



Empowering Latino Leaders

Guide on How to Start a Student Chapter on your Campus

ALPFA – the premier business organization for expanding opportunities for Latino Leadership in the global market – with a nationwide network of student chapters dedicated to promoting academic excellence and leadership among the Hispanic student community seeking to pursue and/or learn about careers throughout the global economy.

David Pena, Jr.
ALPFA President, Colleges & Universities
David.Pena@National.ALPFA.org

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ALPFA's History

ALPFA (Association of Latino Professionals For America) was the first national Latino professional association in the United States, established in Los Angeles in 1972. Throughout our 44-year history, we have experienced steady growth and demonstrated consistent value to our members and partners.

As of February 2017, ALPFA serves more than 80,000 professional and student members across the country – a number we plan to grow aggressively to 100,000 within the next two years. In addition to networking and professional leadership development opportunities, our student members have access to 50,000 paid summer internships through hundreds of Fortune 1000 corporate partners. We aspire to be the business partner of choice for companies seeking to hire and develop Latino talent like you.

We promote a culture of philanthropy throughout the Latino community, encouraging our members to volunteer with, and engage on behalf of, local charities. We actively seek hands-on leadership building experiences for our members to engage your considerable talent to make a measurable impact for national charitable organizations.

Key Milestones:

1972 – The American Association of Hispanic Certified Public Accountants (AAHCPA) is established as the first national Latino professional association in the United States.

2001 – AAHCPA expanded the reach of its mission to include finance professionals and changed its name to the Association of Latino Professionals in Finance and Accounting.

2002 – Launched Women of ALPFA initiative to provide unique development and networking opportunities for ALPFA's Latina members and the companies that want to reach them.

2009 – ALPFA reached 10,000 members and merged with the National Hispanic Business Association (NHBA) resulting in an organization of over 14,000 members.

2010 – The organization again desiring to reach more Latino professionals, changed its name to ALPFA, Inc., and began inviting members from outside the accounting and finance professions.

2011 – Launched ALPFA Solutions to provide training, advisory services, research, and insights.

2014 – ALPFA, Inc. now stands for Association of Latino Professionals For America*, further expanding the organization's influence beyond finance and accounting into every sector of the economy and refocusing our mission to empower and develop leaders of character for the nation.

