Message From the President

Connecting Your Business to the Technology Resources You Need

May 7, 2017

Dear Company Representative,

The Society of Hispanic Professional Engineers (SHPE) Student Chapter of California Polytechnic State University, San Luis Obispo is primed to once again begin a promising new year. We are proud to announce that our chapter has been nominated this year as a finalist for Cal Poly’s President Diversity Award.

This upcoming school year of 2017-2018 will be my fifth and last year at Cal Poly SLO. I am proud to say that I will end my last year as president of SHPE, a club that has significantly enhanced my college career as a Latina engineer. Since freshman year I have been surrounded by a “familia” that provides me with various opportunities for professional development, leadership development, academic support, community service, and personal growth. Our chapter goals for this year start with deepening our sense of familia within the club and then broadening it to include alumni and other high school clubs/programs focused on STEM. Additionally, we will continue to create a stronger and more diverse network of professionals and students within our chapter. We want our members to come out of Cal Poly as strong candidates who can represent, connect, and empower the Hispanic community within STEM.

A resource that has played a significant role in helping us achieve our goals is corporate sponsorships. Included is our sponsorship packet that we have developed for how your company can get involved with our chapter for this upcoming academic year. Any contributions or assistance that your company provides will benefit our chapter and your company’s future. Our chapter has, for many years, provided a talented pool of well-prepared engineers and scientists for future recruitment. Your assistance will also help increase the number of minorities entering the fields of engineering and science and augment the diversity of your workforce, which would allow you to be more competitive and adaptable.

I hope that you will consider sponsoring our chapter. With your company, we can assure that SHPE Cal Poly will continue to achieve excellence and increase the number of professional Hispanics in the STEM fields. Should you have any questions, please do not hesitate to contact me. Thank you in advance for your time and support. We look forward to working with you!

Sincerely,

Serina Zepeda

President

Society of Hispanic Professional Engineers

California Polytechnic State University, San Luis Obispo

calpolyshpe.prez@gmail.com

Objectives and Goals

- Maintain ~150 members
- Increase participation in regional and national SHPE events
- Send 75 members to the National Conference
- Collaborate with other engineering clubs on campus
- Increase the number of internships/co-op’s from 40 to 50% of total membership
- Provide more networking opportunities between students and industry
- Have corporate speakers at 3 out of our 5 general meetings per quarter
- Provide two design competition opportunities
- Have more corporate participation in events such as Mock Interviews and professional workshops
- Provide a corporate facility tour each quarter
- Decrease the amount of students on academic probation (AP) from about 8% to 7%
- Increase the amount of volunteer tutors by 25% for our tutoring programs at local schools
SHPE Cal Poly’s History

The Society of Hispanic Professional Engineers (SHPE) was founded in Los Angeles, California in 1974 by a group of engineers employed by the city of Los Angeles. Their goal was simple; they hoped to create an organization of professional engineers that would serve as positive role models for the rest of the Hispanic community. With networking as the key basis, SHPE quickly established two student chapters and has since then grown to encompass the entire nation along with other countries outside the US.

The Student Chapter of California Polytechnic State University, San Luis Obispo was established in 1978 as part of a commitment to the recruitment and retention of Hispanic engineering, science, and math students. Our founder and first president, Juan Garcia, established a firm foundation on our campus, and SHPE Cal Poly has grown to be nationally recognized as one of the best and largest chapters in the United States. Locally, we have become one of the most active organizations on campus and continue to have a positive impact on our community through volunteer work and outreach events/activities. Under the umbrella of the Multicultural Engineering Program (MEP), we honor ourselves in providing multiple resources for underrepresented students to assist in recruitment and retention, such as advising and tutoring services. In recent years, we have averaged about 150 members and anticipate the same amount this year.

Mission Statement:

The California Polytechnic State University Student Chapter of the Society of Hispanic Professional Engineers exists to:

- Educate and develop the Hispanic community through academic excellence
- Provide a support system for academic, professional and personal growth
- Increase the number of professional Hispanics through recruitment and retention, as well as being nationally recognized as an outstanding chapter.

