



# The Society of Hispanic Professional Engineers San Diego Professional Chapter

## Partnership Business Plan

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### 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) we 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, Technology, Engineering, and Mathematic (STEM) professions in the San Diego area.

Your financial and in-kind support helps us grow and achieve our mission of changing lives by empowering the Hispanic community to realize their fullest potential and impact the world through STEM awareness, access, support and development.

Our chapter continues to have engaging events to promote STEM for this 2019-2020 Fiscal Year and we would like to present them to you in the attached Partnership Business Plan.

Respectfully,

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### 1. INTRODUCTION

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



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## 2. CHAPTER GOALS

SHPE San Diego strives to fulfill its mission by increasing educational opportunities, promoting growth in professional and career skills, and improving economic opportunity through the following goals and Specific, Measurable, Attainable, Relevant, Timely (SMART) objectives for fiscal year 2019-2020:

<b>1. Increase the number of Hispanics entering and graduating from STEM degree programs</b>
<u>SMART Objectives:</u> <ol style="list-style-type: none"> <li>a. Host 5 STEM Awareness events in the community by June 2020</li> <li>b. Partner with strategic San Diego organizations to promote STEM in 5 community events by June 2020</li> <li>c. Award \$20K in scholarships to college and high school SHPE members through our scholarship program at our Annual Scholarships &amp; Awards Banquet on 8 May 2020</li> <li>d. Establish one recognized and corporate sponsored SHPE Jr Chapter (San Diego High) by October 2020</li> </ol>
<b>2. Increase SHPE’s network of professional members who are influential in impacting and advancing the STEM fields</b>
<u>SMART Objectives:</u> <ol style="list-style-type: none"> <li>a. Increase registered professional membership to 100 members by July 2020</li> <li>b. Host 2 Professional Development Seminars by June 2020</li> <li>c. Host 2 Career Development events by June 2020</li> <li>d. Host 1 leadership development events by June 2020</li> <li>e. Host 6 networking events where professional and student chapter members can interact, share career advice, create informal mentorship relationships, and register as members by June 2020</li> </ol>
<b>3. Collaborate with Corporate, Government, and Academic partners to increase their employee Hispanic population in order to mirror US population demographics</b>
<u>SMART Objectives:</u> <ol style="list-style-type: none"> <li>a. Raise \$25,000 in funds for SHPE San Diego’s Scholarship, STEM Outreach, and Professional Development programs by our 37th Annual Scholarships &amp; Awards Banquet on 3 May 2020</li> <li>b. Recruit 1 new funding sponsor and 5 In-kind sponsors while retaining existing sponsors by June 2020</li> <li>c. Collaborate with 4 corporations to promote career paths and job opportunities by June 2020</li> <li>d. Collaborate with 1 government agency to promote career paths and job opportunities by June 2020</li> <li>e. Collaborate with 1 academic institution to promote post graduate degrees by June 2020</li> </ol>
<b>4. Increase SHPE’s impact and reach in San Diego through the use of social media and collaboration with various Hispanic community organizations in the promotion of STEM fields and SHPE San Diego’s Activities</b>
<u>SMART Objectives:</u> <ol style="list-style-type: none"> <li>a. Collaborate with 3 non-engineering organizations from the Hispanic community by June 2020</li> <li>b. Release 3 quarterly newsletters highlighting SHPE San Diego’s activity for the period by June 2020</li> <li>c. Use our website’s blog and our social media accounts to publicize each of our events two to four weeks in advance</li> </ol>



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### 3. TARGET AUDIENCE

SHPE San Diego events are open to the public. However, they are targeted to impact and empower the following Latino communities:

1. High School students and their parents/guardians
2. University and community college students
3. Entry level and experienced professionals

### 4. VALUE TO THE COMMUNITY

#### **High School 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, mentorship, university and company fieldtrips, and scholarships opportunities

