

Creating a Roadmap for Successful Student Engagement

14 August 2026 | 11:00 – 12:00 PM

PMI Culture Value: Be Welcoming

Featuring student club leaders:

Gabriela Santos Rodrigues, PMI Rio de Janeiro Brazil Chapter

Estuardo Sebastian Valle Bances, PMI Guatemala Chapter Student Club

Sebastien Gonzales, PMI Southern Region Chapter Student Club

Patricio Morantes Guerra, PMI Norte Mexico Chapter Student Club

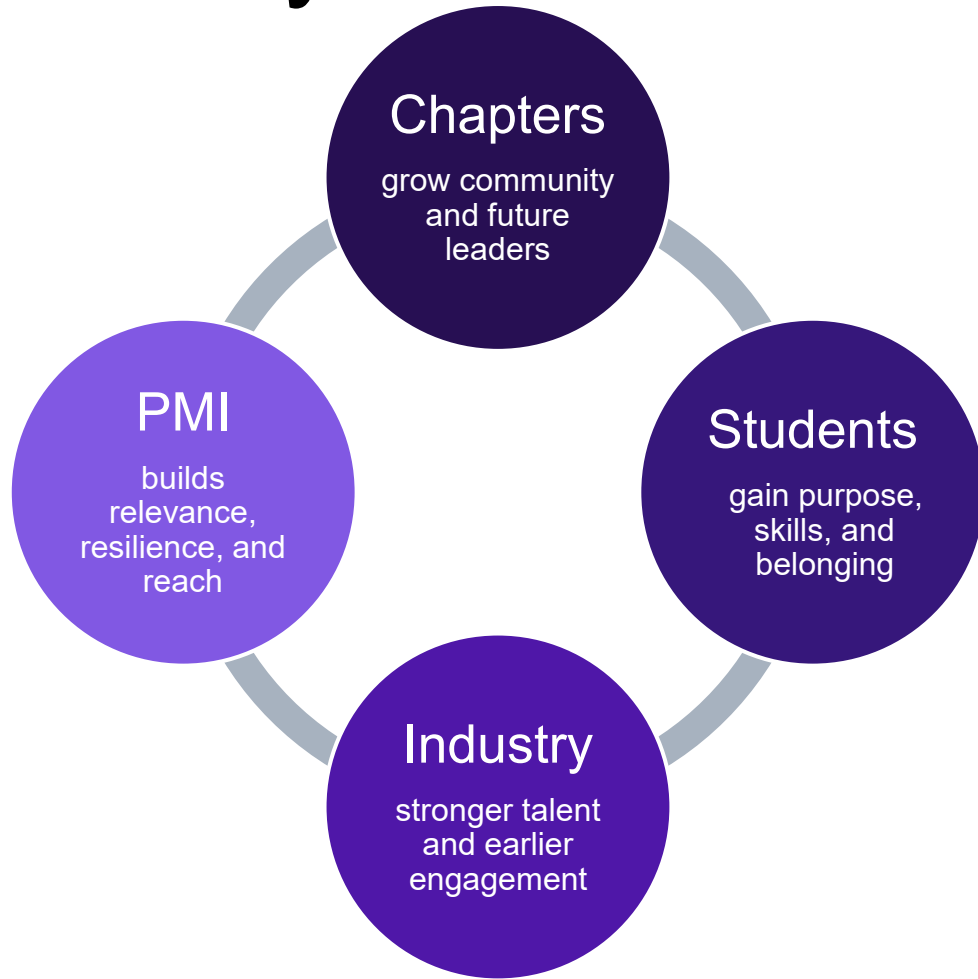
Facilitated by Daniel Falcao, Chapter Operations Analyst, PMI

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Understand **what a PMI Chapter Student Club is** and how students can discover, sign up, and get involved in one.
- Explore **academic outreach resources** created by chapter volunteers for chapter volunteers, which can be creatively applied to inspire and design engaging learning opportunities for students.
- Recognize and analyze **successful student engagement activities and best practices** used by other chapters and their student clubs.
- Understand the critical steps for **maturing your chapter academic outreach plan** towards launching a PMI Chapter Student Club.

PMI Chapter Student Club Work for Everyone



Student Clubs create value across the entire PMI ecosystem by **amplifying the flywheel**.

