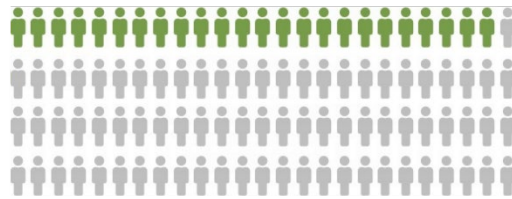


SACNAS Chapter Marketing Toolkit

Updated September 14, 2020

Need for SACNAS

1. America’s population demographics are changing. It is projected that by 2065, Hispanics will comprise 24% of the population¹.



2. The Native American population is also growing - and consistently overlooked in the data. Native Americans face severe disparities in terms of access to²:



Education

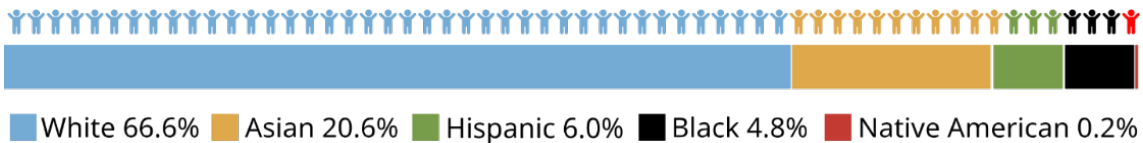


Economic Prosperity



Public Health

3. The STEM workforce isn't keeping pace³.



4. Without a concerted effort to diversify the amount of students earning and using their degrees in the US, America’s competitive edge - and a huge amount of potential - in the STEM fields will be lost⁴.

S&E Doctoral Degrees Awarded (Total 38,939) *Based on 2014 Statistics

White	<div style="background-color: #f4a460; height: 10px; width: 80%;"></div>	16,497
Asian/Pacific Islander	<div style="background-color: #f4a460; height: 10px; width: 15%;"></div>	2,251
Black	<div style="background-color: #f4a460; height: 10px; width: 10%;"></div>	1,375
Hispanic	<div style="background-color: #f4a460; height: 10px; width: 8%;"></div>	1,620
American Indian/Alaska Native	<div style="background-color: #f4a460; height: 10px; width: 2%;"></div>	110
Other/Unknown Race/ Ethnicity	<div style="background-color: #f4a460; height: 10px; width: 12%;"></div>	2,163
Temporary Resident	<div style="background-color: #f4a460; height: 10px; width: 36%;"></div>	14,546

UNTAPPED
POTENTIAL



SACNAS Chapter Marketing Toolkit (cont'd)

SACNAS Name

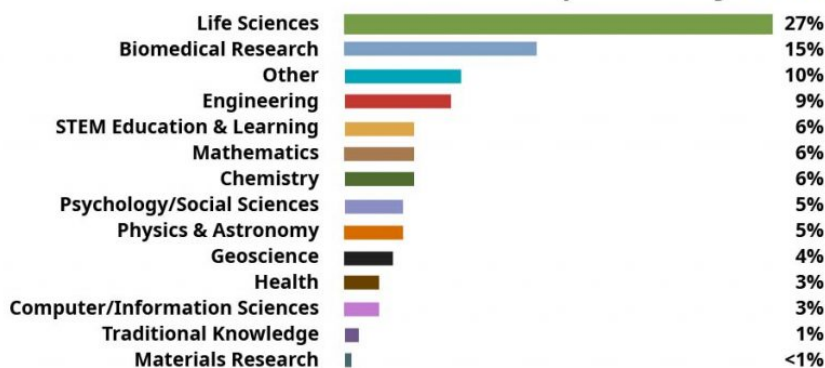
SACNAS is the official acronym for Society for Advancement of Chicanos/Hispanics & Native Americans in Science. Although SACNAS has a focus on supporting Chicanos/Hispanics and Native Americans based on the origins of the organization, SACNAS is an inclusive organization that supports all college students and professionals.

SACNAS Membership

SACNAS is a fully inclusive community and welcomes all college students and professionals to join, regardless of gender, gender identity and expression, age, sexual orientation, physical or mental disability, race, national origin or ancestry, ethnicity, or religion (including the lack thereof or religious dress and grooming). Membership to join a chapter is FREE, with the option to upgrade membership at an additional \$10 (per year) for additional benefits. Learn more at <https://www.sacnas.org/take-action/memberships/>

SACNAS is Multidisciplinary & Multicultural

2019 SACNAS Conference Participants by **Discipline**



2019 SACNAS Conference Participants by **Ethnicity**





SACNAS Chapter Marketing Toolkit (cont'd)

Chapter Purpose

SACNAS chapters are a powerful and inclusive source of community that provides local and regional support for college students and professionals to succeed in STEM.

Collectively, our 118 chapters are the on-the-ground ambassadors behind SACNAS' movement to achieve true diversity in STEM. True diversity means that the field (including leadership positions) reflect the demographics of the population.



Chapter Benefits

Being part of a SACNAS chapter, provides students the opportunity to be part of a supportive community and receive professional development to help them succeed in their STEM career.



To be in a place where I am not the minority anymore, surrounded by highly educated people who have accomplished what is my dream to become, I was hit by hope and strength.

- Sara Mena
Former Clemson University
SACNAS Chapter Member



I can say, for a fact, that my SACNAS chapter triggered a cascade of opportunities that led me to the place I am today. I was able to step out of my comfort zone and reach out for opportunities that mattered to me the most.

- Christopher Ponce
Former Texas Tech
SACNAS Chapter Member



SACNAS Chapter Marketing Toolkit (cont'd)

Sources:

¹ Pew Research Center, Modern Immigration Wave Brings 59 Million to U.S., Driving Population Growth and Change Through 2065 (2015).

² National Congress of American Indians (NCAI).

³ National Science Foundation, National Center for Science and Engineering Statistics, National Survey of College Graduates (NSCG) (2015).

⁴ National Science Foundation, National Center for Science and Engineering Statistics. 2017. Women, Minorities, and Persons with Disabilities in Science and Engineering: 2017.