

# Hispanic Engineers and Scientists

## University of California, Berkeley

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Dear Recruiter,

July 19, 2012

My name is Raymundo Valadez and I am one of the Corporate Vice Presidents of UC Berkeley's Hispanic Engineers and Scientists (HES), a student chapter of the Society of Hispanic Professional Engineers (SHPE), a national organization. I would like to take this opportunity to introduce our organization to you.

HES is a student organization that was established in 1974 to create a community amongst all Latino/Chicano student engineers and scientists. We strive to promote the advancement of education among students and to create a support system within Berkeley academia. HES is open to all students of the Berkeley campus who share our devotion to further developing the professional and academic successes of Latino/Chicano students. There are many ways that HES aims to accomplish this goal; we engage in activities that not only help our members, but also help the children of our local community. The unwavering dedication of our student members has made our numerous outreach programs a success; however our programs are restricted by the limited funding we have.

HES influences more and more students every year and has had a great impact on the Berkeley student body. One of our programs attempts to ease the transition from high school into the university for underrepresented engineering freshmen. These underrepresented engineering freshmen can attend the **Summer Prep Program** where many HES members volunteer as tutors and mentors. At the end of the program, we invite these students to join the organization where they can continue to focus on their academic and professional development through our regular **study sessions, tutoring, academic competitions (at the SHPE national level), and the resume/mock interview workshops.**

The **Winter Academic Training (WAT) Camp** is one of our most distinguished programs; it is designed to further prepare continuing freshmen for the rigor of Berkeley academics during a one-week intensive academic boot camp during the winter holidays. This activity provides mentorship and important study tools for freshmen while simultaneously providing our older members with the opportunity to volunteer as tutors and practice their academic and communication skills.

Our devotion to our members does not end with the numerous programs already mentioned; we also have the **Big & Little Brother/Sister Program** designed to mentor the lower classmen. The participants are matched by major so that the members who participate in this program can be better prepared for their future workload. Throughout the year, there are activities designed to create a relationship between the 'bigs' and 'littles' to help foster each of their potentials.

HES also hosts an annual **Dinner with Professors** where students have the opportunity to network with their professors. This dinner often provides our members with the chance to join the professor's in their research, further developing their knowledge in their subject area. This event encourages networking with UC Berkeley's academic staff and encourages our students to reach for academic growth outside the classroom.

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Our dedication to our students is matched by our dedication to our local community. We encourage youth to engage in mathematic and scientific activities and hope to give the youth of our community the tools to succeed. HES members actively mentor and teach English as a Second Language (ESL) students and math in the **Emeryville High School Tutoring Program** and assist young children (K-4) in math and science through our **Washington Elementary School** mentoring program. We also plan an entire day of events where we convey the importance and advantages of higher education in engineering and sciences during our **Young Engineers and Scientists Day (YES Day)**. During this day, young students are brought by their schools to participate in fun and challenging scientific activities in the hopes that they will be inspired to continue their education.

For more information of past and present events, you can visit our website at *[hes.berkeley.edu](http://hes.berkeley.edu)*. Once acquainted with our accomplishments and future goals, we hope that you will understand the benefit of becoming a **HES Sponsor**. By becoming a HES Sponsor, your company can support these events and also tap into a source of quality Hispanic engineers and scientists and technical talent. UC Berkeley has continuously ranked in the **Top Ten Schools** as ranked by the *U.S. News and World Report* in numerous departments, including those that pertain to our organization. Sponsoring HES events will allow for you to interact directly with some of the best talent available in the nation.

Through your financial support, members will be able to organize and participate in many activities and outreach programs. HES is hoping to expand its activities even further and become a larger part of the Bay Area community, but we can accomplish this through your support. HES greatly appreciates your generous support and I look forward to working with you closely this year to make our plans and community succeed.

Sincerely,

*Raymundo Valadez – Corporate Vice President*

[ray.valadez34@berkeley.edu](mailto:ray.valadez34@berkeley.edu)

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### HOW CAN YOU INTERACT WITH UC BERKELEY'S HES

**General Meetings:** A great time and place to convey your intention on recruiting our members for any internship or full-time position is during our bi-monthly general meetings. Our meetings are advertised for via flyers and in our weekly engineering newsletter and usually result in around sixty members being present. Sponsoring a meeting is a great way to establish relationships with our members and see what the organization is all about. We will provide a room with a projector, screen, and food. Sponsoring this event entails a suggested \$500.00 donation, which covers food and partial sponsorship for an event of your choice. If you wish to only cover the food costs, the amount is typically \$375. (See last page for more information.)