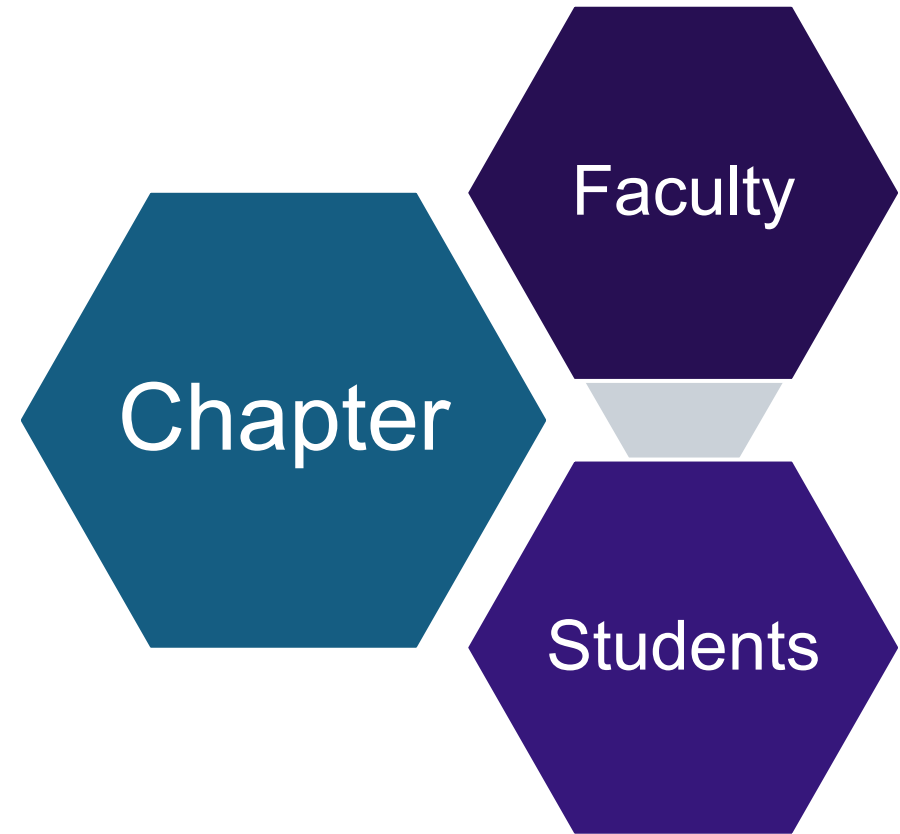
They turn one-off interactions into shared investment and **long-term growth**.

When aligned, these efforts build **leadership pipelines** and stronger communities.

This is what sustainability looks like: everyone gains, and the **future of our profession gets stronger** at every level.

What is a PMI Chapter Student Club?

- ☐ **Self-governed** by student volunteer leadership team (18+ years old)
- ☐ Approved **bylaws or governance** documents (by the university or by the chapter)
- ☐ Clear **communication channels** and **written agreement** between the institution and the chapter
- ☐ Established relationship with a **faculty member** for student and academic institutional support
- ☐ **Transition planning** and project management best practice integrated
- ☐ **Mission, objectives, and activities** set for the school year or semester



Student Club Pathway

Chapter owned:
1 Chapter
Open to all local students

1-0

Best governed by a subcommittee structure in the chapter. Build capacity and relationships over time so the club is mostly self-sufficient, working within the chapter towards its goals.

Collaboration network:
1 Chapter
Multiple 1-1 collaborators

1-many

Multiple written agreements, requires appropriate volunteer support from the chapter as more collaborators are added.

Individual collaboration:
1 Chapter
1 Collaborator

1-1

*1 written agreement, 1 school or campus. **Most clubs start here!***



**Student-led
initiative,
anchored by the
Chapter**

**Strengthen
Student
Engagement &
Academic
Outreach**

**Learning &
Experience
through PMI
Community**

60

chapters

*world-wide in the
student clubs
community, and
growing every
day.*



Student Club Roadmap

Step 1

Governance Checklist

- ✓ Activities part of the **Annual Plan**
- ✓ **Chapter board member responsible** for Student Clubs.
- ✓ Club is supported by a **Faculty or staff on campus**
- ✓ Governance documents **for the pathway**
 - **Collaborations:** Written agreement between Chapter & University
 - **Chapter owned:** bylaws if club is created by the chapter

Step 2

Register Student Leaders

Student Club Leaders must be registered as PMI Chapter Volunteers via the **Volunteer Engagement Platform (VEP)**.

Volunteer Engagement Platform

Step 3

Register Your Club

Formally **request to register** your PMI Chapter Student Club through the region chapter engagement team. Make sure to respond to any information requests so the team can verify your club.

Step 4

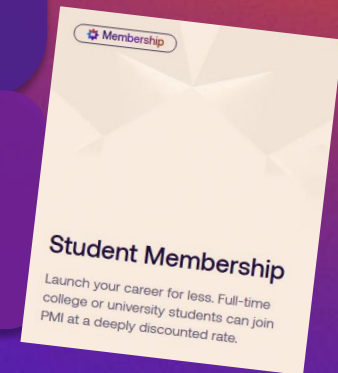
Offer PMI Membership

PMI offers **Group Student Membership (GSM)** pricing to PMI Chapter Student Clubs.