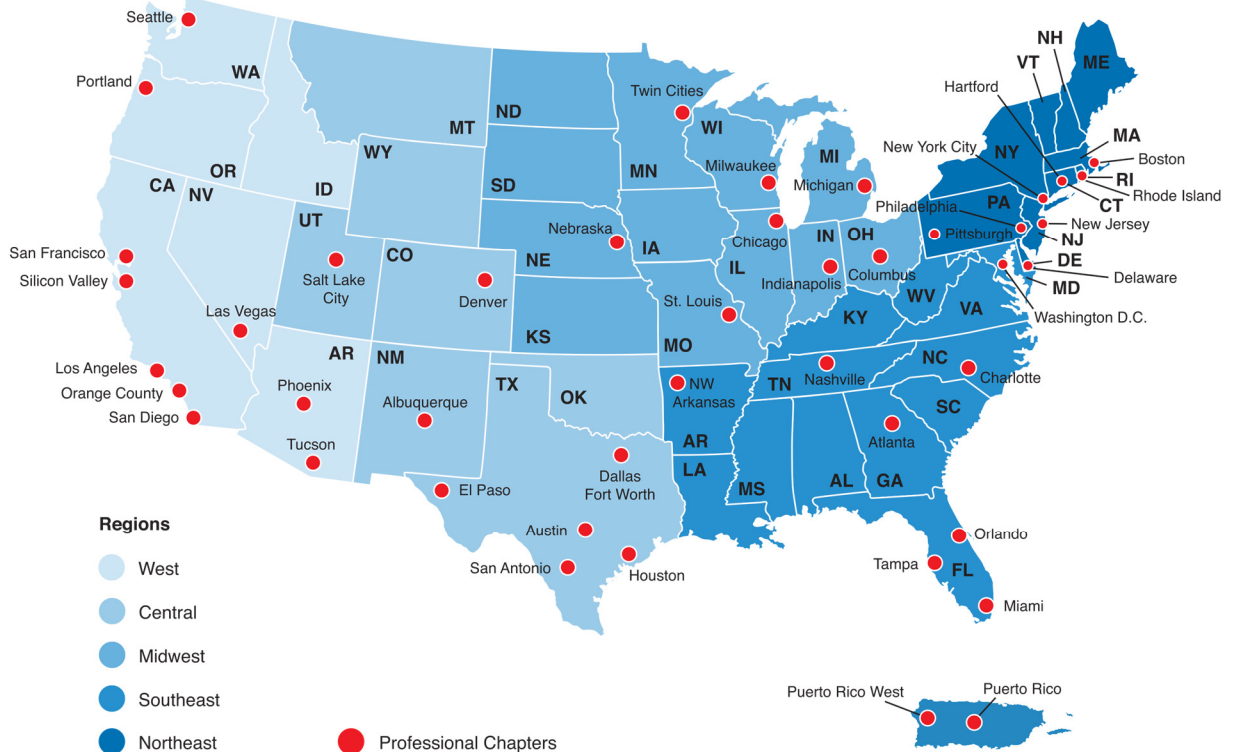
Mission Statement

To empower and develop Latino men and women as leaders of character for the nation in every sector of the global economy.

Today ALPFA has

- **44** Professional chapters in key cities throughout the U.S. and in Puerto Rico
- **157** student chapters and alliance student groups that operate within our professional chapters
- Over **80,000** members nationally
 - Includes 40,000 + student members throughout the U.S. and Puerto Rico
 - Women represent approximately 53 percent of ALPFA's membership and women hold an equal level of representation on local and national boards.
- Over **350** total combined annual events across chapters nationally
 - Local events/programs
 - Regional events/programs
 - National events/programs

ALPFA's Professional Chapters by Region



Steps to Create an ALPFA Student Chapter

The following steps were designed to guide students, professional members, and ALPFA supporters in the creation of ALPFA student chapters and to establish a standard level of excellence in the ongoing management of ALPFA Student Chapters.

Steps

1. Contact the ALPFA President for Colleges & Universities to express interest in launching a student chapter and to seek support from ALPFA and local professional chapter Director of Student Affairs.
2. Complete the ***New Student Chapter Questionnaire*** (ATTACHED)
3. Establish critical mass of student members who **both** officially join ALPFA and sign up to become active members in the new student chapter. (Minimum of 4 students)

[Note: ALPFA strongly recommends that students identify key contacts in given school's career center, as well as faculty and staff within any school on campus (business school, engineering school, etc). Students are also encouraged to host meetings on-campus to discuss their desire to launch a chapter with other students. Begin this process by assessing the need on campus, researching the size of the Latino student population, and inviting members of ALPFA staff & a local ALPFA professional chapter to attend meetings. In doing so, students can enhance new-student response rates and expedite the following steps.]

4. (a) Build and establish a student leadership executive board that is aligned with the roles outlined for professional chapters

[Note: For purposes of continuity, ideally, founding chapter members should be able to commit to a 2-yr term.]

(b) Complete the ALPFA ***Student Chapter Record Form*** (Every Semester ATTACHED)

5. Recruit a Faculty Advisor (Refer to "Role of Faculty Advisor")
6. Research if your school offers new organizations monetary funds for expenses
7. Complete and submit the college's/university's required paperwork for establishing a new student organization to ensure that the school officially recognizes the group as an ALPFA chapter
8. Submit ***copy of school's recognition letter*** to ALPFA
9. Submit copy of student chapter ***Constitution*** to ALPFA. (Sample constitution is available through ALPFA if one is not made available through your university)
10. A Student Chapter will receive official recognition from ALPFA once the following documents have been formally submitted:
 - a. New Student Chapter Questionnaire
 - b. Student Chapter Record
 - c. Constitution
 - d. University Letter of Recognition
 - e.

ALPFA's Requirements for Student Chapters

- Believe in ALPFA's mission.
- Have a minimum of 4 student members
 - Leaders must be ALPFA Premium student members (annual fee of \$30). Student chapters are welcome to request additional local membership fees; however, national dues must be sent directly to ALPFA.
 - Upon completion of the first year, a chapter should maintain a **minimum of 20** ALPFA premium student members including your executive board each semester.
 -
- Establish an executive board (E-Board) at the student chapter level. This board should mirror the positions of the professional board.
 - All executive student leaders must be registered as ALPFA Premium members
 - Suggested E-Board positions may include:
 - President
 - Vice President
 - Treasurer
 - Secretary
 - Webmaster
 - Marketing Director
- Provide e-board contact information (name, title, phone number, e-mail address, and mailing address) to ALPFA President for College and Universities (see front cover) at the beginning of every academic semester.
- Establish a Business Plan & Operational Calendar

The goal of ALL ALPFA chapters (professional and student) is to develop members through the combined process of continuous learning and networking. To enhance the strategic management of a chapter, it is critical to develop an operational calendar of events that promote professional development, networking, skills development, exposure to professionals, etc.

