



The Society of Hispanic Professional Engineers San Diego Professional Chapter

Partnership Business Plan

Our Mission

“SHPE changes lives by empowering the Hispanic community to realize their fullest potential and impacts the world through STEM (Science, Technology, Engineering, and Mathematics) awareness, access, support and development.”

Vision

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

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SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS
SAN DIEGO PROFESSIONAL CHAPTER
A NON-PROFIT CORPORATION 501 (C) (3) IRS ID NUMBER 33-0602340
P.O. BOX 910131
SAN DIEGO, CA 92191

To Our Sponsors:

On behalf of the Society of Hispanic Professional Engineers San Diego Professional Chapter (SHPE San Diego) I would like to thank you for your consideration in supporting our chapter.

SHPE San Diego, a leading Latino non-profit organization, is brought together by heritage, social responsibility and desire to improve the equality of all people through the enhancement of Latinos in science, engineering, mathematics and other technical professions in the San Diego area.

Your financial support helps us grow and achieve our mission of changing lives by empowering the Hispanic community to realize their fullest potential and impacts the world through STEM (Science, Technology, Engineering, and Mathematics) awareness, access, support and development.

Our chapter continues to have exciting activities to promote STEM for this 2014-2015 Fiscal Year and we would like to present them to you in the attached Business Plan.

Respectfully,

Victor M. Guzman
2014 – 2016 President
SHPE San Diego Professional Chapter
President@shpesd.org
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1. INTRODUCTION

Please review our Partnership Business Plan to learn more about who we serve, the impact we can have in the community, how partnering with SHPE San Diego can help your organization reach its Diversity Recruitment and STEM Outreach goals, and discover the events and programs your organization would like to partner with SHPE San Diego.

2. CHAPTER GOALS

SHPE San Diego strives to fulfill its mission by increasing educational opportunities, promoting professional and personal growth, and improving economic opportunity through the following SMART goal for fiscal Year 2014-2015:

1. Increase STEM awareness through 5 community events sponsored by SHPE SD by June 2015
2. Establish 1 additional recognized and sponsored SHPE Jr. Chapter by June 2015
3. Raise \$30,000 in funds for Scholarships, STEM Outreach, and Professional Development by our 33rd Annual Awards Banquet on May 1st, 2015
4. Recruit 3 new funding sponsors and 5 In-kind sponsors while retaining existing sponsors by June 2015
5. Host 2 Professional Development Seminars for Professional members by June 2015
6. Increase registered SHPE San Diego Professional membership by 30% to a total of 75 by June 2015
7. Collaborate with 3 non-engineering organizations from the Hispanic community by June 2015

Fundamental principles such as teamwork, problem solving, respect, leadership, communication, organization, and planning are the key elements to a successful plan execution and are the ingredients for tomorrow's leaders. We are honest and act with integrity; we ensure accuracy and completeness of our Financial Reports.



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3. TARGET AUDIENCE

SHPE San Diego events are open to the public however are targeted to impact and empower the following Latino communities:

1. K-12 students and their parents/guardians
2. University and community college students
3. Entry level and experienced professionals

4. VALUE TO THE COMMUNITY

K-12 Students and their parents are exposed to the following benefits:

1. Access and exposure to STEM fields and information on attaining a higher education in a STEM career
2. Exposure to role models whom they can relate to on a cultural level
3. Participation in the SHPE Jr. program which provides leadership, teamwork and scholarships opportunities

A Special Note about Parent Engagement

SHPE knows involving parents in events like Noche de Ciencias is essential to empowering the community! SHPE San Diego may only have a few hours to inspire students at our events however by providing a positive impact to their parents we can provide a longer lasting change in their lives. Studies show that:

“Parent involvement in education is crucial. No matter their income or background, students with involved parents are more likely to have higher grades and test scores, attend school regularly, have better social skills, show improved behavior, and adapt well to school.”

* National Coalition for Parent Involvement in education. 2006. Research Review and Resources.

