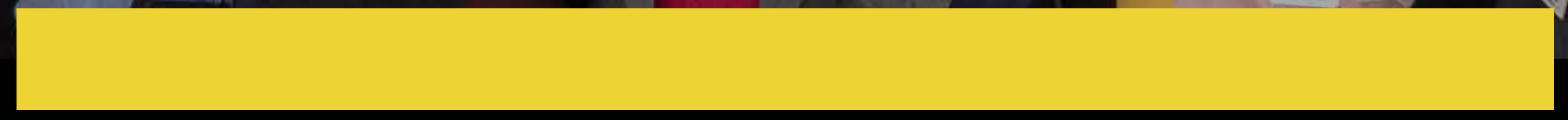




CORPORATE  
GIVING  
CONNECTION

SHPE

MARKETING & DEVELOPMENT CASE STUDY



**THE CLIENT**

**SHPE**

CHANGING LIVES  
EMPOWERING COMMUNITIES  
IMPACTING THE WORLD

**Society of Hispanic Professional Engineers**

impacting the world through STEM awareness, access, support, and development

# THE CHALLENGE

Become the de-facto marketing and development departments for the 10,000+ member organization, building their identity, voice, outreach, and engagement with members, donors, and sponsors.





# OUR INSIGHTS

1

As an organization targeting STEM students and professionals, the marketing has to appeal not just to young people, but also to executives, educators, recruiters, and partners, so the strategy had to be universal in terms of tone and platforms utilized.

2

With limited manpower available internally, but huge growth projections, SHPE needed a full marketing team that could offer creativity, support, structure, and experience to conceptualize projects, prioritize efforts, support fundraising, and become an integral part of the rapidly evolving SHPE team.

3

Having been established in 1974, but without consistent leadership until 2016, SHPE needed modernization of their voice and their brand, as well as, the guidance to use current technology and tools to streamline their efforts.

# A PERFECT FIT



CGC has the creativity, project management skills, and breadth of services necessary to support SHPE in their ambitious goal of closing the gap between Hispanics in STEM.



CGC offers the team of experts needed to provide high quality, full-service strategy and execution to SHPE from brand and website development to social media and email marketing, as well as, fundraising and grant writing.



CGC provides the flexibility that SHPE needs as they quickly pivot their organization under new leadership and new direction to prepare the organization for massive growth in membership, programs, and revenue.

# THE SOLUTIONS

“

“I can't imagine doing the things I'm responsible for leading without the CGC team. CGC is an integral part of our team and one of the best project managers we've ever worked with. They are just extraordinary!”

– Kathleen DuBois, Senior Director, Development & External Relations, SHPE

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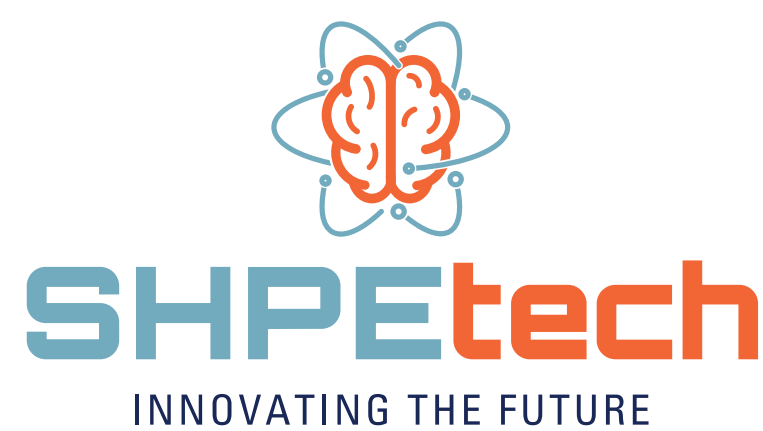
science ON A SPHERE

# BRANDING

Developed and implemented an updated brand look & feel to convey the evolution of SHPE into the 21st century.

Created unique identities for five SHPE conferences and implemented that look & feel across social media, web development, email, and marketing materials.

Created unique logos for six programs.



# WEB DEVELOPMENT

Designed, built, and managed microsites for all 10 SHPE conferences to tie in to the conference branding and provide an easy-to-navigate site for attendees and sponsors to engage with the event.

Designed, wrote, and built SHPE's first-ever annual report, as an interactive microsite.

