

Chapter Leader Webinar: Member Engagement

Presented By:

SHPE Oregon E-Board members Karla Flores Jaime, Cindy Rogel & Carlos Hernandez



Karla Flores Jaime



SHPE Oregon President

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Born and raised between San Diego and Tijuana. Moved to Portland to study Mechanical Engineering at Portland State University in Fall of 2016. Joined SHPE at the end of my first term. Graduated in 2020 and have worked at SSOE Group ever since. I have been part of a SHPE Board since 2017, I have had many positions up to president of both the SHPE PSU and SHPE OR chapters. I have a dog and a cat, and many hobbies to keep me busy!

Cindy Rogel Bahena



SHPE Oregon Secretary

<https://www.linkedin.com/in/cindy-rogel>

Born and raised in Phoenix AZ. Alumni of ASU with BSE in Material Science and Engineering. I was part of SHPE de ASU university chapter as the Outreach Director, VP External - Industry, and President I have moved to Oregon to work for Intel as a Module Engineer in High Volume Manufacturing and Test Development. I assist with SHPE Oregon -Secretary, former VP of Membership.

Go Straight to the Source, What Do Your Members Want From You?

We created a **survey** at the end of our previous term to understand what our members wanted the most out of SHPE Oregon, the results showed that we should prioritize social/networking events.

Created a plan to have three types of events/workshops:
Socials
Outreach (K-12 & College Students)
Professional Development



CMT Planning

Based on our survey we planned to host one social and either one professional development or outreach event each month.

Around July/August lay out what your year will look like in your **CMT**, what months make the most sense to host professional development/outreach events.

Outreach	Back 2 School Bash	9/30/2023
Social	El Grito 2023 at the Moda Center	9/16/2023
Outreach (Collaboration)	Luminarias Día de Muertos with Vancouver Ballet Folklorico	10/21/2023
Outreach	Bomba Blast - Resume Workshop	10/19/2023
Outreach	SHPE National Convention Preparation Workshop	10/26/2024
Outreach (Collaboration)	Latino Youth Program with Hillsboro School District	10/1/24-2/2
Social	Pumpkin Patch Social	10/22/2023
Professional Development	BIPOC Career Bootcamp	11/8/2023
Outreach (Collaboration)	SHPEtinias Meet and Great	11/9/2023
Conference	SHPE National Convention	10/30/2023
General Board Meeting	General Board Meeting	11/16/2023
Social	Friendsgiving Potluck	11/16/2023

CMT Planning (cont...)

Things to think about:

- Do you have annual events you know you'll host?
 - Plan around those
 - Example: We host resume workshops for university students in October to prepare them for SHPE National Convention
- We start **color coding** an empty CMT and fill out each program/event.
 - Green - Socials
 - Light Orange - Outreach
 - Blue - Professional Development

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Planning Socials for the Familia!

- What are people most excited about each season, any special holidays?
 - September - Mexican Independence day Celebration
 - October - Pumpkin Patch
 - November - Friendsgiving
 - December - Posadas / Winter Holidays
- Let your board members know that you're "like totally having a great time" on social media
- Invest energy back to your membership



Planning Socials for the Familia! (cont...)

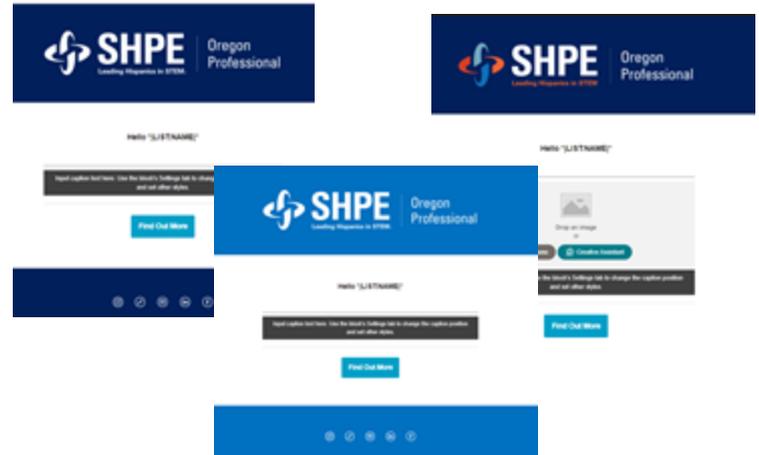
Chapter Moto: Bring a homie or make a new one at each event.

Share other fun events or organizations! Book clubs, dance clubs, etc! Hispanic/Latino communities are growing stronger than ever post-covid, it is great to lift fellow organizations up!



Social Media Communication!

- Update all medias at the same time
 - Remember different generations are on different apps, cater to the audience of each app
 - LinkedIn - Be professional
 - Instagram - Be goofy
 - Facebook - Less Gen Z lingo
 - Newsletter - Detailed
 - Google Calendar- Detailed
 - Slack - Communicate



Monthly Newsletters!

Make sure everyone is in the loop!
Monthly **newsletter** at the beginning of each month!

- Aesthetics do matter! Make sure your Instagrams, Newsletters, and Websites look official and consistent!
- Use sites like **Canva!**
 - Non-profit organizations get Canva Premium for free!
 - Use branding colors!



- SHPE Oregon uses **MailChimp** for our Newsletter
 - Make it easy for people to sign up for events!
 - QR codes and link buttons!



Sign up here: [SHPE](#)



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Lessons Learned!

IT'S OKAY TO FALL OFF THE SCHEDULE YOU MADE AT THE BEGINNING OF THE YEAR!

Presidents- remind your board this is volunteer work and we do what we can, nothing is concrete and sometimes life just happens and we get busy. The quickest way to lose board members is to make them feel like their efforts are not appreciated. Burnout is a board's biggest threat!

The CMT is a guide - we have had to cancel events due to the unreliable Portland weather! Sometimes two events is too overwhelming especially during the holidays!





Thank you for listening!