Dear Corporate Supporter,

On behalf of the student chapter of the Society of Hispanic Professional Engineers (SHPE) at the University of Wisconsin-Madison, we invite you to become involved with our chapter. Our corporate package, which outlines our goals and events for the 2022-2023 academic year, is meant to inform you about the various ways in which your company can engage with SHPE UW-Madison.

SHPE (Society of Hispanic Professional Engineers, Inc.) is a national non-profit organization dedicated to increasing the participation of Hispanic professionals and college students in the engineering, science, and mathematics professions. SHPE at the national level is focused on increasing educational opportunities, promoting professional and personal growth, and carrying out our social responsibility as a vital Hispanic organization. SHPE UW-Madison executes those goals at the local level. SHPE UW-Madison supports its members by providing weekly academic support, promoting professional and personal growth through bi-weekly workshops, and positively influencing the Madison Hispanic community through our Puentes A STEM outreach program.

We have many opportunities for corporate involvement and support during the 2022-2023 academic year, with all of them incorporating our core values consisting of Familia, Service, Learning, and Resilience. As the landscape of vaccines and changing viruses continues to unfold, we are continuing our hybrid model for events this year. All events will be conducted with a virtual and/or in person environment in mind, allowing us to be ever flexible regardless of the circumstances. Our events include various opportunities to develop personal and professional leadership skills, local community outreach, and professional conferences. We have planned events with proven success, including company workshops, mentorship programs, and collaborations in conjunction with other engineering organizations and programs within the College of Engineering.

An investment in SHPE UW-Madison not only helps us develop a means for our members to learn more about the workplace and specifics of your organization for future opportunities; it gives our members a chance to be inspired by companies and organizations that are willing to invest in their futures and aspirations. We aim to establish an ongoing relationship that is mutually beneficial for your company and our organization. Furthermore, corporate sponsors have priority access to all the initiatives, programs, events, and activities, thus increasing your exposure and visibility within SHPE-UW Madison, the College of Engineering, and the Inclusion, Equity, and Diversity in Engineering Student Center.

I have been a part of this organization for four years, and I can say from personal experience and previous testimonies that this organization changes lives. 100% of our members receive full time offers at graduation, of which many of them are with companies that have sponsored or worked with us in the past. We thank you for taking the time to read this fully and for engaging with us to support our mission. If you have any questions or need further information, please feel free to contact us at any point.

Respectfully,

Alexander Ulate
President, 2022-2023
Society of Hispanic Professional Engineers, University of Wisconsin-Madison
(612)-839-7907   |   ulate@wisc.edu
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 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.

Mission

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.

Vision

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

Core Values

SHPE’s core values are the deeply ingrained principles that guide all of our actions; they serve as our cultural cornerstones. They are inherent and cannot be compromised, either for convenience or short-term economic gain.

FAMILIA
We take responsibility for our collective strength and passion by developing communities, building a diverse and inclusive membership, and challenging each other to be our best.

SERVICE
We act on a foundation of service. We commit to deliver the highest levels of quality, integrity, and ethical behavior. We act with empathy, patience, and understanding.

LEARNING
We value formal education and professional development. We are dedicated to continuous improvement and renewal. We learn from successes, setbacks, and each other.

RESILIENCE
We embrace our diverse cultures and communities, which enable us to adapt, thrive, and persist with optimism.
President
Alexander Ulate
ulate@wisc.edu
612-839-7907

Electrical Engineering/Computer Science
Fifth year

VP, External
Aaron Dorf
adorf@wisc.edu
715-579-3557

Mechanical Engineering
Third year

VP, Internal Affairs
Alondra Guerrero
guerrerotole@wisc.edu
224-795-3133

Industrial Engineering/Data Science
Third year

Treasurer
Leobardo Guardado Jr
guardadojr@wisc.edu
708-704-3661

Electrical Engineering/Computer Science
Third year

Secretary
Mateo Silver
mnsilver@wisc.edu
608-622-5392

Biomedical Engineering
Third year
Academic Affairs Chair  
Carlos Gallegos-Coronado  
gallegoscoro@wisc.edu  
414-484-9619

Professional Relations Chair  
Alexander Ulate  
ulate@wisc.edu  
612-839-7907

MentorSHPE Chair  
Mateo Silver  
mnsilver@wisc.edu  
608-622-5392

Photographer/Social Media Chair  
Gabi Barriero Pujol  
gbarreiroupj@wisc.edu  
615-524-0226

Webmaster  
Gabi Barriero Pujol  
gbarreiroupj@wisc.edu  
615-524-0226
YEAR IN REVIEW Fall 2021-Spring 2022

1. SHPE Reginal Leadership Development Conference at Indianapolis

2. SHPEs N SALSA Fall Event. Salsa Dance Lessons

3. End of Spring 2022 Semester Graduated Seniors

4. Beginning of Fall Semester E-Bash Event at Engineering Hall
SUPPORT SHPE UW-MADISON

Help SHPE Madison in our mission to fulfill the SHPE Core Values while enacting the Wisconsin Idea.