Step 5

Engaging Club Members

Keep your PMI Chapter Student Club **engaged!**



Student Club Journey



Welcome our Chapter Student Club Leaders

Gabriela Santos Rodrigues,
PMI Rio de Janeiro Brazil Chapter

Estuardo Sebastian Valle Bances,
PMI Guatemala Chapter Student Club

Sebastien Gonzales,
PMI Southern Region Chapter Student Club

Patricio Morantes Guerra,
PMI Norte Mexico Chapter Student Club



Rio de Janeiro,
Brazil Chapter
Student Club

Gabriela Rodrigues

President

PMI Rio de Janeiro Chapter Student Club

Who we are?

Mission

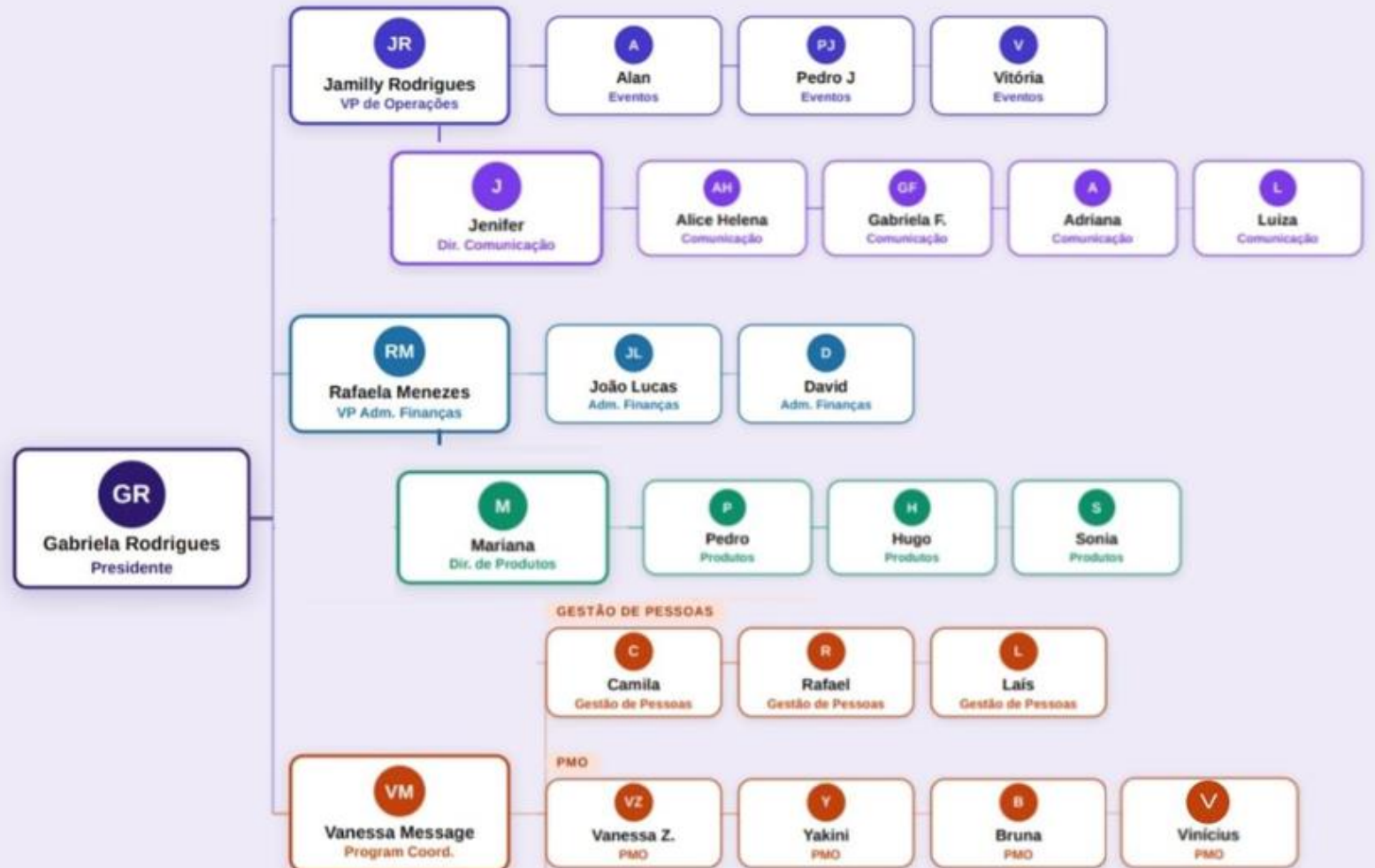
Prepare students for careers in Project Management through practical experiences, accessible content, networking, and the application of PMI best practices.

Vision

To be a national reference as a student hub for project management in Brazil, connecting students, professionals, and opportunities by 2030.