# SOCIAL MEDIA

Created and executed a robust 12-month social media strategy to build followers and engagement with members, sponsors, and other stakeholders.

- Facebook, Twitter, LinkedIn, Instagram, YouTube
- Implemented campaigns to support programs like MentorSHPE, ScholarSHPE, latinXfactor, SHPEtinias, End-of-Year Giving, and more.
- Proposed methods for engaging members at the regional and local chapter level to build the national following.
- Provided onsite social media support at conferences including posting videos, pictures, and other content live from the events.



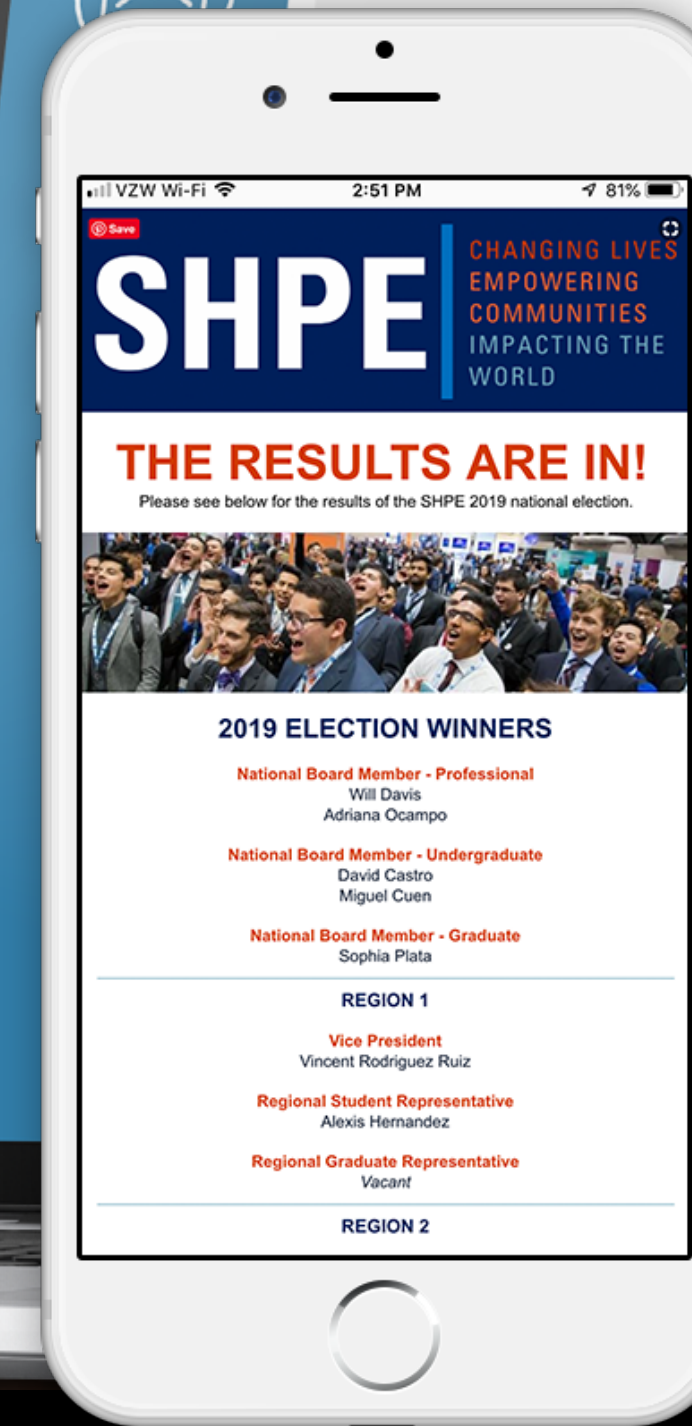
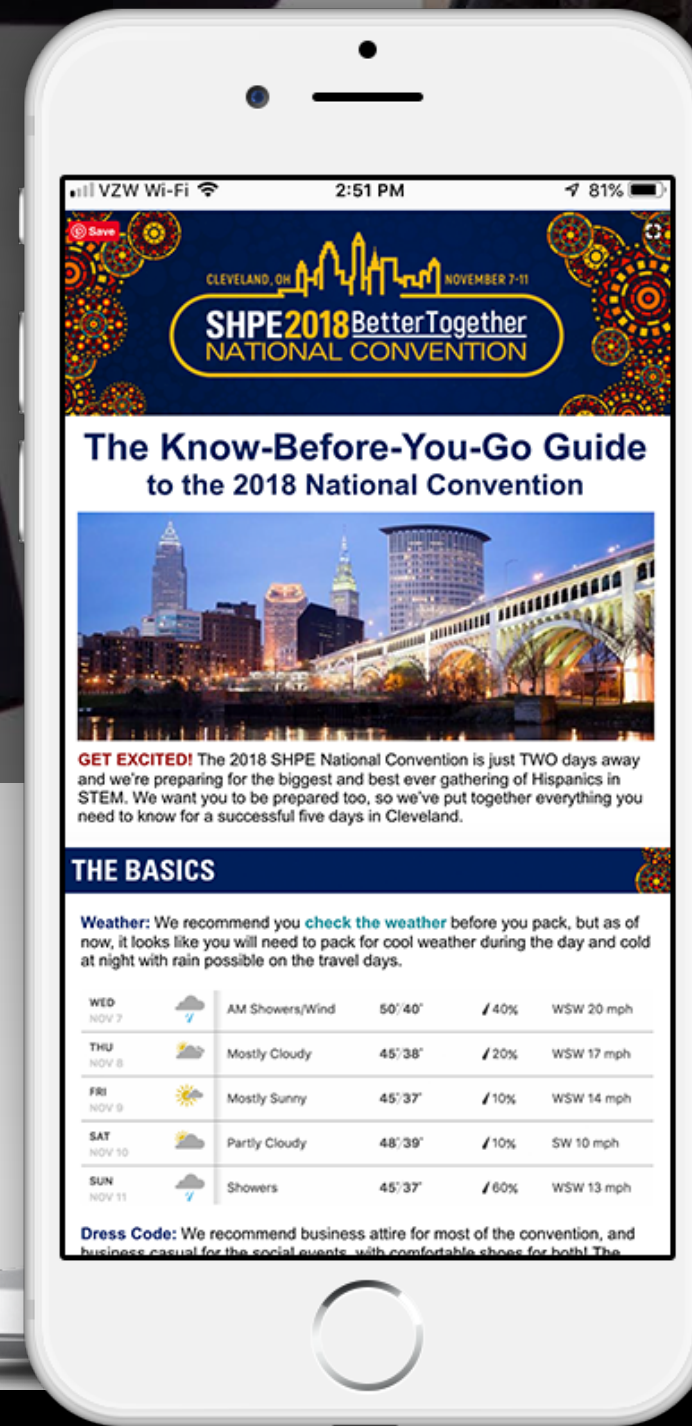
# EMAIL MARKETING