BRONZE ($100)
Social media shoutout
Company logo on website for 2022-23 season

SILVER ($250)*
Bronze benefits plus:
One general body meeting
Resume book of all current SHPE members
Company logo on all promotional material for 2022-23 season
Invitation to a End-of-Semester Banquet

GOLD ($500)
Silver benefits plus:
Company shoutout on all social media platforms
Invitation to Chapter Social

PLATINUM ($750)
Gold benefits plus:
Job opportunities posted on website and weekly internal newsletter

DIAMOND ($1000+)
Platinum benefits plus:
First priority on all events
Company logo on all merchandise and intramural team jerseys
Invitation to recruitment dinner

*Note: Silver is required to host an event for businesses over 1,500 employees. Gold allows for multiple events or program with the Chapter (i.e. mentorship).
FAMILIA

Kick-Off & Wrap-Up Barbecues - $500
September* and May
30 SHPE members
$250 per event

The biannual SHPE BBQs are a highlight for many of our members, and with good reason. One Friday every semester, students set aside schoolwork and dedicate time to one another, enjoying freshly grilled foods, games and sports, and laid-back conversations.

In addition to the sponsorship rewards outlined above, sponsors of the biannual SHPE BBQs receive an invitation to the event for up to three company representatives, as well as company logo on all promotional materials of the event.

MentorSHPE - $100
Ongoing‡
10-20 SHPE members
$100 total

The MentorSHPE program connects first- and second-year “mentees” with older “mentors,” many of which are SHPE Executive Board members. The platform aims to support underclassmen by pairing them with individuals who share their major, come from similar backgrounds, and/or have similar interests. Funding goes towards hosting small mixers and activities for mentee-mentor pairs throughout the school year.

Chapter Socials - $900 for all or $150 per event
September‡/October‡/November‡/February‡/March‡/April‡
15 SHPE members

SHPE Chapter Socials are designed to offer our students time to relax and reconnect throughout the busy semester. Past socials have included: bowling, pumpkin carving, game night, and art night.

In addition to the stated sponsorship rewards outlined above, sponsors of Chapter Socials are invited to bring up to two company representatives to talk about their experience and opportunities within the company. Typically, this is done in the earlier months of the semester, around career fairs. The company logo will also be used on all promotional materials of the event. Sponsors who donate the full $900 will have be on promotional materials for all social events.

* This event is subject to change to drop-by style for members to pick up pre-packaged food to ensure their safety.*
‡ This event is subject to change to be online to ensure the safety of all.‡
**SERVICE**

**Latinx Exploring Engineering Professions (LEEP) - $2500**

April  
20 SHPE members, 40 high school students  
$2,500 total

LEEP is an exciting annual outreach event held on the UW-Madison engineering campus. It involves a keynote speaker, hands-on activities, a student panel and lunch. Funding goes toward transportation, materials for the activities and lunch. This year, we hope to expand our efforts to include two local high schools: Madison East and Madison West. In addition to the sponsorship rewards outlined above, sponsors of LEEP receive their company logo on all digital and print material for the event.

**Noche de Ciencias - $500**

November‡  
10 SHPE members, 50 family members  
$500 total

Noche de Ciencias is an effort started by SHPE National to get K-12 students and their families involved in STEM. Families interact with STEM students and professionals in an evening filled with a variety of programming available to meet the needs and interests of the various different ages in attendance. Uniquely, the event not only offers hands-on activities and panels for students, but also information on college resources and pursuing higher education and careers in STEM for parents and guardians. This year, Noche de Ciencias will be a regional event and be held online. In addition to the sponsorship rewards outlined above, sponsors of Noche de Ciencias receive their company logo on all promotional materials of the event.

**Puentes a STEM - $500**

Ongoing‡  
10 SHPE members, 40 high school students  
$500 total

Puentes a STEM is an ongoing effort supported by SHPE National to increase SHPE presence in high schools. We focus on taking STEM to local high schools and delivering design challenges. Funding for Puentes a STEM would go towards a LEGO Mindstorms kit and other project materials to send to students for the virtual mentorship program. In addition to the sponsorship rewards outlined above, sponsors of Puentes STEM receive their company logo on all digital and print material for the event.
LEARNING

General Body Meetings (GBMs) - $4,000 for all or $250 per event
September‡/October‡/November‡/December‡/January/February/March/April
30 SHPE members

Bimonthly GBMs are the primary method by which SHPE members interact with corporate partners. GBMs consist of 15 minutes of internal announcements followed by a 45-minute presentation or workshop led by the sponsor. Past topics have included personal branding workshops, mock interviews, and resume building. We offer virtual GBMs for companies for which travel to campus is not feasible. Sponsors who donate the full $4,000 will have shoutouts and be on promotional materials in all GBMs.

