

SHPE SMU SPONSORSHIP PACKET

Southern Methodist University

2020-2021



SHPE

Leading Hispanics in STEM

SMU

TABLE OF CONTENTS

Table of Contents	2
About SHPE Mission & Vision	3
History SHPE SMU Events & Services Why Sponsor?	4
SHPE SMU Team	5
What We Do Five Pillars	6
SHPE SMU Demographics	7
Partnership Opportunities	8
Benefits	9
Thank you!	10

ABOUT SHPE

The Society of Hispanic Professional Engineers (SHPE) was founded in 1974 by a group of engineers employed by the city of Los Angeles. Their objective was to form a national organization of professional engineers to serve as role models in the Hispanic community.

The concept of Networking was the key basis for the organization. SHPE quickly established two student chapters to begin the network that would grow to encompass the nation as well as reach countries outside the United States. Today, SHPE enjoys a strong but independent network of professional and student chapters throughout the nation. (shpe.org)

MISSION & VISION

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support and development.

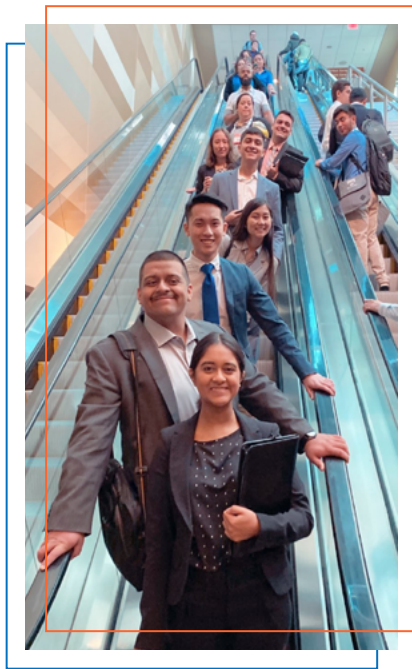
SHPE's vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians and engineers.



SHPE SMU

SHPE at Southern Methodist University was founded as a vision by our Hispanic Student Advisor to bring a Hispanic professional organization to campus. In 2004, a SHPE interest meeting was held to find out what students would like to get out of the Society of Hispanic Professional Engineers. In 2005, SHPE was officially established under SMU.

Since established, SHPE has received the Chapter of the Month award, SHPE National's Blue-Chip Chapter award, and has held SHPE-certified Chapter Leaders as officers. This year SHPE SMU aims to expand our community outreach sector and promote underclassmen involvement through long-term program models.



Events & Services

- Leadership Networking Dinner
- Professional Speaking Workshops
- Corporate Visits and Recruiting Presentations
- Weekly Newsletters with Job and Volunteer Information
- Academic Development Sessions
- And many more!

WHY SPONSOR SHPE SMU?

Establishing a positive corporate presence at SHPE SMU ensures that our talented and diverse member base knows how your company helps change the world. Partnered events like resume workshops, case interview practice, and information sessions help connect our eager engineers with the opportunities and positions you offer. Our members come from many different backgrounds and have work experience in virtually every field of engineering.

2020 - 2021 SHPE SMU TEAM

Cesar Sanchez *President*
[linkedin.com/in/cesarsmz](https://www.linkedin.com/in/cesarsmz)

Daniela Castillo *Vice President*
[linkedin.com/in/daniela-castillo-laguardia](https://www.linkedin.com/in/daniela-castillo-laguardia)

Anna Garrett *Chief Financial Officer*
[linkedin.com/in/anna-marie-garrett](https://www.linkedin.com/in/anna-marie-garrett)

Madison Rodriguez *Chief of Staff*
[linkedin.com/in/madison-rodriguez](https://www.linkedin.com/in/madison-rodriguez)

Sofia Murillo *Chief Marketing Officer*
[linkedin.com/in/sofia-murillo-0a59a6186](https://www.linkedin.com/in/sofia-murillo-0a59a6186)

Zeira Galindo *Chief Communications Officer*
[linkedin.com/in/zeira-galindo](https://www.linkedin.com/in/zeira-galindo)