Established standardized email templates and best practices for marketing emails to increase open rate and decrease unsubscribe rate.

- Designed a monthly newsletter email, ¡Oye SHPE!, written and sent by CGC every month.
- Designed email templates for each conference to be consistent with the conference branding.
- Strategized and executed email campaigns to build membership, grow latinXfactor webinar attendance, and increase conference registration.

SHPE  
TINA  
STRONG

THIS IS WHAT AN  
INNOVATOR LOOKS  
LIKE

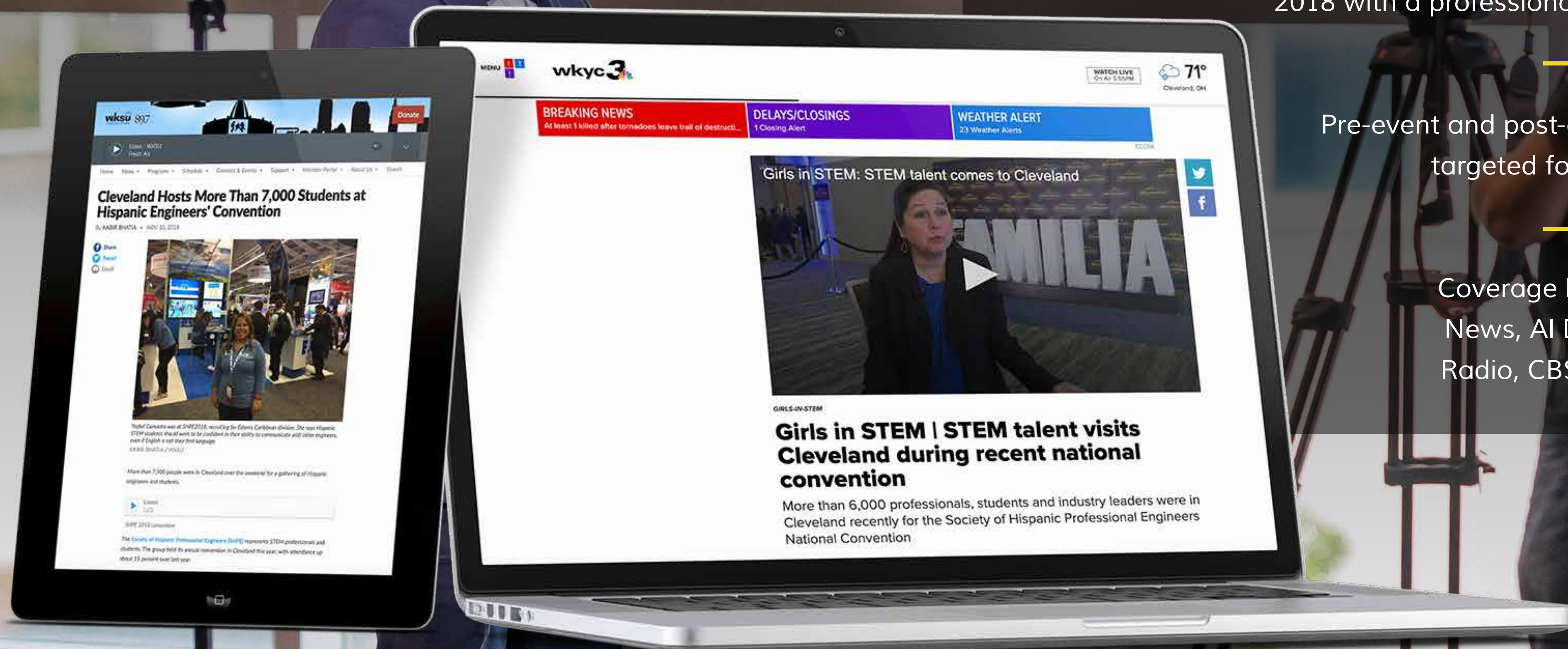


# PUBLIC RELATIONS

Created a 4-month public relations strategy to generate attention for the SHPE National Convention in 2017 and 2018 with a professional publicist executing the strategy.

Pre-event and post-event press releases created with targeted follow up and relationship building.

Coverage by Professional Woman, Hispanic News, Al Dia, NBC Cleveland, WKSU Public Radio, CBS 12, Latino Cleveland, and more.



# GRAPHIC DESIGN

Managed every design piece needed by the organization from creative brief stage through to publication, including brochures, flyers, ads, stationary, signage, badges, websites, social media graphics, lapel pins, step & repeats, exhibit booths, and more.



# COPYWRITING

Wrote compelling and targeted copy for the organization for brochures, websites, ads, signage, social media posts, CEO speeches, and annual report.

**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 leading innovators, scientists, mathematicians and engineers.

**VALUES**

- Familia
- Service
- Education
- Resilience

**KEY EXECUTIVES**

**Raquel Tamez, CEO**

**Miguel Alemany, Board Chair**

**HISpanic EDUCATIONAL ACHIEVEMENT RISING, BUT STILL MUCH TO BE DONE**

- The Hispanic high school dropout rate was 10% in 2016, down from 16% in 2011.
- In 2016, 47% of Hispanic high school graduates ages 18 to 24 were enrolled in college, up from 32% in 1999.
- As of 2014, among Hispanics who have a bachelor's degree or higher, about 41% of whites have a bachelor's degree or higher (as do 32% of blacks and 69% of Asians).
- Nearly half of Hispanics who go to college attend a public two-year school, or community college, the highest share of any race or ethnicity.

**THE MISSION IN ACTION**

**SHPEtech**  
BUILDING THE FUTURE  
SHPEtech: The SHPEtech program shines a spotlight on the latest technology and innovation in STEM.

**mentorSHPE**  
BUILDING A STRONGER FAMILIA  
MentorSHPE: The MentorSHPE program provides a platform for members to build lasting relationships with other members.

**SHPE NOCHE DE CIENCIAS**  
FAMILIA COMUNITARIA EN STEM  
Noche de Ciencias: Noche de Ciencias are family science night events promoting STEM awareness to K-12 students.

**ScholarSHPE**  
SUPPORTING OUR FUTURE  
ScholarSHPE: The ScholarSHPE program offers students financial support to narrow the gap in the Hispanic STEM education pipeline.