Study Tables - $225 for all or $15 per week
Weekly‡
10 SHPE members

SHPE Study Tables aim to provide a consistent time and space each week for members to come together and work on coursework, group projects and labs. Working in tandem with the MentorSHPE program, it fosters learning and connections to mentee-mentor pairs and other members while online. Funds go towards weekly study materials. Sponsors who donate the full $225 will have shoutouts and be on promotional materials in all Study Tables.

SHPE National Convention - $2,000 for 10 students or $200 per student
November
10 SHPE members

Fund-a-student for the 2022 SHPE National Convention in Charlotte, North Carolina! Costs include travel, accommodation and registration. Sponsors who donate the full $2,000 will have shoutouts and be on promotional materials for Nationals. More information at: shpe.org/events/nc2021

Regional Leadership Development Conference (RLDC) - $350 per student
March
8 SHPE members

Fund-a-student for the 2023 SHPE Region 6 RLDC in Charlotte, North Carolina! Costs include travel, accommodation and registration. More information at: region6.shpe.org

‡This event is subject to change to be online to ensure the safety of all.‡
RESILIENCE

Fall/Spring End-of-Semester Awards Banquet - $2,000 for both banquets
December‡ and May
40 SHPE members
$400 December‡, $1600 May

Previously, the End-of-Semester Awards Banquets recognized outstanding members of the SHPE Madison community in various areas. The Four SHPE Core Values (Familia, Service, Learning and Resilience) will be the categories for the awards, and one student from each school will be honored in each category. Funds for the evening will go towards catering, printing the award certificates, and the space reservation. In May, the event is a barbecue.

In addition to the sponsorship rewards outlined above, sponsors of the End-of-Semester Banquets will receive an invitation to the event for up to three company representatives to host a booth, as well as company logo on all promotional materials of the event.

SHPEs and Salsa - $500
September‡
40 SHPE members
$500 total

SHPEs and Salsa is an annual event put on by SHPE Madison to bring students together during the busy Fall Semester for an evening of dance, music and fun. The event draws members from all over the UW campus and is often co-hosted with other multicultural/Latinx organizations. $500 for attendee giveaways (i.e. Salsa Started Kits).

‡This event is subject to change to be online to ensure the safety of all.‡
WHY SPONSOR SHPE UW-MADISON

The goal is to increase the representation of the talented Hispanic individuals in the STEM fields. Here is a breakdown of how your sponsorship will make a difference:

WHO
The students of the UW-Madison SHPE Chapter along with our collaborators the National Society of Black Engineers (NSBE) and the Society of Women Engineers (SWE) by giving them a space where they are welcomed and uplifted in pursuing a degree in engineering and other STEM related fields. This empowers these students to reach out and inspire the younger Hispanic generation through outreach. This introduces them to your company and a wider scope of STEM at an earlier age.

YOU
By sponsoring us, we help you to increase brand awareness and promote your company to our members and the campus community. We provide you with access to our media outlets, chapter events, and a group of talented Hispanic STEM professionals that could help grow your company.

HOW
If interested in sponsoring an event, please reach out to Alexander Ulate (ulate@wisc.edu) and Leobardo Guardado Jr (guardadojr@wisc.edu).

DEADLINE
Please submit sponsorship payments by October 29th, 2021 and April 1st, 2023 for the Fall and Spring semesters respectively.
SUPPORT SHPE UW-MADISON

As a non-profit organization all monetary donations to SHPE-UW-Madison are tax deductible. Contributions from our corporate sponsors are invested into our chapter to help finance programs and activities that provide opportunities for our members. If your corporation wishes to finance a specific event it can make note of this so that funds are used only for that event.

To give online:
supportuw.org/how-to-give/

To give by check:
Print a donation form (found at above link) and send it to:
SHPE-University of Wisconsin-Madison
c/o Leobardo Guardado Jr
1410 Engineering Drive
Suite 101
Madison, Wisconsin 53706

SHPE UW-Madison Executive Board 2022-2023

Left to right top to bottom: Mateo Silver, Alondra Guerrero Toledo, Alexander Ulate, Carlos Gallegos-Coronado, Gabi Barriero Pujol, Leobardo Guardado Jr, Aaron Dorf