

# SHPE

CHANGING LIVES  
EMPOWERING  
COMMUNITIES  
IMPACTING THE  
WORLD



## STRATEGIC PLAN

2018-2020

# SHPE's Commitment to the Future



**Miguel Alemany**  
Board Chairman

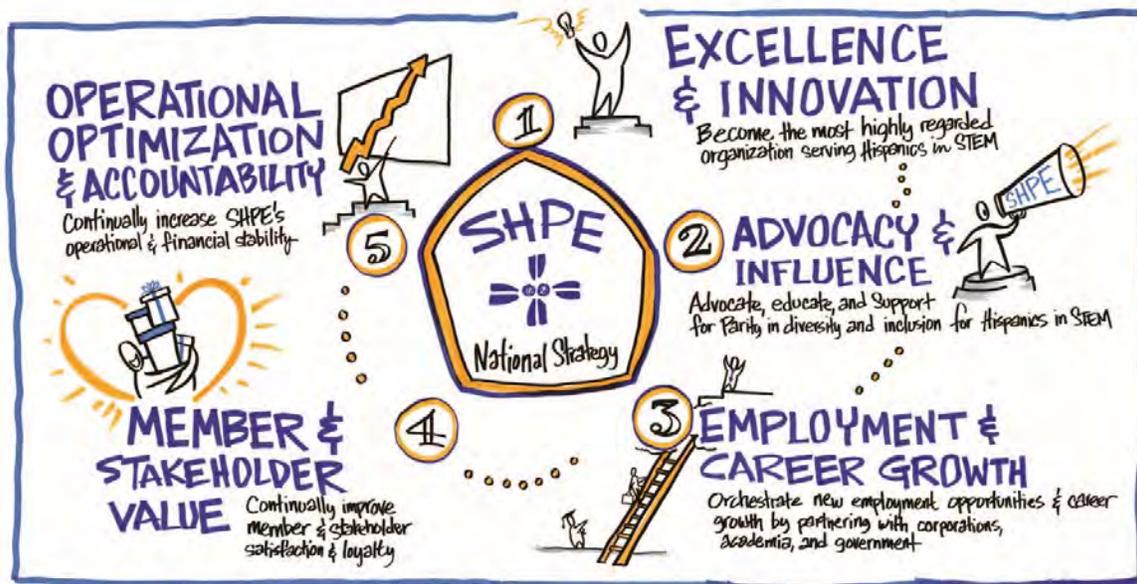


**Raquel Tamez**  
Chief Executive Officer

The time is now to embrace our culture, our professional networks, our membership and staff's dedication to grow SHPE's national footprint. We are positioned to inspire passion and loyalty within our membership and are on the leading edge of designing innovative programs that are relevant and meaningful to our membership.

SHPE is dedicated to becoming the most valued organization serving Hispanics in STEM. We have the technical and professional talent, the membership commitment, and a solid value proposition to stabilize and grow the organization to new heights over the next 3 years. Our opportunities are vast and will be focused on the growth opportunities that are baked into our strategic priorities.

Finally, SHPE's Board of Directors, Executive Leadership, and Staff are committed to expanding SHPE's brand and the way SHPE is experienced by all members, stakeholders, donors, and community partners. We have a sense of urgency and an aspiration for EXCELLENCE in our future path and we encourage the SHPE Familia to embrace our values and this journey towards a path of national recognition and future success.



# GOAL 1

## Excellence & Innovation

Become the most highly regarded organization serving Hispanics in STEM



### STRATEGIC ISSUE

The Hispanic population in the United States has reached nearly 58 million in 2016 and has been the principal driver of U.S. demographic growth, accounting for half of the national population growth since 2000. The Hispanic population itself has evolved during this time, with changes in immigration, education, and other characteristics. However, there is a negligible rate of progress, when viewed through the lens of STEM education, and professionals working in STEM careers. SHPE strives to move professionals forward with Hispanics in STEM by offering our members innovative solutions and partnerships focused on building their professional capability.



### OBJECTIVES

- › Revitalize SHPE's corporate brand.
- › Communicate to SHPE's membership our programmatic value.
- › Provide tailored solutions and support to Hispanics in STEM.
- › Create a new generation of SHPE leaders.