Community college and university students SHPE members benefit from:

1. Exposure to corporate cultures and facilities
2. Professional and leadership development workshops and opportunities
3. Scholarship, internship and career opportunities from sponsoring companies
4. Connections with other engineering and science college students

Professionals involved with SHPE are provided the following value opportunities:

1. Mentorship of K-12 and college students as well as more junior professionals
2. Professional development and networking opportunities to advance their careers and circle of influence
3. Stronger engagement with their employer through involvement in Employee Resource Groups (ERGs) and/or representing their employer at SHPE events



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5. CORE EVENTS/PARTNERSHIP OPPORTUNITIES

Event/Program	Description	Target Audience	Cost	Value to Partner
Noche de Ciencias Event	Inspire 6 th -12 th grade students to pursue STEM fields while educating their parents about STEM careers, college prep and financial aid options through interactive workshops and activities.	<ul style="list-style-type: none"> 6 – 12th grade students and their parents 	\$550 - \$1,300 Please contact us for more info.	<ul style="list-style-type: none"> Community recognition Brand Awareness Reach out to 100+ students Increase pipeline of STEM professionals
Sponsor a SHPE Jr Chapter	Expose high school students to the broadest of STEM career opportunities and perpetuate interest in education by serving as the backbone in their academic excellence.	<ul style="list-style-type: none"> High school students and their parents 	\$3,900 Please contact us for more info.	<ul style="list-style-type: none"> Community recognition Brand Awareness Increase pipeline of STEM professionals
Host a General Body Meeting	Promote your Organization as a STEM Expert and expose attendees to your Brand and STEM career opportunities.	<ul style="list-style-type: none"> Professional College 	Food and drinks for attendees	<ul style="list-style-type: none"> Brand Awareness Recruitment to 50+ professionals and students Employee Engagement
Annual Scholarships and Awards Banquet Sponsorship	Provide funding for professional development programs, STEM outreach programs, and scholarships to San Diego's top SHPE students from UCSD, SDSU, USD, Southwestern College, City College, Cuyamaca College, Mesa College, and our SHPE Jr. chapters Academy of Our Lady of Peace and Oceanside high school	<ul style="list-style-type: none"> Professional College Pre-College community 	Please see section 8 for more info.	<ul style="list-style-type: none"> Community recognition Brand Awareness Employee Engagement Recruitment opportunity to 150+ attendees
Sabado Cientifico Sponsorship	Spark curiosity in STEM fields for 3-6th graders thru a fun program that SHPE prepares for the students and their Parents.	<ul style="list-style-type: none"> 3-6th grade students and their parents 	~\$5,000 Please contact us for more info.	<ul style="list-style-type: none"> Community recognition Brand Awareness Reach out to 100+ students Increase pipeline of STEM professionals
Job Posting	Promote your company's job openings on our website and our social media networks including Southwest region.	<ul style="list-style-type: none"> Professional College 	Please see section 6.1 for more info.	<ul style="list-style-type: none"> Recruitment opportunity Brand Awareness
Regional Leadership Development Conference (RLDC) Sponsorship and Workshops	Your contribution will help SHPE ensure that each participant receives exceptional training to aid in shaping our innovators of tomorrow. We invite you to participate at the Region 2 RLDC event and join 10,000 SHPE members that represent a network of 318 chapters.	<ul style="list-style-type: none"> College 	Please contact us for more info.	<ul style="list-style-type: none"> Brand Awareness Recruitment opportunity to 150+ attendees
In-Kind Donations	Support with supplies, publicity tools and resources, activity materials, and prizes.	All target audience groups	Variable	<ul style="list-style-type: none"> Community recognition Brand Awareness



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6. VALUE TO SPONSORING CORPORATIONS

Partnering with SHPE San Diego provides the following benefits and opportunities:

- **Brand Awareness with the Community**
 - Tap into a Mid-Income to High-Income Hispanic segmented market
- **Philanthropic Recognition with the Community**
 - Receive recognition with the community at events and on our social media channels
 - Receive recognition at our Annual Scholarships and Awards Banquet
- **Employee Engagement**
 - Increase you employee engagement by promoting events and SHPE volunteer opportunities
- **Recruitment Opportunities**
 - Access to a talented and driven pool of engineers and scientists
 - Promotion of job openings to our large network of talented candidates

6.1 JOB POSTING OPPORTUNITIES

SHPE San Diego also offers job posting opportunities to our partners. Please visit www.shpesd.org/job-posting-info to learn more about the applicants and visibility posting a job opening with SHPE San Diego's network provides, how to submit a job posting, and the pricing plans for job postings. In brief, we offer job postings via these partnership opportunities:

- Via Sponsorship Packages ([see section 8 for more information](#))
- Hosting an Event (1 job posting available for use within 6 months)
- Individual Job Posting Purchase (Job postings are available for the low price of \$75 each)

7. DELIVERABLES TO SPONSORING CORPORATIONS

All sponsoring corporations will receive a summary report of events and achievements. A metrics report will be included demonstrating the impact the corporations' support have enabled in the community. Event and program marketing and publicity media (flyers, posts, emails, etc.) will highlight sponsors.

7.1 METRICS REPORT

The following metrics will be evaluated and presented in our report.