 - Develop and plan a minimum of (**four**) workshops/events during annual academic year (Fall and Spring - two events per semester)
 - Establish student chapter monthly meetings (minimum required)
 - The first meeting should be an **information session** to inform new students on campus of the opportunities that ALPFA provides and present the calendar for the semester.
 - New and existing students should be informed of the organization and its benefits at least once a year.
 - Discuss upcoming events/projects, opportunities available on campus or through ALPFA Professional Chapter/ALPFA updates
 - Must organize/participate in one volunteer/community event per year
 - You may want to align yourselves with professional chapter on this event
 - In addition to campus events, ALPFA student chapters should also participate in Local ALPFA Professional Chapter events when possible and in ALPFA Student Programs which include:
 - The ALPFA Scholarship Program
 - Attendance at the ALPFA Annual Meeting & Convention
 - Attendance at ALPFA Regional Student Symposiums
 - Participation in ALPFA/KPMG Case Competition (if respective school is invited)

Additional Recommendations

Contact the School's Office of Student Activities

Each school has different requirements for the initiation of an organization on campus. It is important to understand what their requirements are in order to get all the paperwork together, completed and to assess if it makes sense to establish an ALPFA student chapter at your school.

Student Chapter Criteria

Work closely with the Director of Student Affairs at your local professional chapter and/or ALPFA to make sure your potential chapter properly meets ALPFA's requirements.

Present All Required Paperwork to Your School's Office of Student Activities for Final Approval.

Once both the school requirements and ALPFA requirements are satisfied and you have received the proper approval by both institutions you have officially become an ALPFA student chapter. *Congratulations!*

New Student Chapter Questionnaire

1. At which College or University do you wish to start an ALPFA student chapter?
2. Who are the students who seek to create and launch this student chapter?
NAME E-MAIL PHONE NUMBER
3. What is the major for each new member and their academic year of study (i.e. Freshman, Sophomore, Junior, Senior, Graduate Student) for each of the students who seek to start an ALPFA student chapter?
NAME MAJOR GRADUATION YEAR
4. Why you want to establish an ALPFA Student Chapter?
 - a. As it relates to impacting your campus community?
 - b. As it relates to you individually?
5. What is the nearest ALPFA Professional Chapter to the school campus?
6. What are the requirements that the university requires for an organization to be recognized officially?

ALPFA Student Chapter Record

School Name: _____

Address: _____

Faculty Advisor and Contact Information: _____

List executed and planned activities for the year (use separate sheet and attach):

ROSTER OF OFFICERS (E-BOARD) FOR NEW CHAPTER

Name: *Position:* *Phone/Email*



Developing Latino Student Leaders of Character

ALPFA expands opportunities for students seeking careers in diverse fields in every sector of the economy. We empower you to develop as leaders through various means including the management of student chapters, delivering quality student programs focusing on professional development, providing access to our nationwide network of professional members and corporate partners, offering access to scholarship programs, creating opportunities to network with other students, and offering subsidized annual convention registration rates.

Benefits of Student Membership

	Basic FREE	Premium \$30 Annually
Access to local student chapter events, receptions, and programs	<input type="checkbox"/>	<input type="checkbox"/>
Access to local professional chapter networking events, receptions and programs* <small>*Premium student members are eligible for free or reduced admission to some events; Basic member admission is full price</small>	<input type="checkbox"/>	<input type="checkbox"/>
Member emailed updates and notifications	<input type="checkbox"/>	<input type="checkbox"/>
Digital subscriptions: ALPFA SPOTLIGHT Member Newsletter, and industry magazines such as Latino Leaders Magazine	<input type="checkbox"/>	<input type="checkbox"/>
Access to resume and cover letter assistance and critique, and mock interviews	<input type="checkbox"/>	<input type="checkbox"/>
Eligible to apply to the ALPFA's Academic Scholarship Programs	<input type="checkbox"/>	<input type="checkbox"/>
Post your resume and search jobs and internships on ALPFA's online Career Center		<input type="checkbox"/>
Access to ALPFA Professional Training Webinars		<input type="checkbox"/>
Eligible for ALPFA KPMG case study competition at selected schools		<input type="checkbox"/>
Student Pricing on ALPFA's Annual Convention** <small>**Premium student members are eligible for free or reduced admission to convention</small>		<input type="checkbox"/>

Student Membership Levels

The two categories of ALPFA student membership are Basic and Premium.