Available meeting dates for the upcoming year are listed below.

#### Fall 2012

Sep. 13, 27;                      Oct. 11, 25;                      Nov. 8, 29;

#### Spring 2013

Jan. 31;                      Feb. 14, 28;                      Mar. 14, 21;                      Apr. 4, 18;

All meetings are on Thursdays at 6:00 PM. If the time and date are inconvenient we can accommodate your needs. The dates are on a first come first serve basis.

**Welcome Back BBQ:** Shortly after the first general HES meeting, we invite prospective freshman members to join the returning members for a BBQ at a local park in Berkeley. The purpose of this event is to welcome the freshmen to our organization and develop stronger bonds with all of our members. Over the years, this has proven to be effective in establishing vital networking skills for our younger members. We encourage representatives from your company to attend and socialize/establish relationships with the HES members in this relaxed setting. Sponsoring this event entails supplementing the cost of food, which you will find on the last page.

**Winter Academic Training (WAT) Camp:** During the winter recess, interested freshmen members (along with volunteering tutors) are invited to attend an academic training camp held in the Santa Cruz Mountains. This five-day academic preparation retreat is structured to introduce a typical engineering student's second semester's rigorous coursework. These topics covered include engineering physics, single variable calculus, multivariable calculus, linear algebra and differential equations, and this year we hope to include computer programming as well. We invite representatives from your company to join us one day during the camp to conduct a collaborative workshop. Sponsoring this event entails costs for the venue, food, supplies and travel.

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**Young Engineers and Scientists Day (YES Day):** YES Day is HES's landmark event. We invite fifty high school kids from our local community to the Berkeley campus for a day filled with fun engineering and science related activities. Our members conduct small panel discussions, workshops, campus tours, competitions, and interactive activities to introduce and spark the idea of engineering as a possible route. The event is at no charge to the students so sponsoring this event entails supplementing the costs of van rentals, workshop literature, brochures, food for the day and commemorative YES Day T-Shirts and goody bags.

**HES Study Nights:** Soon after the start of the semester, HES encourages academic proficiency of its members by encouraging regular studying. Twice a week, HES provides refreshments and snacks along with tutors in the Multicultural Engineering Program (MEP) Academic Center. HES points are awarded for participation; these points are a means of evaluating a member's active role in HES and are considered when awarding HES scholarships to supplement the annual conference costs. Sponsoring study nights entails supplementing the low costs of snacks and drinks.

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### **Proposed HES Budget 2012 – 2013**

<b>Event</b>	<b>Cost</b>
General Meetings	\$ 1000
SHPE Conference	\$ 2000
Welcome Back BBQ	\$ 150
Study Nights	\$ 300
Date Auction	\$ 200
WAT Camp	\$ 3000
YES Day	\$ 3500
Senior Banquet	\$ 4000
<b>TOTAL</b>	<b>\$ 14,150</b>

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### SPONSORSHIP BENEFITS

By sponsoring Hispanic Engineers and Scientists (HES), you will be providing both financial and personal support to over 130 Latino engineering and science students. These students provide an essential link between the University of California, Berkeley and its local community. If you wish to sponsor a specific event, please review the **COMPANY SPONSORSHIP FORM**.

