
<tr>
<th>Job Exposure</th>
<th>Actual</th>
<th>Increase YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Views</td>
<td>140,919</td>
<td>118%</td>
</tr>
<tr>
<td>Resume Views</td>
<td>56,672</td>
<td>97%</td>
</tr>
<tr>
<td>Apply Now Clicks</td>
<td>12,104</td>
<td>14%</td>
</tr>
<tr>
<td>Posted Resumes</td>
<td>10,112</td>
<td>19%</td>
</tr>
<tr>
<td>Employer Signups</td>
<td>1321</td>
<td>28%</td>
</tr>
<tr>
<td>Job Postings</td>
<td>17,115</td>
<td>35%</td>
</tr>
</tbody>
</table>

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National Board of Directors
Who They Are & What They Do

Board Chair
Miguel Alemany
Procter & Gamble

Secretary & RVP Liaison
Will Davis

Treasurer
Ernesto Felix
Lockheed Martin Aerospace

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

Board Member
Rodrigo Garcia
Century Diversified

Board Member
Adriana Ocampo
The Boeing Company

Board Member
Chris Hetrier
Moody’s/Team8 Cyber Venture

Board Chair
Michael Gutierrez

Board Member - Undergraduate
David Castro

Board Member - Graduate
Sophia Piata

Board Member
Adalio Sanchez

Board Member - Undergraduate
Miguel Cuen Sanchez

Board Member
Eva Majercsik
HP Inc.
We Need Your Help

Let’s not keep SHPE the best kept secret any longer!
2020 Membership Video

Join Today
visit SHPE.org to learn more
Somos Familia
We Are SHPE

SHPE
Leading Hispanics in STEM