Values:

Continuous learning, student protagonism, courage, collaboration, and positive impact on society.



What we do?

- Professional Development
- Community Engagement
- Networking



Let's Talk About Projects



Kickstart



Kickstart



Leitura Ágil

- A GenZ version of a Book Club
- 100% Adapted for the modern times
- A reading club focused on Project Management



Events, Products & Communication

PMI Rio de Janeiro,
Brazil Chapter
Student Club

WEBINAR
PMI RIO

CARREIRA

SEU MAIOR PROJETO

GP na Prática:
Lições da Copa

Bons times.
Grandes
resultados.

16 JUL 2026 19H15 às 20H30

Evento pelo
zoom

INSCREVA-SE | VAGAS LIMITADAS



PMI Rio de Janeiro,
Brazil Chapter
Student Club

QUIZ STC

QUAL A MELHOR CERTIFICAÇÃO PMI PARA O SEU MOMENTO DE CARREIRA?

Responda ao **quiz rápido** e descubras qual **certificação combina** mais com o **seu perfil** e seus objetivos!

CAPM
CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT

PMP
PROJECT MANAGEMENT PROFESSIONAL

FAÇA O QUIZ AGORA

LINK NA BIO



1ª NEWS LETTER

edição

Conexão STC

A experiência que você procura pode estar mais perto do que imagina

Nesta Edição:

- ✓ Entrevista com Ricardo Marinho
- ✓ Como ganhar experiência antes do primeiro emprego
- ✓ Apresentação de 10 para quem está estudando
- ✓ Contribuições PMI na vida profissional de Camilla
- ✓ Eventos e oportunidades para você

Exiba STC na sua Bio





Impact

- Our results since 2025

Members	+200
Volunteers	+25
Organizations Represented	+10
Events	+10
Participants Reached	+100
Partner Organizations	2

How Chapters Can Support Us



- ✓ Guest speakers
- ✓ Mentoring students
- ✓ Joint events
- ✓ Sponsorship opportunities
- ✓ Volunteer exchanges
- ✓ Sharing best practices across chapters



President of PMI Rio Student Club,
Economist and MBA Student

¿Vamos hacer proyectos juntos?





Guatemala Chapter Student Club

Estuardo Valle

**PMI Student Club Leader
Guatemala Chapter**

Follow our Instagram
***Stay connected for more information about
our next steps***



Project Management enables Youth Leadership.



Project Management enables Youth Leaders



- Sebastián Valle
24 y/o - Computer Engineering BSc. Student
- *First met PMI through **United Nations'** International Telecommunications Union and South Africa Chapter.*
- *Speaker on SDG 9 in LATAM Session for ECOSOC Youth Forum.*
- *Led initiatives for youth leadership in the Tech Sector.*

Project Management enables Youth Leaders



Jefferson Molina
24 y/o - Computer Engineering BSc. Student

- *Young ISACA Founder*
Student Club Founder in Guatemala
- *IPMA Certified*

The First Student Club in Central America

Chartered under the **PMI Guatemala Chapter**. Based on our research, no other PMI Chapter Student Club is registered in Central America.

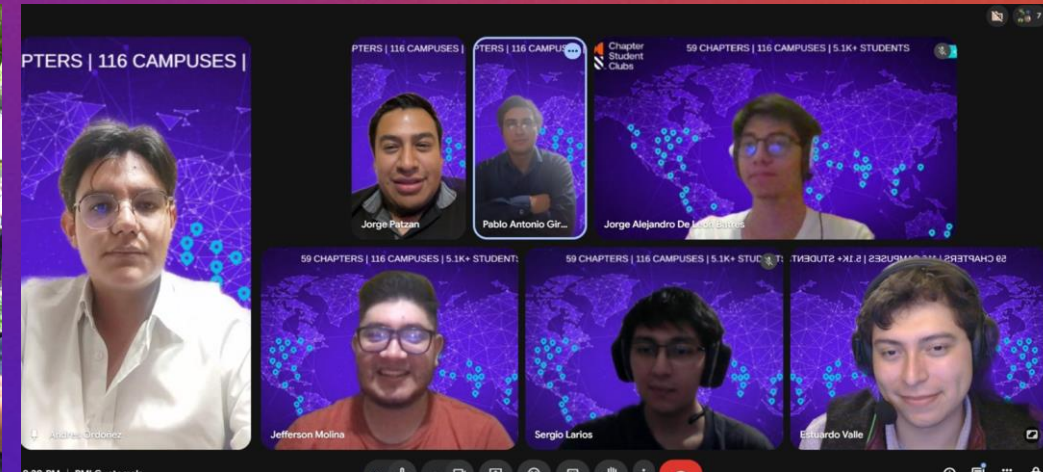
- **One club, five universities:** USAC, UVG, Galileo, UMG, UFM.
- **Engaging Youth within Project Management Summit:** connecting with different branches, different enterprises through social networking
- **Governance based on University Branches:** Every University has a *Club Leader* that reports to a *National Leadership Team*



The First Student Club in Central America

Chartered under the **PMI Guatemala Chapter**. Based on our research, no other PMI Chapter Student Club is registered in Central America.