# GOAL 2

## Advocacy & Influence

Advocate, educate, and support for parity in diversity and inclusion for Hispanics in STEM



### STRATEGIC ISSUE

Between the years 2009 and 2010, only 8% of all certificates and degrees awarded to Hispanics were in the STEM fields. While trending upward, this is unacceptable. SHPE's advocacy and influence must grow to be part of the solution. We will continue our effort to seek out partnerships with academic institutions and organizations to keep the arrows pointing upwards, but SHPE must develop its own national voice. For an organization that was founded three decades ago, it is time to be seen as the expert in advocacy and education on Hispanics in STEM.

Previous Administrations and the current Congress have brought forth proposals that seek to increase interest in STEM education and careers, but there is very little discussion, if any at all, on the impact these policies will have on Hispanic students ability to pursue STEM education and professions. Only through a national advocacy effort in the halls of Congress will SHPE become THE credible voice advocating zealously for Hispanics in STEM.



### OBJECTIVES

- › Educate national policymakers on SHPE's corporate mission and vision.
- › Demonstrate the value of SHPE student/professional chapters and its relation to the Hispanics in STEM talent pipeline.
- › Convene and collaborate with government, business, and nonprofits toward the goal of increasing representation of Hispanics in STEM.
- › Position SHPE as the expert voice and validator on Hispanics in STEM.

## GOAL

# 3

## Employment & Career Growth

Orchestrate new employment opportunities and career growth by partnering with corporations, academia, and government



### STRATEGIC ISSUE

While Hispanics make up 18% of the U.S. population, only 7% of the STEM workforce is Hispanic. Efforts by SHPE to increase employment for Hispanics must continue. While SHPE cannot be everything to everyone, we can leverage our resources to promote and encourage career-growth and networking for our members.

SHPE's 225+ chapters and unique professional network can help fulfill the service needs of our members by providing career opportunities for Hispanics in STEM.

SHPE's commitment to developing innovative programs that enhance the skills of our members combined with a focus on increasing our corporate and academic partnerships will help improve the number of Hispanics in STEM.



### OBJECTIVES

- › Create and maintain partnerships with corporations and academic institutions to expand career-growth opportunities.
- › Develop innovative employment connections for members.
- › Continually grow and diversify SHPE's membership.
- › Provide programs with measurable outcomes that are designed to increase Hispanics in STEM in: 1) C-suite positions; 2) Government roles; 3) Academia; and 4) Entrepreneurship.



# GOAL 4

## Member & Stakeholder Value

Continually improve member and stakeholder satisfaction and loyalty



### STRATEGIC ISSUE

Members and stakeholders that invest in SHPE's programming expect excellence, quality, and value. SHPE must understand and respond to the changing needs of its members. We will do this by asking and listening to our members about what their needs are and creating programs built on consensus.

SHPE will partner and collaborate with new community partners to provide solutions that address the current challenges of Hispanics in STEM.



### OBJECTIVES

- › Provide high quality and valuable programs and events.
- › Ask and listen to our members' answers so we can better understand their needs and expectations.
- › Provide effective resources for chapter governance.
- › Further develop the skills and strengths of regional and chapter leaders.

# GOAL 5

## Operational Optimization & Accountability

Continually improve SHPE's operational and financial stability



### STRATEGIC ISSUE

SHPE's national office has a commitment to optimization and accountability to its members. Organizational accountability is critical to operate in an increasingly competitive environment. Competent staff and volunteers must be supported by systems and processes that afford them the opportunity to be as optimal and effective as possible.

SHPE seeks to become a high-performing, responsive membership organization focused on its stakeholders, while building trust among decision makers as the most valued organization serving Hispanics in STEM.



### OBJECTIVES

- › Stabilize and diversify revenue growth through corporate and individual giving, new sponsors, grants, etc.
- › Optimize governance and operations.
- › Transform work culture to emphasize innovation and accountability.
- › Develop required skills and succession planning for staff and Board.



## 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, scientist, mathematicians, and engineers.



## CORE VALUES

SHPE's core values are the deeply ingrained principles that guide all of our actions; they serve as our cultural cornerstones. They are inherent and cannot be compromised, either for convenience or short-term economic gain.

### Familia

We take responsibility for our collective strength and passion by developing communities, building a diverse and inclusive membership, and challenging each other to be our best.

### Service

We act on a foundation of service. We commit to deliver the highest levels of quality, integrity, and ethical behavior. We act with empathy, patience, and understanding.

### Education

We value formal education and professional development. We are dedicated to continuous improvement and renewal. We learn from successes, setbacks, and each other.

### Resilience

We embrace our diverse cultures and communities, which enable us to adapt, thrive, and persist with optimism.

[www.shpe.org](http://www.shpe.org)