

# **L** 2024 MAES **LEADERSHIP** **ACADEMY**



**17-20 October 2024**

**With Academic Host**  
**The University of Texas at El Paso**

**and Hotel Host**  
**The University HILTON Garden Inn**



**MAES - Latinos in Science and Engineering**

# About MAES

MAES was founded in Los Angeles in 1974 to increase the number of Mexican Americans and other Hispanics in the technical and scientific fields. The idea to establish a professional society for Mexican American engineers originated with Robert Von Hatten, an aerospace electronics engineer with TRW Defense Space Systems in Redondo Beach, California. Mr. Von Hatten had for several years served as a volunteer for programs directed at combating the alarming number of high school dropouts. He envisioned a national organization that would serve as a source for role models, address the needs of its members, and become a resource for industry and students

## Our Mission

To promote, cultivate, and advance representation of Latino leadership and education in STEM.

## Our Vision

MAES is recognized as a prominent organization for its development and contributions towards the success of Latino leaders in STEM.



Photo Description: 2023 MLA attendees and guests pause for a photo by the Arch of Dignity, Equality, and Justice at San Jose State University in San Jose, California.



# About The Academy

## Introduction

The MAES Leadership Academy (MLA) is an intensive program of leadership training. Perfectly suited for both the novice and the expert, attendees cover a full spectrum of training and orientation to address both personal and professional leadership. By networking established leaders with developing leaders, it is possible to hone the skills of all involved while providing a forum for continuous advancement and development. The program will include student workshops, a team project competition for students, a kickoff challenge and team building sessions, various meetings, and meal functions. For two days, students will work in teams and side-by-side with professionals to explore leadership topics and develop skill sets to make them better leaders in their chapter, workplace, and community.

## Guiding Principles

The vision of the MLA is to contribute to the development of MAES members into world-class leaders in science, technology, engineering, and mathematics (STEM) and within the community. The mission of the MLA is to offer hands-on leadership training that prepares attendees for personal and professional advancement.

The objectives of the MLA are to:

- Create a leadership training curriculum that develops skill sets which are applicable and transferable to the professional workplace.
- Promote and enhance communication and interaction among members, supporters, and directors of MAES.
- Foster an environment that supports the open exchange of ideas, perspectives, best practices, and information.



Photo Description: 2023 MLA attendees and guests pause for a photo by the Victory Salute monument at San Jose State University in San Jose, California.



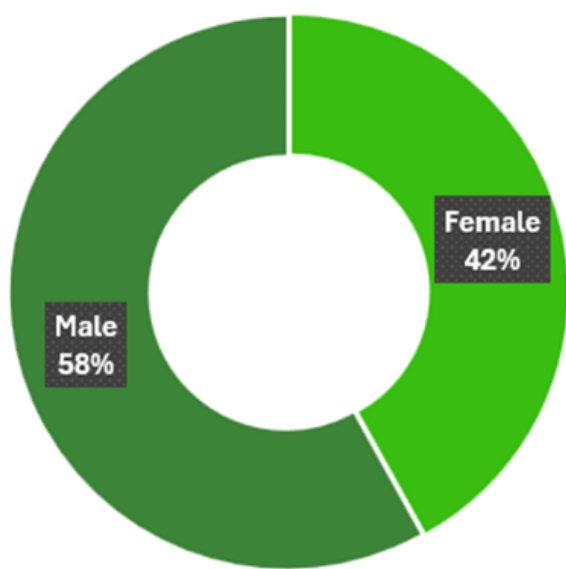
# 2023 MLA Insights

The 2023 MLA at San Jose State University saw an enthusiastic turnout of 31 students, showcasing a diverse range of academic backgrounds and interests. Participants represented institutions spanning from renowned universities to local community colleges, highlighting the event's inclusive reach. The gathering attracted student leaders from diverse STEM fields, including computer science, aerospace engineering, and environmental science. This diverse mix underscored the MLA's broad appeal across various academic disciplines, aimed at enhancing the leadership skills of MAES student members.