- **Negotiations through Authorized Training Partners and Global Accreditation Center Certifications**
- **“Meet the PMI” sessions**
- **Direct participation in PMUpdates**



The First Student Club in Central America

Achievements:

- Recognition from Congress and words in the Presidential *Digital Transformation Forum*
- Created spaces for youth in 5 events of Project Management (Thank you Jefferson Molina)
- Direct linking with professionals of the PM Chapter



Growth in Numbers



3

Universities with an active branch

10

Active student members

70

Students reached in year one



Guatemala Chapter
Student Club

2026-2027: Where We Are Going

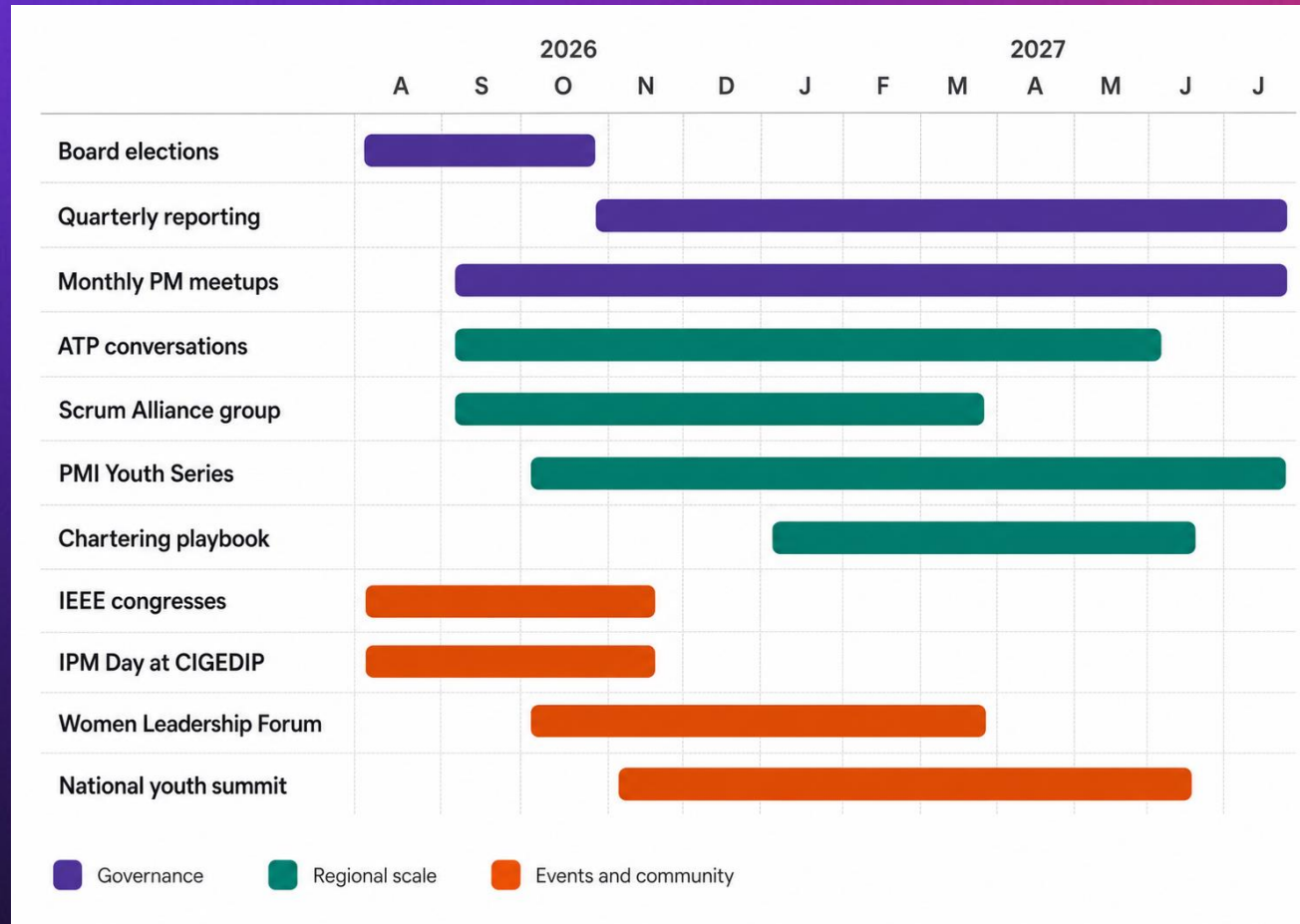
Four commitments for the year ahead.