#### **A Special Note about Parent Engagement**

SHPE knows involving parents in events like **Noche de Ciencias (Family Science Night)** 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 <i>(2 events planned this year)</i>	Inspire 9 <sup>th</sup> - 12 <sup>th</sup> 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"> <li>• 9 – 12<sup>th</sup> grade students and their parents</li> </ul>	\$550 - \$1,300 <sup>1</sup>	<ul style="list-style-type: none"> <li>• Community recognition</li> <li>• Brand Awareness</li> <li>• Reach out to 100+ students</li> <li>• Increase pipeline of STEM professionals</li> </ul>
Sabado Cientifico Sponsorship <i>(1 event planned this year)</i>	Spark curiosity in STEM fields for 3rd - 6th graders through a fun program that SHPE prepares for the students. We also educate their Parents on how to support their student to be on the college path.	<ul style="list-style-type: none"> <li>• 9-12th grade students</li> </ul>	\$5,000	<ul style="list-style-type: none"> <li>• Community recognition</li> <li>• Brand Awareness</li> <li>• Reach out to 100+ students</li> <li>• Increase pipeline of STEM professionals</li> </ul>
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"> <li>• High school students and their parents</li> </ul>	\$3,900	<ul style="list-style-type: none"> <li>• Community recognition</li> <li>• Brand Awareness</li> <li>• Increase pipeline of STEM professionals</li> </ul>
Host a Professional or Career Skills Workshop <i>(5 workshops planned this year)</i>	Presents skills to professionals and students to advance their career. Hosting enables your Organization to promote its Expertise and expose attendees to your Brand and STEM career opportunities.	<ul style="list-style-type: none"> <li>• Professional</li> <li>• College</li> </ul>	\$300	<ul style="list-style-type: none"> <li>• Brand Awareness</li> <li>• Recruitment to 50+ professionals and students</li> <li>• Employee Engagement</li> </ul>
Annual Scholarships and Awards Banquet Sponsorship	Provide funding for professional development, STEM outreach, and scholarship programs to San Diego's top SHPE students from UCSD, SDSU, USD, Southwestern, City College, Cuyamaca, Mesa, and San Diego SHPE Jr. chapters.	<ul style="list-style-type: none"> <li>• Professional</li> <li>• College</li> <li>• Pre-College community</li> </ul>	<a href="#">Please see section 8 for more info.</a>	<ul style="list-style-type: none"> <li>• Community recognition</li> <li>• Brand Awareness</li> <li>• Employee Engagement</li> <li>• Recruitment opportunity to 120+ attendees</li> </ul>
Job Posting	Promote your company's job openings on our website and social media networks (including Region 2, Southern California, Arizona, and Las Vegas).	<ul style="list-style-type: none"> <li>• Professional</li> <li>• College</li> </ul>	<a href="#">Please see section 6.1 for more info.</a>	<ul style="list-style-type: none"> <li>• Recruitment opportunity</li> <li>• Brand Awareness</li> </ul>
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 held in April with over 200 attendees.	<ul style="list-style-type: none"> <li>• College</li> </ul>	<sup>1</sup>	<ul style="list-style-type: none"> <li>• Brand Awareness</li> <li>• Recruitment opportunity to 150+ attendees</li> </ul>
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"> <li>• Community recognition</li> <li>• Brand Awareness</li> </ul>

<sup>1</sup> The cost is customizable by workshop/activity. Please contact us for more information.



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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 Low-Income through 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 your 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/jobs/job-posting-info/](http://www.shpesd.org/jobs/job-posting-info/) to learn more about the reach our job postings provide, how to submit a job posting, and the pricing plans for job postings. In brief, we offer job postings via these partnership opportunities:

- Sponsorship packages ([see section 8 for more information](#))
- Hosting an event
- Individual or bundle job posting purchase
- In-Kind sponsorship

## 7. DELIVERABLES TO SPONSORING CORPORATIONS

All sponsoring corporations will receive an end of year summary report including a financial report and 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. We ensure accuracy and completeness of our financial reports and are committed to our integrity with our partners, community, and members.