Alex Zaldivar *Chief Engagement Officer*
[linkedin.com/in/](https://www.linkedin.com/in/)

Helena White *Community Service Executive*
[linkedin.com/in/helenaxwhite](https://www.linkedin.com/in/helenaxwhite)

WHAT WE DO

SHPE SMU Pillars

- Academic Development
- Community Outreach
- Chapter Development
- Leadership Development
- Professional Development

We fulfill our pillars through formal and informal events. We foster an environment of constructive feedback and improvement as we enable our members to grow into leaders of tomorrow. Our chapter events bring together engineers from the SMU Lyle School of Engineering.

We are seeking opportunities throughout the Dallas area to work with public schools on increasing literacy rates, interest in STEM, and inspiring young students to take pride in their education.

We are partnering with SHPE chapters at universities throughout the Metroplex like UTA, UTD, and UNT to connect with other talented students and expand our network.

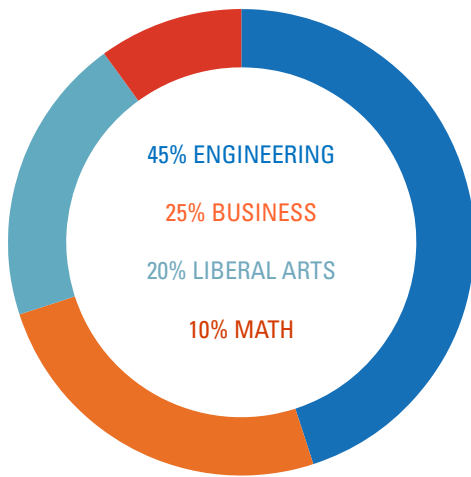


"Our SHPE chapter has grown tremendously in the past two years and we will keep the momentum going forward. We aim to create meaningful and impactful changes at SMU, underrepresented High Schools, and the Hispanic community. The programs we will implement this fiscal year all have a uniform motive: ensuring longevity to our promise of empowerment."

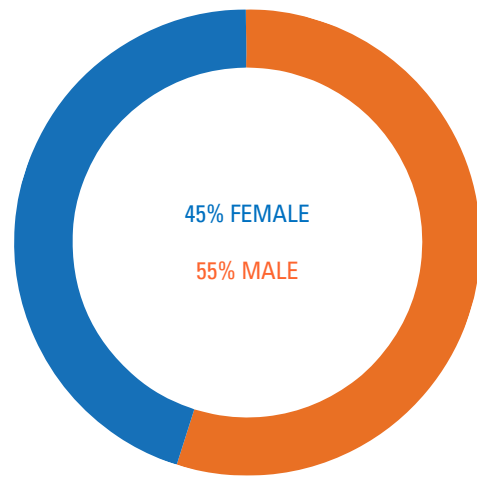
SHPE SMU President
Cesar E. Sanchez

SHPE SMU DEMOGRAPHICS

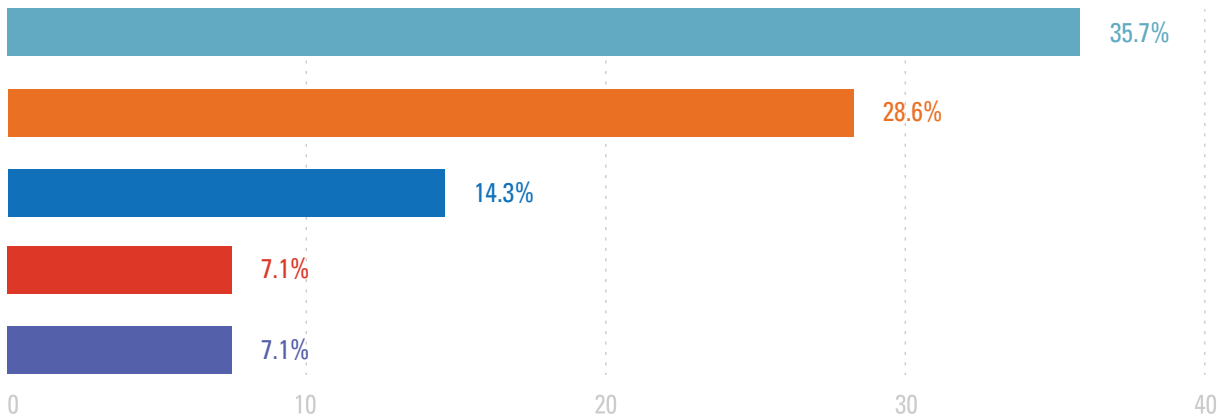
We are proud to say that 37% of our membership base is first-generation college students. Since the re-inception of SMU SHPE, we have had amazing growth from 4 students to over 40 in our membership numbers!



