



## BACKGROUND

The National Hispanic Corporate Council is a non-profit organization working with corporate America since 1985 to provide its member companies a multi-layered approach and resources to effectively maximize the diversity of the Hispanic market. The NHCC offers programs such as Corporate Executive Leadership Program, bi-annual conferences focusing on supplier diversity, marketing, community relations, human resources and procurement within the foundation of corporate social responsibility as well as bringing the learning to your desktop with a series of webinars on Leveraging Affinity Groups, Conversations with the C-Suite and Lunch-n-Learns with subject matter experts.

Our Mission is to provide best in class solutions and foster professional networks by maximizing the Hispanic market opportunity among Fortune 1000 corporations.

## SITUATIONAL ANALYSIS

- Hispanics have become the largest minority group in America; at 47.8 million, they represent 15.5% of the U.S. population.
- The U.S. Census Bureau estimates that Hispanics will account for 24.5% of the U.S. population by the year 2050.
- Today, Hispanics hold less than 5% of executive and managerial positions in Corporate America.

## BACKGROUND

- **Career Progression:** According to Personnel Decisions International Corporation (PDI), Hispanic managers reach mid-level management positions faster than non-Hispanic managers, but within just a couple of years, non-Hispanic managers tend to attain higher level positions.
- **Access:** Hispanic managers, in general, do not gain access or acquire the resources to develop prerequisite skills and competencies to ascend to executive corporate positions.
- **Solution: The NHCC-Corporate Executive Development Program (NHCC-CEDP)**, offered by the **National Hispanic Corporate Council (NHCC)** in partnership with **SMU-Cox Executive Education, Southern Methodist University (SMU)**, Dallas, Texas, is an innovative program designed for high-potential mid-level Hispanic managers in Fortune 1000 companies.
  - **Program:** This nine month program will provide selected high performing participants with the knowledge, skills and tools to accelerate their development into the executive ranks for increasing optimal business performance. ***Of particular importance- is the delivery of a leadership program that is culturally- relevant to the executive participants.***
  - **Program Director:** manages all aspects of the program; provides participants, their supervisor and sponsors with information about program objectives; works with the Executive Advisor, Mentors and Faculty to assess progress of the participants.
  - **Advisory Board:** Comprised of corporate executives, SMU Associate Dean and the NHCC President to provide guidance for the program in efforts to advancing Hispanic professionals in Corporate America into executive positions.
  - **Timing:** The NHCC-CEDP provides a comprehensive leadership development experience over the course of nine months. Participants will experience the program as a class and will be supported by faculty, executive mentors and program advisors.

The 2012-2013 nine-month program dates are September 12, 2012 and ends in May 11, 2013

- **Phase 1 Competencies (September 12-15, 2012):** *The Hispanic Leader, Challenges and Opportunities of Cultural Differences*
  1. Understanding and leveraging the power of culture
  2. Career development through deliberate networking
  3. Adapting for maximum personal development
  4. High performance in a collaborative environment
  
- **Phase 2 Competencies (January 16-19, 2013):** *The Hispanic Leader, Leveraging Differences to Create a High Performance Environment*
  1. Maximizing team performance by leveraging the diversity of human capital
  2. Holding oneself and others accountable
  3. Talent development through coaching and mentoring
  4. Adapting leadership style for maximum performance
  5. High performance in a collaborative environment
  
- **Phase 3 Competencies (May 8-11, 2013):** *The Hispanic Leader, Strategic Leadership - Leveraging Relationships*
  1. Understanding business strategy
  2. Being a catalyst for change
  3. Leveraging differences to gain competitive advantage
  4. High performance in a collaborative environment

Individual participant baselines and objectives are established pre-Phase 1. The Program will include assessments of individual behavior change and application of learning. Assessments will be conducted using 360 feedback instruments, project team results, and post-program surveys. Participants will establish personal learning agendas with their organizational sponsors. These can be reviewed throughout the program. Application of learning is further supported by experienced executive mentors and participant peer accountability groups.

The program director, advisor and faculty will assist in establishing program objectives and assess progress for the participant. Updates with the participant's organization supervisor and sponsor will be conducted by the program director as needed throughout the program period. In addition, a final assessment of graduating participants will be made 12 months post their graduation. This assessment will help determine success rates and support improvement of curriculum for future sessions.