### 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	
<b>Platinum</b>	<b>\$8,000</b>
<b>Gold</b>	<b>\$6,000</b>
<b>Silver</b>	<b>\$3,000</b>
<b>Bronze</b>	<b>\$1,500</b>
Benefits for All Sponsors	
<ul style="list-style-type: none"> <li>• Jointly present scholarship(s) to student(s) at podium</li> <li>• Provide 1 participant for the meeting to select scholarship recipients from finalist pool (Optional)</li> <li>• Receive Thank You letter from the scholarship award recipient</li> <li>• Recognition of Sponsorship level during banquet and on SHPE San Diego website</li> <li>• Sponsor's name on centerpiece of table</li> <li>• Additional banquet tickets available at <a href="http://www.shpesd.org">www.shpesd.org</a> two months before banquet</li> </ul>	
Platinum Sponsor	
<ul style="list-style-type: none"> <li>• \$6,500 directly to scholarships</li> <li>• \$850 towards STEM Outreach and Professional Development programs</li> <li>• Twelve (12) Job Postings available for use within one (1) year</li> <li>• 1 (60 sec.) promo video during banquet schedule OR 2 (30 sec.) promo videos (\$250 value)</li> <li>• 1-page advertisement in banquet program (\$125 value)</li> <li>• Table at banquet for 10 (\$650 value)</li> </ul>	
Gold Sponsor	
<ul style="list-style-type: none"> <li>• \$5,000 directly to scholarships</li> <li>• \$675 towards STEM Outreach and Professional Development programs</li> <li>• Six (6) Job Postings available for use within one (1) year</li> <li>• 1 (30 sec.) promotional video from sponsor during banquet schedule (\$125 value)</li> <li>• 1-page advertisement in banquet program (\$125 value)</li> <li>• Table at banquet for 5 (\$325 value)</li> </ul>	
Silver Sponsor	
<ul style="list-style-type: none"> <li>• \$2,250 directly to scholarships</li> <li>• \$425 towards STEM Outreach and Professional Development programs</li> <li>• Three (3) Job Postings available for use within one (1) year</li> <li>• ½ page advertisement in banquet program (\$75 value)</li> <li>• Table at banquet for 5 (\$325 value)</li> </ul>	
Bronze Sponsor	
<ul style="list-style-type: none"> <li>• \$1,000 directly to scholarships</li> <li>• \$305 towards STEM Outreach and Professional Development programs</li> <li>• One (1) Job Postings available for use within one (1) year</li> <li>• ½ page advertisement in banquet program (\$75 value)</li> <li>• Table at banquet for 3 (\$195 value)</li> </ul>	

## 9. SPONSORSHIP PLEDGE FORM

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





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SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS SAN DIEGO PROFESSIONAL CHAPTER PLEDGE FORM – 2019-2020 FISCAL YEAR AND 37 <sup>th</sup> ANNUAL SCHOLARSHIP AND AWARDS BANQUET	
<b>COMPANY INFORMATION</b>	
COMPANY NAME:	ADDRESS:
POINT OF CONTACT:	PHONE NUMBER:
TITLE:	EMAIL ADDRESS:
<b>BANQUET SPONSORSHIP LEVEL</b>	
<input type="checkbox"/> PLATINUM (\$8,000)	<input type="checkbox"/> SILVER (\$3,000)
<input type="checkbox"/> GOLD (\$6,000)	<input type="checkbox"/> BRONZE (\$1,500)
<b>PARTNERSHIP OPPORTUNITY</b>	
<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
<b>SIGNATURE AND CANCELLATION POLICY</b>	<b>TAX ID: #33-0602340</b>
I understand that I must submit this form and any multimedia by <b>4/17/2020</b> to be included in all 38 <sup>th</sup> Annual Scholarship & Awards Banquet printed material. I also understand that there are no cancellations after <b>4/22/2020</b> .	
DATE: _____	SIGNATURE: _____
<b>SUBMISSION INFORMATION</b>	
<ul style="list-style-type: none"> <li>Email signed and completed pledge form to: Rafael S Juarez – VP of Corporate Affairs – <a href="mailto:corp.affairs.vp@shpesd.org">corp.affairs.vp@shpesd.org</a></li> <li>Banquet multimedia instructions are available at: <a href="http://www.shpesd.org/sponsorship-advertisement-details">www.shpesd.org/sponsorship-advertisement-details</a></li> <li>Job Opening submission info is available at: <a href="http://www.shpesd.org/job-posting-info">www.shpesd.org/job-posting-info</a></li> <li>Make check payable to <b>Society of Hispanic Professional Engineers - San Diego Chapter</b> and mail to:   <div style="text-align: center;"> <p>Treasurer            P.O. Box 910131            San Diego, CA 92191</p> </div> </li> </ul>	