Metric	Definition
1	<i>K-12 Students Reached: Number of students exposed to STEM.</i>
2	<i>Families Reached: Number of parent participants in events.</i>
3	<i>College student Impact: Number of students participating in professional development events.</i>
4	<i>Professionals Reached: Number of professionals in attendance to sponsored events.</i>
5	<i>Publicity Statistics: Number of people receiving and engaging with publicity of events and sponsors.</i>



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8. ANNUAL SCHOLARSHIPS AND AWARDS BANQUET SPONSORSHIP INFORMATION

Corporate Sponsorship Levels	
Platinum	\$5,000
Gold	\$3,000
Silver	\$2,000
Bronze	\$1,500
Benefits for All Sponsors	
<ul style="list-style-type: none"> • Jointly present scholarship(s) to student(s) at podium • Provide 1 participant for scholarship recipients selection from finalist pool (Optional) • Receive Thank You letter from the scholarship award recipient • Recognition of Sponsorship level during banquet and on SHPE San Diego website • Sponsor's name on centerpiece at table • Additional banquet tickets available at www.shpesd.org two months before banquet 	
Platinum Sponsor	
<ul style="list-style-type: none"> • \$3,500 directly to scholarships (\$500 - \$1,000 scholarships) • \$325 towards STEM outreach events and programs • \$300 towards Professional Development programs • Twelve (12) Job Postings available for use within one (1) year. • 1 (60 sec.) promo video during banquet schedule OR 2 (30 sec.) promo videos (\$250 value) • 1 page advertisement in banquet program (\$125 value) • Table at banquet for 8 (\$500 value) 	
Gold Sponsor	
<ul style="list-style-type: none"> • \$2,000 directly to scholarships • \$250 towards STEM outreach events and programs • \$250 towards Professional Development programs • Six (6) Job Postings available for use within one (1) year. • 1 (30 sec.) promotional video from sponsor during banquet schedule (\$125 value) • 1 page advertisement in banquet program (\$125 value) • Table at banquet for 4 (\$250 value) 	
Silver Sponsor	
<ul style="list-style-type: none"> • \$1,250 directly to scholarships • \$200 towards STEM outreach events and programs • \$225 towards Professional Development programs • Three (3) Job Postings available for use within one (1) year. • ½ page advertisement in banquet program (\$75 value) • Table at banquet for 4 (\$250 value) 	
Bronze Sponsor	
<ul style="list-style-type: none"> • \$1,000 directly to scholarships • \$125 towards STEM outreach events and programs • \$125 towards Professional Development programs • One (1) Job Postings available for use within one (1) year. • ½ page advertisement in banquet program (\$75 value) • Table at banquet for 3 (\$175 value) 	



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9. SPONSORSHIP PLEDGE FORM

Thank you for your generous support. Please complete the following pledge form.

SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS SAN DIEGO PROFESSIONAL CHAPTER PLEDGE FORM – 2014-2015 FISCAL YEAR AND 33 rd ANNUAL SCHOLARSHIP AND AWARDS BANQUET	
COMPANY INFORMATION	
COMPANY NAME:	ADDRESS:
POINT OF CONTACT:	PHONE NUMBER:
TITLE:	EMAIL ADDRESS:
BANQUET SPONSORSHIP LEVEL	
<input type="checkbox"/> PLATINUM (\$5,000)	<input type="checkbox"/> SILVER (\$2,000)
<input type="checkbox"/> GOLD (\$3,000)	<input type="checkbox"/> BRONZE (\$1,500)
PARTNERSHIP OPPORTUNITY	
<input type="checkbox"/> Noche de Ciencias Event	<input type="checkbox"/> SHPE Jr. Chapter Sponsorship
<input type="checkbox"/> Sabado Cientifico Event	<input type="checkbox"/> SHPE SD General Body Meeting
SIGNATURE AND CANCELLATION POLICY	TAX ID: #33-0602340
I understand that I must submit this form and any multimedia by 4/15/2015 to be included in all 33 rd Annual Scholarship & Awards Banquet printed material. I also understand that there are no cancellations after 4/11/2015 .	
DATE: _____	SIGNATURE: _____
SUBMISSION INFORMATION	
<ul style="list-style-type: none"> Email signed and completed pledge form to: Veronica Alcantara – VP of Corporate Affairs - 1stVicePresident@shpesd.org Banquet multimedia instructions are available at: www.shpesd.org/sponsorship-advertisement-details Job Opening submission info is available at: www.shpesd.org/job-posting-info Make check payable to Society of Hispanic Professional Engineers - San Diego Chapter and mail to: <div style="text-align: center; margin-top: 10px;"> Treasurer P.O. Box 910131 San Diego, CA 92191 </div> 	