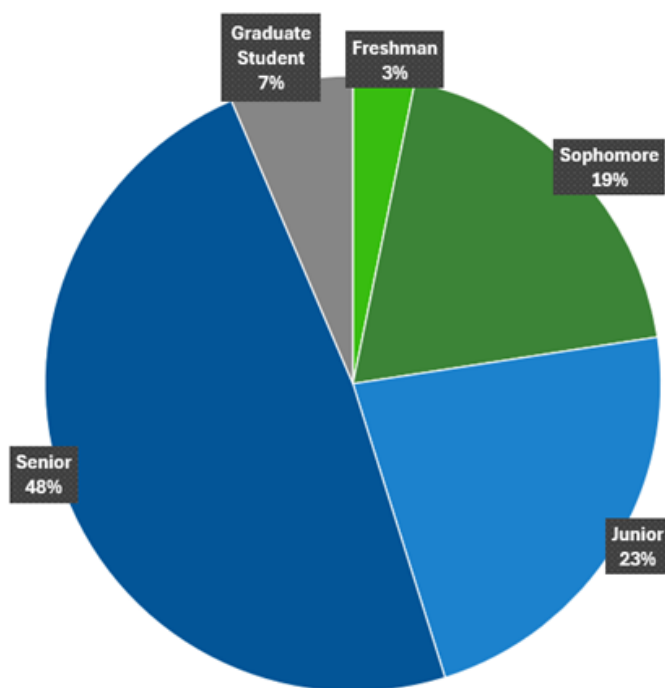
## REPRESENTED COLLEGES/UNIVERSITIES

- California State University, Long Beach
- Los Angeles Mission College
- Mission College, Santa Clara
- San Antonio College
- San Jose State University
- Texas A&M University
- The University of Texas at Austin
- The University of Texas at El Paso
- University of California, Berkeley
- University of Houston

## GENDER REPRESENTATION



## STUDENT CLASSIFICATIONS



## AREAS OF STUDY

- Aerospace Engineering
- Biochemistry
- Biomedical Engineering
- Biotechnology
- Chemical Engineering
- Computer Science
- Data Engineering
- Electrical Engineering
- Engineering Technology: CNSM
- Environmental Science
- Industrial & Systems Engineering
- Mechanical Engineering
- Software Engineering

# 2024 MLA Components

## WHEN AND WHERE

From **Thursday, October 17** to **Sunday, October 20**, student leaders from MAES Chapters across the United States will participate in the 2024 MAES Leadership Academy (MLA) at **The University of Texas at El Paso**, for an enriching experiential learning opportunity.

## WORKSHOPS AND ACTIVITIES

Students will enhance their leadership skills through engaging, professionally-led workshops and activities that highlight the following:

- Leadership
- Professionalism
- Teamwork
- Strategic Thinking
- Critical Thinking
- Time Management
- Advocacy
- Conflict Resolution
- Communication
- Financial Literacy
- Personal Development
- And More!

## PARTICIPANTS

The 2024 MLA will host **50+ Student Members** and **20+ Professional Members** from across the country at the University of Texas at El Paso (UTEP) in El Paso, Texas. Our goal for the 2024 MLA is to cover all lodging & travel expenses of all student members in attendance.

## LODGING

Hotel Lodging will be accommodated at the University HILTON Garden Inn Host Hotel, with the Academic Host being the University of Texas at El Paso schools of Engineering and Science.

The Hotel is on the University of Texas at El Paso campus, a half-mile from the Cincinnati Entertainment District. The El Paso Airport is nine miles away, and they offer a free shuttle both ways and within a five-mile radius. Downtown El Paso is a five-minute drive, and Fort Bliss is seven miles away. There is a Garden Grill & Bar, and snacks are available at the 24-hour Pavilion Pantry.

# 2024 MLA Key Features

## MAES' 50th Anniversary Highlight

As MAES celebrates its 50th Anniversary this year since its founding in 1974, we are delighted to mark the milestone with a special celebratory dinner on the evening of October 19, in conjunction with our MLA event. We are inviting all present and past members to the experience. This gathering will serve as a tribute to our Mission and Vision, highlighting the significant role MAES' contributions toward the advancement of Latinos in STEM over the past 50 years.



### KEY NOTE SPEAKER ASTRONAUT JOSÉ HERNÁNDEZ

José Hernández is a Mexican American engineer and a former migrant farmworker. He was selected by NASA as a member of their 19th class of astronauts in 2004. He was selected for a mission in 2007 and flew as the flight engineer in the 2009 14-day STS-128 mission aboard Space Shuttle Discovery to the International Space Station. He earned a B.S. in electrical engineering from the University of the Pacific in 1984. and In 1986, Hernández earned an M.S. in electrical and computer engineering from the University of California, Santa Barbara.



José is no stranger to the MAES Organization. He was a member of the MAES Student Chapter at UC Santa Barbara when he attended the 1987 MAES National Symposium in El Paso Texas. And thus, started his continuous involvement with “La Familia”. He was an active National Board of Director for several years before rising as President of the Organization (2002 – 2004). He was awarded the Society of Mexican American Engineers and Scientists (MAES) “Medalla de Oro” recipient for professional and community contributions (1999), the Highest organizations award. Today, José works as a husband, father (5 children), engineering consultant within the company he founded in 2012, Tierra Luna Engineering. Jose Hernandez is the perfect example, “Que Si se Puede” when you dedicate your time and effort to succeed. He has come full circle starting with MAES in 1987 in El Paso to 2024 in celebration of the 50th Anniversary.