- *Elected boards and quarterly reporting live in all five university branches*
- *Open Authorized Training Partner conversations with USAC, UVG and Universidad Mariano Gálvez*
- *PMI Youth Series* by LATAM Student Clubs
- **Women Leadership Forum** in *Universidad Del Valle*
- *Connecting* with different communities (*IEEE, Women in Engineering, AuroraSteam*)

Host Guatemala's first *student-led* **International Project Management Day**

- Publish our chartering playbook so El Salvador, Honduras, Costa Rica and Panama do not start from zero.
- Meetings from PM updates

2026-2027: Where We Are Going



Thank you

Are you Ready for *PMI Youth Series*?



Jefferson Molina

Student Club Leader | PMI
Guatemala Chapter

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Sebastián Valle

Student Club Leader | PMI
Guatemala Chapter

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[instagram.com/pmistudentsgt](https://www.instagram.com/pmistudentsgt)
sebastia.valle@pmi.org.gt

Thank you to our Chapter Student Club
Leaders!

Continue the conversation at the
Student Club Impact Lunch

Ana Paula de Oliviera Sometes, **PMI Distrito Federal Brazil Chapter Student Club**

John Ocampo, **PMI Andes Pacifico Chapter Student Club**

Pamela Saori Kikushima Rosales, **PMI Lima Chapter Student Club**

Viomar Velez, **PMI Puerto Rico Chapter Student Club**



Patricio Morantes Guerra

President

PMI Noreste Mexico Chapter Student
Club

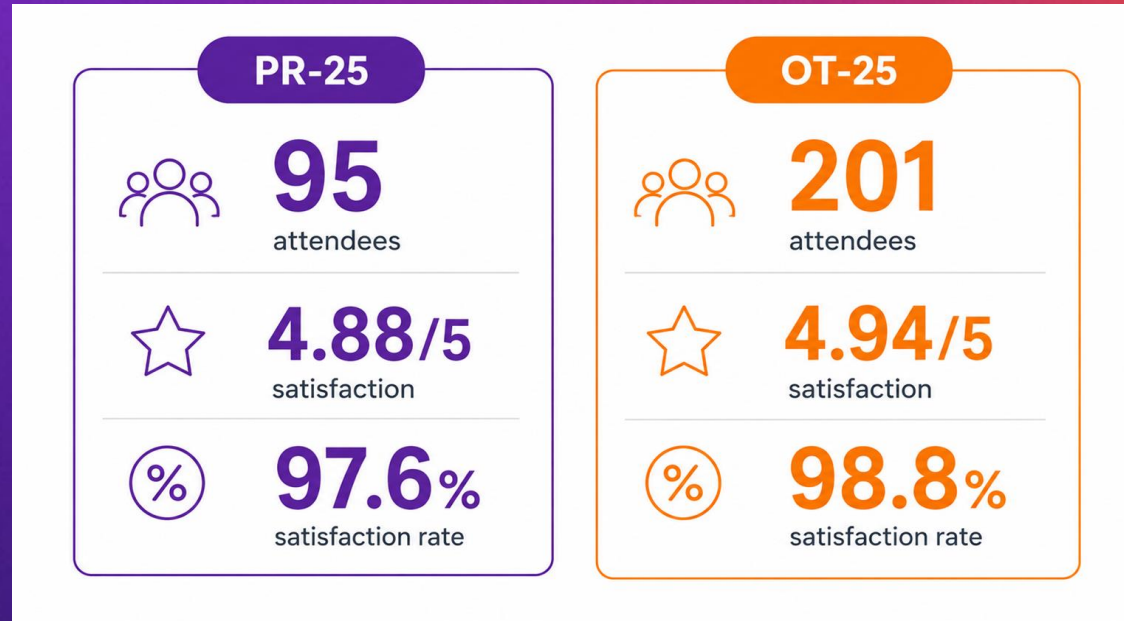
The Context

PMI Expectations

UDEM Process

Previous Administration

My Leadership Lens



Managing projects is one thing.
Leading students is another.

What we learned

From theory to practice



Leadership
Know how to do it.
Don't do it all.



Risks
Without setbacks,
there is no path.



Communication
Clarity before
last-minute
pressure.