Statement of Vision and Values:

SHPE is a leading technical organization whose primary function is to enhance the potential of Hispanics in engineering and science.

- We value excellence in education, professional pursuits, and leadership.
- We obtain excellence through integrity, empowerment, achievement, diversity, and continued improvement.
- We are brought together by heritage, social responsibility, and the desire to improve the equality of all people through the use of science and technology.
ACADEMIC DEVELOPMENT

Academics are a crucial component of the SHPE Cal Poly organization. It is important that our members perform well in the classroom before they can become qualified and well-rounded professionals.

Study Groups
The Academics Officer forms SHPE study groups based on common coursework and major, ensuring groups meet consistently and productively. We award the study group that meets most often and shows academic improvement a certificate and academic gifts.

Scholarships for Academic Achievement
Scholarships allow us to reward our members for their academic achievements. We provide quarterly scholarships for active members who earn a minimum of 3.50 GPA (Dean’s List). Company sponsors also often provide scholarships that are awarded based on their criteria. Additionally, we provide scholarships for two freshmen based on their academic achievement and involvement during the fall quarter.

Scholarship Research
The Academics Officer researches and announces any scholarships for which our members may be eligible. There are many scholarships that go unclaimed because of the lack of qualified applicants. We promote these opportunities to our members through a Scholarship Database formed in 2015-2016.

Test Bank
During the 2016-2017 academic year, the Academics Officer will develop a test bank available to all SHPE members. The test bank will allow members to practice taking exams using those from previous years in all engineering major and support courses.

Member Study Hours
We have bi-weekly member study hours to help maintain good academic standing.
PROFESSIONAL & LEADERSHIP DEVELOPMENT

Our professional development program has been exceptional in recent years. We have an array of interactive workshops designed to help our members become more attractive to employers, prepare for the professional world, and help them choose the proper career path.

The National SHPE Conference
Since the National SHPE Conference is the largest Hispanic engineering career fair and technical conference in the United States, our chapter highly encourages its members to attend. This past year we were able to send 67 students thanks to company sponsorship. Many of the students received interviews and several received internships and full-time positions from attending the conference.

SHPE Cal Poly SLO has won first place in the Design Competitions, won Academic Olympiad in 2014, and came in first place for social competitions such as dancing Bachata. Our chapter has consistently been well represented at the conferences. We intend to keep our participation numbers high for this year’s conference in Kansas City, Missouri in November 2017 and continue to bring back additional awards from national-caliber competitions.

Corporate Speakers
Throughout the year we invite representatives from different areas of industry to speak at our general meetings. Corporate speakers present upon leadership, academic, or professional skills that benefit current students, and tie in information about their company.

Design Competitions
Our goal for this year is to provide two design competitions in which our members have the opportunity to solve real world-like issues. Participants present their designs to industry members who announce the winners of the Design Competition Scholarship, sponsored by a company each year.

Workshops
SHPE Cal Poly puts together different professional development workshops to help our members prepare to be effective professionals and leaders. Our goal is to have at least 50% of our dedicated members obtain an internship or co-op in the coming year. We provide workshops that help our members understand self-presentation skills, how to create well written resumes, and mock interviews for practicing interviewing skills with qualified company representatives who have recruiting experience.

Corporate Tours
Corporate facility tours give our members the opportunity to visit different company facilities at a time when they are deciding which industry they would like to explore, exposing them to potential careers they may not have originally considered. This is also a great opportunity for companies to build their brand among future professionals who come away with a new appreciation for the company, its products or services, and its people. We hope to continue providing corporate tours for our members and have transportation costs paid for.

Leadership Conferences
The National Institute for Leadership Advancement (NILA) is a national conference for SHPE Chapter Presidents to receive leadership skills through hands-on workshops and a case study that mimics a work environment in which students must learn to compromise ideas in order to meet a deadline.