MAJOR DISTRIBUTION



GENDER DISTRIBUTION



● MECHANICAL ● ELECTRICAL ● COMPUTER SCI. ● COMPUTER ENG. ● CIVIL

PARTNERSHIP OPPORTUNITIES

We offer a variety of ways SHPE SMU can help you reach your collegiate outreach goals. Becoming a SHPE sponsor ensures that you receive a strong positive connection with our members!

	BRONZE	SILVER	GOLD	PLATINUM
COMPANY LOGO ON OUR WEBSITE & MAILING CAMPAIGNS	✓	✓	✓	✓
FEATURE CONTENT ON OUR WEEKLY MAILING CAMPAIGN	✗	✓	✓	✓
ACCESS TO RESUME BOOK	✗	✓	✓	✓
HOST PRIVATE WORKSHOP/EVENT FOR SHPE SMU MEMBERS	✗	✗	✓	✓
PRIORITY BOOKING FOR LUNCH & LEARN EVENTS	✗	✗	✗	✓
FEATURE COMPANY EXCERPT/ EVENT ON OUR SOCIAL MEDIA	✗	✗	✗	✓
	\$200	\$600	\$800	\$1,500

In addition to the listed benefits, we want to ensure that you are content with your SHPE SMU sponsorship. Please reach out to us and let us curate your chapter sponsorship to meet all of your outreach and recruiting needs. **Custom packages are also available!**

For questions and event consultation, please contact:

Cesar E. Sanchez *SHPE SMU President*
cesars@smu.edu

1. COMPANY LOGO ON OUR PLATFORMS

Your company logo will be featured on our weekly mailing campaigns and on our website. The logo will be attached to an external link of your choice. Feature your company webpage, event announcement, and more.

2. CONTENT ON OUR MAILING CAMPAIGN

Each week, SHPE SMU sends out an email to members with upcoming events and announcements. Get a chance to feature content of your choosing to our **270+ mailing recipients**. Increase attendance and participation for your upcoming events and programs.

3. ACCESS TO RESUME BOOK

We will provide you with an exclusive catalog of our members' resumes. Decrease your time spent on hiring decisions through digital sourcing with our resume book.

4. HOST A WORKSHOP/PRIVATE EVENT

Expand your student networking through workshops and events focused on leadership development. Host events such as "How to Master an Interview" and "Resume Tailoring". Reach SMU students and give them personalized advice.

5. PRIORITY BOOKING FOR LUNCH & LEARNS

Get early access to our scheduled Lunch & Learn event dates to host infossessions of your choice. Take advantage of SHPE SMU's highest demanded event to feature your company's events or programs. **If scheduled dates don't align with your company's calendar, we will customize dates/times accordingly.**

6. FEATURE YOUR CONTENT ON OUR SOCIAL MEDIA

Take advantage of SHPE SMU's rapidly growing social media presence to feature content of your choosing. Instagram posts and stories reaching an audience of **400+ followers!**

THANK YOU!



CONNECT WITH US:

EMAIL: shpe.smu@gmail.com

WEBSITE: www.shpesmu.org

LINKEDIN: [SHPE at Southern Methodist University](#)

INSTAGRAM: [@shpe.smu](#)

FACEBOOK: [SHPE at SMU](#)

TWITTER: [@shpe_smu](#)