# Support Packages

Contact Richard Martinez by email at [rom@mymaes.org](mailto:rom@mymaes.org) or by phone at 915-603-0779 for support opportunities.

	DIAMOND \$15000	PLATINUM \$10000	GOLD \$7500	SILVER \$5000	BRONZE \$2500	ACADEMIC \$1500	INDIVIDUAL \$300
<b>PRE-EVENT REGOGNITION</b>							
Website	✓	✓	✓	✓	✓	✓	✓
E-mail Blasts	✓	✓	✓	✓	✓	✓	✓
Socoal Media Promotion	✓	✓	✓	✓	✓	✓	✓
Press Release	✓	✓	✓	✓	✓	✓	✓
<b>ON-SITE REGOGNITION</b>							
Program Inclusion	✓	✓	✓	✓	✓	N/A	N/A
Logo on Sponsor Banners	✓	✓	✓	✓	✓	✓	N/A
Meals with/Table Tags	3	2	1	1	1	1	1
Registration Bag Items	3	2	1	1	1	1	0
<b>EVENT BENEFITS</b>							
Conference Registration	6	6	3	2	2	2	1
Student Attendee Sponsorship	6	3	2	1	1	1	0
Scholarships	3	2	1	0	0	0	0
Breakfast or Lunch Table Sponsor	6	6	3	2	1	1	0
Speaker at Select Function	0	1	1	0	0	0	0
Workshop	1	1	1	1	0	0	0
Table at Closing Dinner	3	2	1	1	0.5	0	0
Keynote at Closing Dinner	✓	N/A	N/A	N/A	N/A	N/A	N/A
<b>POST EVENT REGOGNITION</b>							
Post Event Press Release	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓	✓
Thank You Email blast	✓	✓	✓	✓	✓	✓	✓
Banner Advertisement on Website (month)	12	6	2	2	1	1	0

\*Sponsorships can be tailored to sponsor needs.



# Additional Support Opportunities

Contact Richard Martinez by email at [rom@mymaes.org](mailto:rom@mymaes.org) or by phone at 915-603-0779 for support opportunities.

Dinner	\$4000	<ul style="list-style-type: none"> <li>• Keynote Speaker</li> <li>• Signage with logo placement</li> <li>• Recognition on website</li> </ul>
Luncheon	\$3000	
StrengthsFinder	\$1000	<ul style="list-style-type: none"> <li>• Assessment to identify students' key strengths</li> <li>• Recognition on website</li> </ul>
Scholarship	\$1250	<ul style="list-style-type: none"> <li>• Recognition on website</li> </ul>
T-Shirts	\$1000	<ul style="list-style-type: none"> <li>• Organization name or logo prominently placed</li> <li>• Recognition on website</li> </ul>
Lanyards	\$500	
Conference Bags	\$500	
Information Table	\$500	<ul style="list-style-type: none"> <li>• Promotion of your organization</li> <li>• Recognition on website</li> </ul>
Travel Sponsorship	\$600	<ul style="list-style-type: none"> <li>• Recognition on website</li> </ul>
Website Banner	\$300	<ul style="list-style-type: none"> <li>• 1-month website banner</li> </ul>
Job Posting	\$300	<ul style="list-style-type: none"> <li>• 1-month website job posting</li> </ul>

\*Sponsorships can be tailored to sponsor needs.

# Thank You!

On behalf of the MAES National Board, we want to thank you for your interest in supporting our mission and vision. Without incredible donors and thoughtful partners like yourself, MAES would not be able to continue hosting MAES Leadership Academies for our members. These conferences allow our members to grow personally and professionally and utilize what they learn to enhance their engagement at their institutions and beyond. Partnerships like these are the core of our work and serve as evidence of the successes MAES has accomplished and will continue to accomplish in the future. MAES will continue to strive for Latino success in Science and Engineering.

Sincerely,

The MAES National Executive Committee

Esther Moreno  
Gonzales

National  
President



Jeff Salinas

National VP of  
Operations



Richard  
Martinez Sr.

National VP of  
Programs &  
Events



Dr. Monica  
Kapil

National VP of  
Chapters &  
Membership



Maria Pizarro

National VP of  
Administration



George  
Gutierrez

National VP of  
Finance



# 2024 MAES LEADERSHIP ACADEMY



## Let's Get Connected



**MAES National on LinkedIn**



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**@MAES.National on Facebook**



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