Level	Sponsor Benefits	Sponsorship
Oso Platino (Platinum)	Plaque recognizing company sponsorship Host a general meeting and food of company's choice HES member digital resume book Full size imprint of company logo on YES Day T-Shirts Two full page ads on YES Day Programs Two full page ads on End of the Year Banquet Programs Two reserved seats at the End of the Year Banquet Large imprint of company logo on HES t-shirts Hang company banner at HES Events Extended profile and web link of company at <a href="http://hes.berkeley.edu">hes.berkeley.edu</a>	\$5,000 and above
Oso de Oro (Gold)	Plaque recognizing company sponsorship Host a general meeting and food of company's choice HES member digital resume book Half size imprint of company logo on YES Day T-Shirts Full page ad on YES Day Programs Full page ad on End of the Year Banquet Programs One reserved seat + 25% off additional seating for End of the Year Banquet Quarter sized imprint of company logo on HES t-shirts Hang company banner at HES Events Company ad and web link at <a href="http://hes.berkeley.edu">hes.berkeley.edu</a>	\$3,000 to \$4,999
Oso de Plata (Silver)	Plaque recognizing company sponsorship Host a general meeting and food of company's choice HES member digital resume book Quarter sized imprint of company logo on YES Day t-shirts Half-page ad on YES Day Programs Half-page ad on End of the Year Banquet Programs Discounted seating for End of the Year Banquet (50% off) Quarter sized imprint of company logo on HES t-shirts Company ad and web link <a href="http://hes.berkeley.edu">hes.berkeley.edu</a>	\$2,000 to \$2,999
Oso de Bronce (Bronze)	Plaque recognizing company sponsorship Host a general meeting and food of company's choice HES member digital resume book Quarter page ad on YES Day Programs Quarter page ad on End of the Year Banquet Programs Discounted seating for End of the Year Banquet (25% off) Company ad and web link at <a href="http://hes.berkeley.edu">hes.berkeley.edu</a>	\$1,000 to \$1,999

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### Company Sponsorship Form

**Contact Person Name:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Phone:** (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Return Address:** \_\_\_\_\_

(Street Address)

(City)

(State)

(Zip Code)

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#### I WOULD LIKE TO BECOME A (Mark One Please):

\_\_\_ **Oso Platino Sponsor**

\$5,000 and above

**Enclosed Amount:** \$ \_\_\_\_\_

\_\_\_ **Oso de Oro Sponsor**

\$3,000 to \$4,999

**Enclosed Amount:** \$ \_\_\_\_\_

\_\_\_ **Oso de Plata Sponsor**

\$2,000 to \$2,999

**Enclosed Amount:** \$ \_\_\_\_\_

\_\_\_ **Oso de Bronce Sponsor**

\$1,000 to \$1,999

**Enclosed Amount:** \$ \_\_\_\_\_

#### I WOULD LIKE TO DONATE (if less than \$1,000):

**Enclosed Amount:** \$ \_\_\_\_\_

**WHOSE FUNDS I WISH TO DIRECT TO:** \_\_\_\_\_

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**Please make all checks payable to Hispanic Engineers and Scientists and mail to:**

Hispanic Engineers and Scientists  
University of California, Berkeley  
230 Bechtel Hall  
Mail Code 230  
Berkeley, CA 94720-170

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### General Meeting Sponsorship Form

**Hosting Company/Organization:** \_\_\_\_\_

**Person of Contact:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Phone:** (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Preferred Meeting Date:** \_\_\_\_\_

**Description of Info-Session:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

HES will provide a projector and screen along with room accommodations.

**Please list any special accommodations:** \_\_\_\_\_

\_\_\_\_\_

**Food Preference:** \_\_\_\_\_

Level	Sponsor Benefits	Sponsorship
Oso Azul (Blue Bear)	Host a general meeting + food of company's choice HES member digital resume book Company ad and web link at hes.berkeley.edu	\$375-\$500
	Sponsorship Amount:	

**THANK YOU!**

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### Alumni/a Sponsorship Form

Alumni/a: \_\_\_\_\_ Yr. Graduated: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Return Address: \_\_\_\_\_

(Street Address)

(City)

(State)

(Zip Code)

I am interested in co-sponsoring/participating in:

- Welcome Back BBQ – 9/15/2012
- YES Day
- WAT Camp
- General HES Meeting
- Other: \_\_\_\_\_

What aspect of the event would you like to co-sponsor or in what way would you like to volunteer/participate in the event? \_\_\_\_\_

\_\_\_\_\_

Level	Sponsor Benefits	Sponsorship
Oso Azul (Blue Bear)	Framed certificate commemorating alumni/a sponsorship Recognition on HES website along with a short bio HES 2012-2013	\$100 - ???

Sponsorship benefits will vary depending on donation, shown above are benefits for minimum donation,

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