- **Business Impact:** The program's goal is to fill the "development pipeline" with highly talented and capable Hispanic executives on their development journey to executive C-Suites in the Fortune 1000.

## ANALYSIS

- **Marketplace:** Focus on the recruitment, management and leadership development of Latino/Latina executives is increasing due to the rapidly changing marketplace demographics across its client base across company's key markets
- **Leadership Analyses:** *Latino/Latina Executive Base* – Key factors for consideration for the CEDP as a Human Resource “tool” for both retention and development purposes:
  - Executive Representation
  - Workforce Representation
  - Retention
  - Turnover versus Non-Hispanic Workforce

## NHCC MEMBERS

Following are sponsorship options to maximize marketing value.

### Premier Sponsor

Five year commitment

Amount: \$500,000

Participant Registrations Included: Minimum five (5) registrations per year - Maximum 25 registrations over the course of five (5) years.

NHCC-CEDP Advisory Board: One (1) Seat on the Board, Five (5) Year Term

Branding Opportunity

- Corporate logo on NHCC and NHCC-CEDP Web Site with link to company official website
- Corporate logo on ALL printed CEDP course materials
- Corporate logo on ALL printed materials promoting the NHCC-CEDP
- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Additional registrations at \$10,000 each
- Includes five (5) years - NHCC membership
- Opportunity to have Company Executive interviewed on National Webinar Series with opportunity to have Company PSA during Webinar Series as a Premier sponsor of the NHCC-CEDP.

### Executive Sponsor

Amount: \$100,000

Participant Registrations Included: four (4) registrations

NHCC-CEDP Advisory Board: One (1) Seat on the Board, Two (2) Year Term

Branding Opportunity

- Corporate logo on NHCC-CEDP Web Site with link to company official website
- Corporate logo on ALL printed CEDP course materials
- Corporate logo on ALL printed materials promoting the NHCC-CEDP
- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Additional registrations at \$10,000 each

### Corporate Sponsor

Amount: \$50,000

Participant Registrations Included: two (2) registrations

NHCC-CEDP Advisory Board: One (1) Seat on the Board, 2 Year Term

Branding Opportunity

- Corporate logo on NHCC-CEDP Web Site with link to company official website
- Corporate logo on ALL printed CEDP course materials
- Corporate logo on ALL printed materials promoting the NHCC-CEDP

- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Additional registrations at \$10,000 each

### **Member Sponsor**

Amount: \$25,000

Participant Registrations Included: One (1) registration

Branding Opportunity

- Corporate logo on NHCC-CEDP website with link to company official website
- Corporate listing on ALL printed CEDP course materials
- Corporate listing on ALL printed materials promoting the NHCC-CEDP
- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Additional registrations at \$10,000 each

### **Participating Sponsor**

Amount: \$15,000

Participant Registrations Included: One (1) registration

Branding Opportunity

- Company name on NHCC-CEDP Website
- Corporate listing on ALL printed CEDP course materials
- Recognition in NHCC conference program as a NHCC-CEDP sponsor
- Additional registrations at \$10,000 each

## **NON - NHCC MEMBERS**

**Following are sponsorship options to maximize marketing value.**

### **Non-NHCC Member Corporation**

Amount: \$20,000

Participant Registrations Included: One (1) registration

Amount: \$35,000

Participant Registrations Included: two (2) registrations

Branding Opportunity

- Acknowledged as “participating sponsor”
- Corporate logo on NHCC CEDP Web Site
- Corporate logo on printed course materials
- Corporate logo on printed materials promoting the NHCC CEDP
- Signed Agreement MOU by March 31, 2012 per NHCC requirements.
- Payment: ½ - first installment by April 30, 2012, ½ - second installment by August 31, 2012

## **COST WITHOUT MARKETING VALUE**

Amount: \$10,000

Participant Registrations Included: One (1) registration

## **CONTACTS**

In reviewing this information, our hope is that this will spark a dialogue between NHCC and your company through which a highly customized partnership can take shape. By bringing together our respective expertise, we can deploy a comprehensive investment that will enhance your company’s strong values and business acumen.

**Please contact program director, Zuleika Cuevas, via email at [zcuevas@nhcchq.org](mailto:zcuevas@nhcchq.org) to discuss next steps.**