The Regional Leadership Development Conference (RLDC), hosted by a university in our region, provides leadership workshops and presentations. In 2014, the Cal Poly SHPE chapter hosted the Region 1 RLDC, and it was a massive success. The one-day event was full of learn-by-doing workshops on leadership style, discussion on professional image, and much more. There was nothing but positive feedback from the 160 students and professionals in attendance. Cal Poly SHPE put forth an extraordinary effort, and produced a high-quality conference for the benefit of the entire region.
COMMUNITY OUTREACH

For many of the SHPE Cal Poly students, community outreach is what they enjoy the most about participating in SHPE. Many of our members are first generation college students who understand the difficulties of going through school without the necessary support behind them. Therefore, we have made it our obligation to serve our local community as positive role models for the local K-12 students and give back through the power of example, leadership, knowledge, and education.

Tutoring
Our members volunteer one to two hours per week to tutor at Laguna Middle School and San Luis Obispo High School. In several instances, teachers have indicated that our tutoring efforts have made the difference between an entire letter grade for the students. Tutoring has created relationships that have been rewarding to both the students and our members. Furthermore, we have had members participate at an elementary school as mentors for their Code Club which teaches young students the basics of computer programming.

Learn by Doing Workshops
Our chapter is well known for hosting hands-on workshops for students in elementary, middle, and high school to introduce them to engineering. The hands on activities include gum drop bridge building and design, LEGO team building and communication activity, paper and straw sailboat design among other.

SHPE JR Chapter
We established our first SHPE Jr chapter at Pioneer Valley High School in Santa Maria during the 2013-2014 school year. Our members are able to act as mentors to the high school student, share their insights of how they were able to prepare for college, and encourage them to pursue careers in the STEM fields through insightful presentations and engaging engineering activities. We host an annual Cal Poly tour for our Jr members in the spring where they visit Cal Poly engineering labs and facilities followed by two interactive engineering workshops led by the SHPE Jr Committee members.

College Preparation Workshops
In October, our chapter travels to high schools in the central coast and puts together presentations for high school seniors and their parents regarding student’s options in the private, UC, CSU, and community college systems. We assist parents and students by informing them of important deadlines and requirements for financial aid and college applications.

In February, we offer workshops for high school seniors and their parents to inform them of the Free Application for Federal Student Aid (FAFSA), Cal Grants, and scholarships. These workshops are our effort to make it clear to parents and high school students that money should not be an issue when pursuing a college education.
General Activities
Our chapter organizes and participates in several different events in order to recruit and retain more members. The overall goal of these events, is to create a sense of “familia” within our chapter.

MentorSHPE Program
The 2015-2016 Executive Board created the MentorSHPE Program which is an interactive, personal, and effective way to ensure the success of individuals seeking to grow in their education, careers, and personal life. In collaboration with the Multicultural Engineering Program (MEP), Mentors can receive training to guide younger students to become familiar with our campus, aid them in planning a tentative schedule of courses for each quarter, and provide advice to gain skills, perspective, and experience to be successful.

Open House
Cal Poly’s annual Open House event is our opportunity to meet incoming freshmen and transfer students who may be interested in becoming SHPE members. Through this event we are given the opportunity to raise money by selling food and drinks, and advertise our club, our sponsors, and design projects. It has become a tradition to sell our famous bacon-wrapped hot dogs, which tend to sell out quickly.

Polycultural Weekend
In efforts to recruit new members, our chapter participates in the student-organized Polycultural Weekend (PCW). During PCW, our chapter hosts newly admitted transfer and freshmen students and show them the life of a college student at Cal Poly, in a weekend were all the cultural organizations at Cal Poly participates. In recent years, SHPE has been one of the largest participants at PCW.

Social Events
Keeping a close-knit relationship amongst all our members is a challenge because of our club’s size, but SHPE Cal Poly regularly hosts social events so our members have the opportunity to socialize outside of school and continue to build friendships. We strive to maintain ‘La Familia’ (The Family) because this enables SHPE Cal Poly to be more productive as we all strive to reach our goals.