Basic Membership is free and primarily conveys connection to ALPFA and your student chapter via member emailed updates and communication. You should communicate regularly with all of your membership, including Basic student members, regarding upcoming events and programs at your chapter.

- Basic membership is free and does not expire.
- Basic members should be encouraged to attend all events and programs but should not be offered any admission discounts if an admission fee applies.
- Basic members are **not eligible** to serve on Student Chapter Boards.
- Basic membership is a powerful tool to increase your membership base and promote ALPFA as broadly as possible within your school.
- You can market the value proposition of Basic membership as an opportunity to get involved with your school's ALPFA community with no cost required up front.
- Your goal should be to convert Basic members to Premium members through consistent engagement of Basic members, differentiation in event pricing, and emphasis on the exclusive benefits of Premium membership.

Premium Membership, only \$30 annually is differentiated from Basic membership as outlined in the grid above. Premium members are eligible for Student Chapter Board service, discounts on Student Chapter event and program admission fees, and subsidized ALPFA Annual Convention pricing.

- Premium membership is \$30 and is valid for 1 year from the date of issue.
- Premium members should be offered discounted admission to events and programs for which your chapter charges an admission fee.
- Premium members are **eligible to serve on Student Chapter Boards**. Any currently serving Student Leaders who are not Premium members should purchase a Premium membership.

To note, **Premium membership is a requirement for Student Chapter Board service**. Serving as an ALPFA Student Leader is a unique opportunity to develop leadership skills through the management of a Student Chapter, as well as take advantage of the committed support, resource of and advising from ALPFA staff and local Professional chapters and to give back to the greater Latino community. ALPFA expects all Student Leaders to serve as an example to their Student Chapter community in support of the organization as Premium members.

ALPFA Student Chapters Make a Lasting Impact

The students who consistently receive the greatest benefits of being active and highly involved ALPFA student members are Student Leaders who participate in the ongoing management of ALPFA Student Chapters. Student chapters enable ALPFA students, professionals, and corporate partners to organize our collaborative relationships to create a larger and long-lasting impact at each school with whom ALPFA partners. Furthermore, by institutionalizing a chapter at each partner school, ALPFA and our Student Leaders ensure that students at that campus will receive the benefits of membership for years to come.

Member Profiles on alpfa.org

All ALPFA members have a profile on alpfa.org. Members should be encouraged to log in to alpfa.org on a regular basis, to engage with the ALPFA online community, to explore alpfa.org content and ensure that their ALPFA member profiles are current.

Membership Sign-Up and Payment Process

There are three methods for signing up new members to your Student Chapter:

1) Alpfa.org Registration

Any student can sign up for Basic or Premium membership on their own via the alpfa.org website. Basic membership sign up is free, and Premium membership can be purchased online for \$30 using a credit card.

You can direct any student interested in ALPFA membership to alpfa.org for more information and to sign up individually.

2) Membership Forms

Students may also sign up for membership by completing the ALPFA Membership Form. Many chapters find printed membership forms particularly helpful in gaining new members during chapter events.

Event attendees can be directed to complete membership forms, which should be collected by Student Leaders, then scanned and submitted via email to the Membership Director katie@national.alpfa.org.

Premium membership forms must be submitted to ALPFA along with payment of membership dues. See below "Procedure for Submitting Payment of Membership Dues."

3) Student Member Group Upload Template

Student Leaders may sign up new members using the Student Member Upload Template. This Excel template clearly indicates which fields are required for registration. The Upload Template is the best way to submit a large number of new members at once.

Templates containing new Premium student members must be submitted to ALPFA along with payment of membership dues. See below "Procedure for Submitting Payment of Membership Dues."

Any questions about this template please contact the Membership Director at katie@national.alpfa.org.

Procedure for Submitting Payment of Membership Dues

Basic membership is free so new Basic membership forms and upload templates can be submitted with no payment.

Premium membership is \$30 annually so new Premium Membership Forms and Student Member Group Upload Templates must be submitted with payment. Payment should be collected from new members up front and must be submitted to ALPFA Finance in the form of a check or new members can join using the link on ALPFA.org.

Checks must be made out to ALPFA, Inc. and mailed to the ALPFA office at the below address. Be sure that you write the name of your chapter, and "Membership Dues" on the check itself so the Finance team will properly allocate the appropriate funds to your chapter.

Credit Card payments we recommend that credit card information not be collected as this exposes the organization to potential information privacy issues.