

# On Retention

By: Emanuel Zavlza & Erick Rosas from UCLA



Fall GM 1

# Engaging New & Returning Members

- First impressions are super important
  - Kick-off the year with fun/interactive events
  - Host additional events for focus demographics (Ex. Transfers, SHPEtinas, etc.)
- Starting Early & having socials often!
  - Plan events when people are free



**SHPEtinas Picnic**

# Tracking & Measuring Retention

- Google forms are great for tracking
  - Ask members to sign with a quick form
    - Then you can use a script and google sheets to automate an attendance tracker
  - Ask for member's needs via surveys
  - Reflect on attendance to evaluate event's success



**Boba Fundraiser**

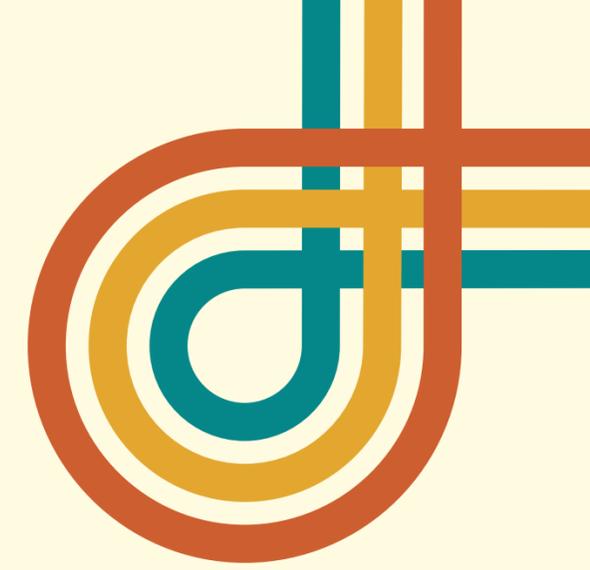
# Creating a Welcoming Environment

- Ensure no one feels left out
- What does that look like?
  - including hispanic aspects in programming  
(Ex. hispanic foods & relevant holiday themes)
  - Being vocal that SHPE is here to help all Latinos in STEM
  - Setting the expectation for board members to be leaders amongst general members



**Ice Skating**

# Promoting Leadership Opportunities

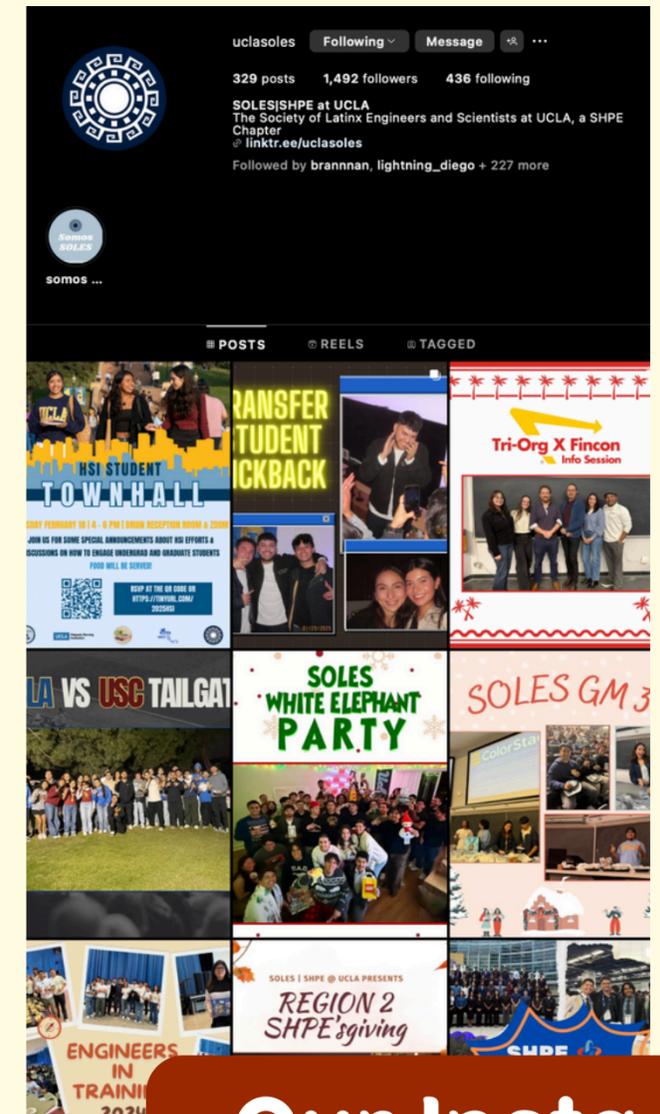


- MentorSHPE: Forming Familias
  - Group 2–3 upperclassmen with 3+ underclassmen
- InternSHPE: First-year program to shadow E-Board
  - Board members recruit 0–3 interns, depending on available work
  - Expectation: Interns can put in as much or little effort
- General committees for big events
  - Recruit leads from membership to help on specific projects



# Communication

- Find which platform works for your SHPE chapter
  - Use surveys/metrics to find what is most effective
    - Ex. Slack, Teams, WhatsApp, Instagram, Newsletters
    - We use Instagram Stories for advertising upcoming events  
& Posts for uploading photos to induce FOMO
- Be consistent & reliable when advertising
  - Helps members build habits of checking SHPE events



Our Insta

# Addressing Challenges & Learning from Feedback

- Survey Members Regularly
  - Take note of general needs from responses
- Regularly having SWOT discussions
  - Your most powerful tool are the diverse ideas from brainstorming with your board
- Retaining members through winter quarter is ROUGH
  - Being mindful of the WHY's
  - Captilizing on special winter activities (ice skating, chocolate abuelita con conches, etc.)



# Leveraging SHPE Resources

- Leverage your Regional Team
  - They are great at connecting you with other chapters or giving you ideas
  - They may have funding for regional activities
- Leverage your fellow community of SHPE chapters
  - Connect with nearby chapter leaders for advice
  - I like to look on their instgrams for inspo sometimes



# ¿Preguntas?



List of Programming we have held so far that to increase our attendance by 64%:

- Random Games after General Meetings
- First-Year Ingredients for Success Workshop
- Transfer Kickback
- Intramural sports
- Movie Night
- SHPE's Giving
- White Elephant Christmas Party
- UCLA X USC SHPE Tailgate
- Various Post-SHPE Nationals Hangout
- MentorSHPE: Dress like a Dad Kickback
- Beach day
- Fundraisers: Cempasuchil, Boba, Panda, Halloween & Valentine Grams

Events this Quarter:

- Beach Volleyball Tournament
- Slime making destresser
- Galentines cookie decorating
- CAD friendship charm making workshop
- Liquid Nitrogen Ice cream collab with MRS
- Talent Show
- Board Instagram Takeovers
- Study Nights with Tamales
- Ice Blocking