Awards and Initiation Banquet
At the end of the year, SHPE Cal Poly invites its members, corporate partners, alumni, and distinguished Cal Poly professors and advisors to attend the end-of-year banquet. The banquet is put together to celebrate our accomplishments for the year, give out awards, honor graduating seniors, thank our corporate sponsors, and introduce the new SHPE Cal Poly executive board for the following year.

FAMILIA.
Incentives

The following are our sponsorship levels for both monetary and non-monetary contributions and their corresponding incentives. Our 2017-2018 Budget Forecast on the next page details the contributions necessary to ensure that we implement and execute all of our goals. We thank you in advance for joining us in our mission to help the Hispanic community excel in STEM career fields.

Non-Monetary Involvement

- Present at a general meeting
- Host a workshop on:
  - Company
  - Leadership
  - Career Advice
  - Soft Skills
  - Other
- Participate with chapter at outreach events
- Receive membership resumes
- Lead a tour of company facility
- Participate in Mock Interviews
- Judge design competitions
- Attend chapter events

2017 – 2018 SHPE Cal Poly Sponsorship

Monetary Sponsorships

Platinum Sponsorship – $3,000
- Plaque indicating Platinum Sponsor Recognition
- Guaranteed Guest Speaker at a General Meeting
  Gold Package Included

Gold Sponsorship – $2,500
- Plaque indicating Gold Sponsor Recognition
- Reserved space of company table at our 2017-2018 Annual Banquet in May
- Silver Package Included

Silver Sponsorship – $2,000
- Certificate indicating Silver Sponsor Recognition
- Reserved company workshop/information session
  Bronze Package Included

Bronze Sponsorship – $1,500
- Certificate indicating Bronze Sponsor Recognition
- Recognition at annual banquet
  Exhibitor Package Included

Exhibitor Sponsorship – $1000 & below
- Certificate indicating Exhibitor Sponsor Recognition
  Recognition on our Chapter’s Website

If your company would like the sponsorship money to be used for a specific purpose, you can state so in the memo of the check or by attaching a memo with the check.
## 2017-2018 Budget Forecast

### Academic Development

<table>
<thead>
<tr>
<th>Activity</th>
<th>Summary</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Development Workshops</td>
<td>Supplies and services for 4 academic workshops</td>
<td>500</td>
</tr>
<tr>
<td>Member Study Hours</td>
<td>Coffee and snacks for members during finals</td>
<td>500</td>
</tr>
<tr>
<td>Dean's List Awards</td>
<td>45 $50 Quarter scholarships for students with a minimum 3.50 GPA (Dean’s List)</td>
<td>2,250</td>
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<tr>
<td>SHPE Jr. Scholarship</td>
<td>Two $250 Scholarships to graduating SHPE Jr. members</td>
<td>500</td>
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<tr>
<td><strong>Academic Development Total</strong></td>
<td></td>
<td><strong>3,750</strong></td>
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### Professional / Leadership Development

<table>
<thead>
<tr>
<th>Activity</th>
<th>Summary</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>The National SHPE Conference</td>
<td>Registration for 45 members for SHPE National Conference in Kansas City, Missouri</td>
<td>16,500</td>
</tr>
<tr>
<td>Regional Leadership Development Conference (RLDC)</td>
<td>Registration and transportation for 10 members to attend RLDC</td>
<td>2000</td>
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<tr>
<td>National Institute for Leadership Advancement (NILA)</td>
<td>Registration for Chapter President to attend presidential leadership conference</td>
<td>400</td>
</tr>
<tr>
<td>Design Competitions</td>
<td>$100 stipends for 4 team winners for two competitions</td>
<td>800</td>
</tr>
<tr>
<td>Corporate Tours</td>
<td>Transportation for 5 corporate tours</td>
<td>500</td>
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<tr>
<td>Networking/Mock Interviews/Resume Workshop</td>
<td>Food, refreshments, and supplies for networking events, resume workshops, and mock interviews</td>
<td>400</td>
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<tr>
<td><strong>Professional / Leadership Development Total</strong></td>
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<td><strong>20,600</strong></td>
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### Community Outreach