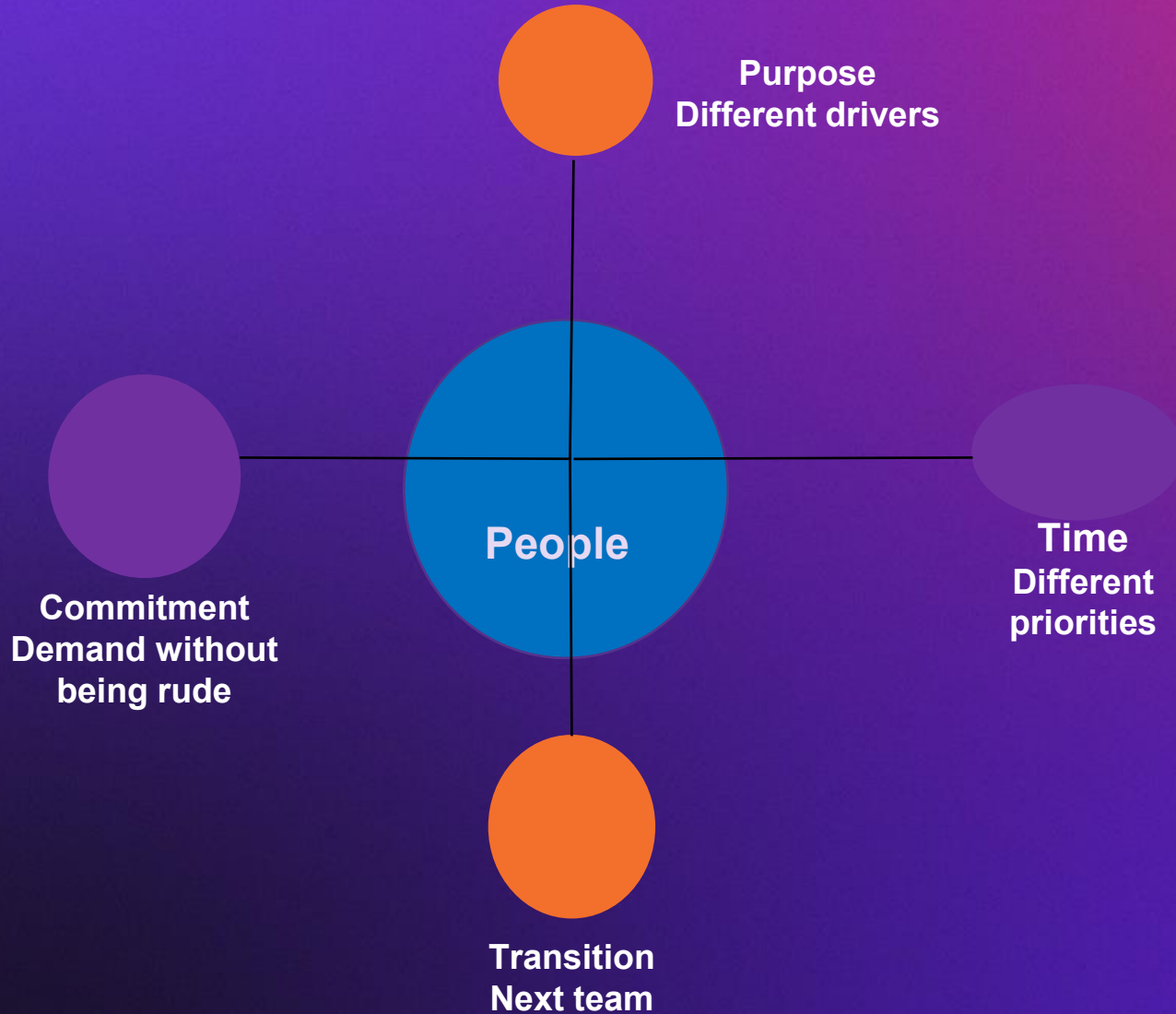


Stakeholders
Understand who
you are serving.



Teamwork
Trust is not
comfort;
it is responsibility.

The Real Challenge



Beyond Events

What are we leaving behind?

Legacy

What we build today
should make the next
team stronger.

Future

Be proactive and
be open-minded.

Advice

AI · Agile ·
Workshops · CAPM

Projects build results. People build impact.

Thank you!

Let's continue the conversation!



Patricio Morantes Guerra

Economics Student at UDEM | President
of PMI UDEM 2026 | Project Managem...





Sur Perú Chapter
Student Club

**Construyendo una comunidad que usa la
gestión de proyectos para transformar la
educación infantil y formar líderes**

Universidad Católica de Santa María ·
Arequipa, Perú

Sebastian Pablo Gonzales Villalta
Presidente, PMI Sur Peru Chapter Student
Club

Latin America LIM 2026

El Problema

El Perú invierte en la primera infancia, pero miles de niños aún llegan a la escuela sin la base que necesitan.

Educación Inicial

Desarrollo Infantil

Comunidad

46%

de los niños de 3 a 5 años en zonas rurales del Perú no accede a educación inicial de calidad.

Fuente: MINEDU, primera infancia · 2026

18%

de los programas educativos comunitarios cuenta con voluntariado universitario capacitado.

Fuente: MINEDU, primera infancia · 2026

La gestión de proyectos y el liderazgo estudiantil pueden cerrar esa brecha.

