

# **SHPE-UIUC Member Engagement**

By: Christian Olivera, Membership Chair 2023 - 2024

# Me!

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- Mechanical Engineering, Fall 2025
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- Membership Chair 2023-2024
  - Managed social and outreach efforts!



# SHPE-UIUC

- Gold Chapter Award / Chapter of the year 4 years in a row!
- About 300 members, 90 being new to the chapter
- Huge recent growth, long standing chapter



# What is Engagement?

- Involvement within our chapter at events, social areas, and interaction in slack (communication channel)
- Could be going to multiple events, hanging around in our office, or being active in slack committee channels
- Generally, how much people are spending time with us



# Engagement Programs

# Welcome Week!

- Fun events everyday for the first week of school
- Designed so people interested can likely go to at least 1 event
- New members get invited to the slack, newsletter, can ask questions, and have a lot of fun!
- Tie-dye, game night, BBQ, student panel, General Body Meeting



# Committees

- Committees ran by Executive board members (Community Service, Membership, Treasurer).
- Meet weekly with a presentation and icebreaker, going over events and action items
- Slack channels for each committee
- Helps people find an aspect they enjoy

# New Member Roundtable

- New member only committee ran by the Internal Vice President and their committee
- RT planned events like Fiesta and 24/hr telethon
  - Fiesta announces grande chico pairings,
  - Telethon is a huge fundraiser event!
- Focus on one category each meeting for presentation (Professional, Academic, Chapter, Leadership)
- Small games / icebreaker activities to foster relationships between members

# Grande Chico

- Essentially a big-little program
- Pair upperclassman with underclassman
  - Mentor opportunities, grande-chico exclusive events
  - New members get a shpe / college mentor, similar major / career goals
- Great way to get under and upperclassmen connecting!

# And more!





**How do we  
track  
engagement?**



# Active Membership

- Divide events into 4 categories
  - Academic, Professional, Leadership, Chapter,
- Academic - Study Hours, Academic prep events
- Professional - Corporate Events / GBMs, Resume reviews
- Leadership - Committee / Team meetings
- Chapter - Social events, Familia GBMs

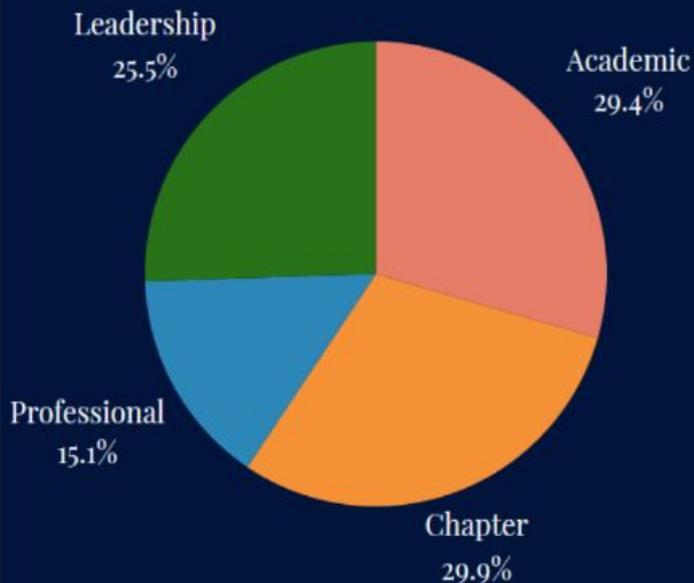
# Active Membership

- Use QR codes for each category
  - Connects to master excel sheet anyone can view
- Benefits given to those deemed “Active”
  - Defined by participating in 2 of each over the academic year
- Benefits include nationals funding, senior gift, inclusion on corporate resume database



# RETENTION

## Attendance by Pillar



## Unique Attendances Recorded

<b>809</b>	<b>Leadership Pillar Events</b>
<b>479</b>	<b>Professional Pillar Events</b>
<b>950</b>	<b>Chapter Pillar Events</b>
<b>934</b>	<b>Academic Pillar Events</b>



**Q&A!**