<table>
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<tr>
<th>Activity</th>
<th>Summary</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach Events</td>
<td>Supplies for providing engineering outreach activities to elementary, middle school, and high school students in the Central Coast</td>
<td>500</td>
</tr>
<tr>
<td>Outreach Giveaways</td>
<td>Giveaways for participants in our tutoring and engineering presentations/events</td>
<td>200</td>
</tr>
<tr>
<td>Cal Poly Tour</td>
<td>Transportation costs for 40 SHPE Jr. chapter members to attend our annual Cal Poly tour</td>
<td>500</td>
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<tr>
<td>Solar Installation Transportation</td>
<td>Funding for driver reimbursement for annual Solar Panel Installation</td>
<td>200</td>
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<tr>
<td><strong>Community Outreach Total</strong></td>
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<td><strong>1,400</strong></td>
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### General Events/Activities

<table>
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<tr>
<th>Activity</th>
<th>Summary</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of the Year Banquet</td>
<td>Acquiring banquet location, dinner costs, award costs, and decorations</td>
<td>7,000</td>
</tr>
<tr>
<td>MentorSHPE Program Supplies</td>
<td>Funding for implementation of MentorSHPE Program</td>
<td>150</td>
</tr>
<tr>
<td>Open House</td>
<td>Supplies for the fundraising event</td>
<td>250</td>
</tr>
<tr>
<td>SHPE Intramural Teams</td>
<td>Registration costs for SHPE intramural sport teams</td>
<td>600</td>
</tr>
<tr>
<td>Social Events</td>
<td>Supplies for bonfires, bowling nights, and other chapter development activities</td>
<td>1,000</td>
</tr>
<tr>
<td>Food for Bi-Weekly Meetings</td>
<td>Food and supplies for participating members each meeting</td>
<td>2,500</td>
</tr>
<tr>
<td>SHPE Office Supplies</td>
<td>Office supplies needed throughout the year</td>
<td>250</td>
</tr>
<tr>
<td>Officer Shirts</td>
<td>17 dress shirts and name tags for officers</td>
<td>1,000</td>
</tr>
<tr>
<td>Club Shirts</td>
<td>200 shirts for our members at $10/shirt</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>General Events/Activities Total</strong></td>
<td></td>
<td><strong>14,750</strong></td>
</tr>
</tbody>
</table>

### Total Estimated Cost for the 2017-2018 Academic Year:

$40,500
Thank You to All of Our Sponsors!
Return Form

After reading through the SHPE 2017 – 2018 proposal, we kindly ask that you return the following questionnaire. We greatly appreciate your consideration of our proposal.

Please return this form to:

SHPE, Attn. Serina Zepeda
1 Grand Avenue, Building 40 Room 117
San Luis Obispo, CA 93407-0206

If you have any questions or concerns please do not hesitate to contact us at:

President, Serina Zepeda
Email: calpolyshpe.prez@gmail.com
Phone: (310) 780-0676

Vice President, Josue Perez
Email: calpolyshpe.vp@gmail.com
Phone: (323) 246-3972

Name: _____________________________________________________________

Company/Office: ______________________________________________________

Address: __________________________________________________________________________

Phone: _____________________________________________________________________________

Email: _____________________________________________________________________________

We would like to assist SHPE Cal Poly in the following way[s]:

___ Sponsor the chapter
    ___ Platinum    ___ Gold    ___ Silver    ___ Bronze    ___ Exhibitor: $______________

___ We would like to volunteer our time in the following ways:
    ___ Speak at a general meeting
    ___ Participate in Mock Interviews
    ___ Assist in an academic/professional workshop
    ___ Participate as judge for design competition
    ___ Invite students for a tour of our company/facility
    ___ Attend an outreach event

_______ We are not able to provide resources at this time, but would like to receive
information in the future.

_______ Other: ____________________________________________________________

Feel free to visit our website for our upcoming events at http://www.shpe.calpoly.edu

Thank you for your time and support!