**SHPEology**  
WHY IT MATTERS  
SHPEology: The SHPEology program is designed to raise awareness about the importance of Hispanic inclusion in STEM.

**SHPEtina**  
EMPOWERING LATINAS IN STEM  
SHPEtina: The SHPEtina program empowers Latinas in STEM by offering strategies to thrive and overcome obstacles.

**HISpanic IN STEM IN THE U.S.**  
The Hispanic population in the U.S. now stands at over 68 million and remains a principal driver of U.S. demographic growth, accounting for half of national population growth since 2010. It is projected to grow to 107 million by 2088, according to Pew Research Center projections. This growth, if not properly managed by policy makers and education leaders, has real world implications when it comes to educating Hispanic students for the jobs of the future. Particularly those in the STEM fields. While Hispanics are a significant force in sheer numbers, it should concern all of us that Hispanic students still face challenges in achieving the same education level as non-Hispanics. While there is to experience discrimination in the workplace even though 80% of Americans say diversity in the workplace is important.

**LACK OF DIVERSITY IN THE STEM WORKFORCE**  
In 2017, there were 72 million STEM workers aged 25 to 64, 6% of the total U.S. workforce. Hispanics represented only 7% of the 72 million STEM workers. This, while overall Hispanic share of the workforce in non-STEM jobs increases significantly from 3% in 1970 to 15% in 2017. The fact is, STEM employment provides a target earnings gain among Hispanics, increasing their earnings by \$18,300 per year. In the end picture, this lack of diversity in the STEM workforce hurts Hispanic communities and America. It is not just SHPE and a majority of American economic experts that understand this. Most Americans, in fact 8 in 10 Americans, say it is at least somewhat important to have racial and ethnic diversity in today's workplace. Half categorize this as "extremely" (26%) or "very" important (27%).

Here is a snapshot of what U.S. adults currently working in STEM believe is the reason Blacks & Hispanics are underrepresented in STEM fields.

- 45% say diversity provides an edge that other perspectives that contribute to the overall success of companies and organizations.
- 45% say diversity gives people an edge that opportunity to succeed.
- 34% say that diversity makes great business sense because it increases the output of professional workers.
- 52% say it is because blacks and Hispanics are less likely to have access to quality education that prepares them for these fields.
- 45% attribute disparities to these groups not being encouraged being encouraged at an early age to pursue STEM-related subjects.
- 32% say it's the lack of black and Hispanic role models in these fields.
- 34% say it's because those groups don't believe in their ability to succeed in these fields.
- 32% say it's racial/ethnic discrimination in recruitment, hiring and promotions.
- 42% of Hispanic STEM employees say they have experienced discrimination at work - in a classroom or profession job.

# DEVELOPMENT

Conducted market analysis to understand SHPE's competitors and their corporate supporters.

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Completed extensive corporate prospect research to better understand what companies are not currently funding SHPE.

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Created and executed SHPE's first end-of-year individual giving campaign.

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Conducted fund development trainings at the National Convention and NILA.

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Created fund development resources for the Board of Directors that included email templates, wealth screening, and individual prospect research.

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Execution of promised sponsorship marketing benefits, including social posts, dedicated emails, and banner ads.

# GRANT WRITING

Refocused SHPE's grant writing efforts from partner-dependent to creating proposals solely focused on SHPE.

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Completed extensive grant prospect research to identify available grants as best fits for SHPE.

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Developed a 12-month grants calendar.

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Managed all aspects of the grant writing process including: developing letters of interest (LOI), compiling proposal content, creating proposal narratives, calls with prospective funders, multiple revisions, and final submission.

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Created the proposal language used for NILA, Noches de Ciencias, and Chapter Expansion.

# 18 MONTH RESULTS

Exceeded  
**11,000**  
members for the first time  
in SHPE history

Record-setting  
**16%**  
increase in National Convention  
attendance in 2018

Developed  
**5**  
websites & designed  
12 brands

Wrote & designed over  
**300**  
unique emails & managed  
a list of 70,000+ contacts

# 18 MONTH RESULTS

Grew SHPE followers  
on social media by

**36%**

(up by over 10,000)

Earned SHPE the Guidestar

**Platinum**

Seal of Approval

Created SHPE's

**First-Ever**

annual report

Submitted

**12**

grant proposals  
& letters-of-intent



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