Nuestra Respuesta

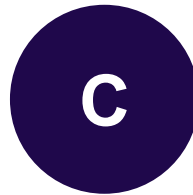
No buscamos únicamente formar profesionales. Buscamos formar líderes con impacto social.

Frente a esa brecha, PMI Student Club UCSM responde con formación práctica en gestión de proyectos aplicada a programas de educación infantil: un espacio de aprendizaje, colaboración y liderazgo para cerrarla desde la universidad.



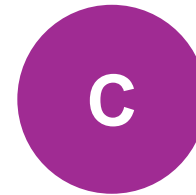
UNIVERSIDAD

UCSM



CIUDAD

Arequipa, Perú



COMUNIDAD

Estudiantes comprometidos con la
educación infantil

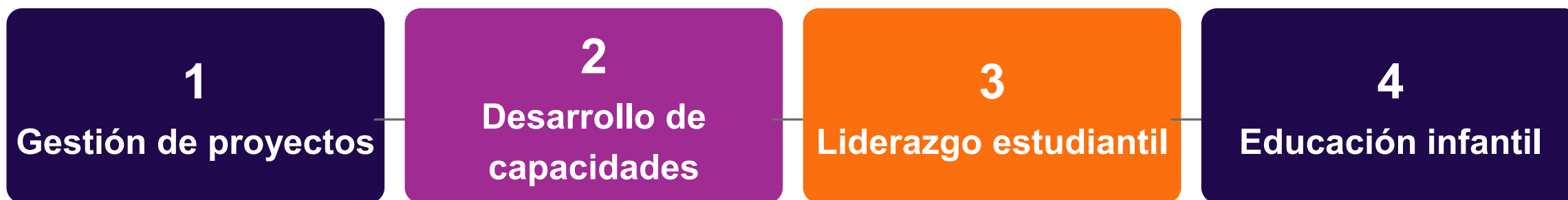
Nuestra Evolución

Cada gran proyecto comienza con una visión compartida y un equipo comprometido.

- **Equipo fundador consolidado:** Una estructura directiva comprometida desde el inicio.
- **Comunidad en crecimiento:** Cada vez más estudiantes se suman al club.
- **Identidad y cultura propia:** Una forma particular de entender el liderazgo estudiantil.
- **Primeras alianzas con centros de educación inicial:** Los primeros pasos de colaboración con la comunidad educativa ya están en marcha.

Nuestro Enfoque

De la gestión de proyectos al impacto en la primera infancia.



Talleres · Capacitaciones · Espacios de aprendizaje · Programas de educación infantil ·
Colaboración entre estudiantes

Lo Que Hemos Construido

Valor generado, más allá de las cifras.

Comunidad

Estudiantes interesados en gestión de proyectos y liderazgo.

Equipo directivo

Una estructura organizada y comprometida con la visión del club.

Programas de educación infantil

Talleres y programas piloto de formación en educación infantil.

Vínculo con PMI

Conexión activa con la comunidad global de project management.

Hacia Dónde Vamos

No queremos crecer solamente en tamaño. Queremos crecer en impacto.

- **Mayor participación estudiantil:** Más estudiantes involucrados de forma activa en el club.
- **Alianzas con otros Student Clubs:** Fortalecer vínculos con capítulos afines en la región.
- **Espacios internacionales de colaboración:** Proyectos e iniciativas compartidas más allá de Perú.
- **Proyectos de educación infantil:** Iniciativas que usan la gestión de proyectos para generar valor en la primera infancia.

Cómo Podemos Colaborar

El impacto aumenta cuando los capítulos trabajan juntos.

Intercambio de buenas prácticas

Charlas con líderes de otros capítulos

Proyectos colaborativos de educación infantil

Mentorías e iniciativas de educación infantil regionales

Objetivos de la Sesión

Al finalizar esta sesión, los asistentes podrán:

- Conocer cómo PMI Student Club UCSM aplica la gestión de proyectos a la educación infantil en Arequipa, Perú.
- Identificar oportunidades de colaboración entre capítulos para ampliar el impacto social.
- Explorar cómo el liderazgo estudiantil puede cerrar brechas educativas en la región.

Puntos Clave

- La gestión de proyectos es una herramienta para el impacto social, no solo una competencia profesional.
- PMI Student Club UCSM ya tiene resultados concretos: comunidad, programas piloto y alianzas iniciales.
- El siguiente paso es crecer en impacto junto a otros capítulos de la región.

Estamos construyendo un espacio donde la gestión de proyectos no solo sea una competencia profesional, sino una herramienta para transformar la educación infantil y las comunidades.

- Sebastian Pablo Gonzales Villalta — Presidente, PMI Student Club UCSM

¡Gracias!



Sebastian Pablo Gonzales Villalta · Presidente, PMI Sur Peru
Chapter Student Club

<https://www.linkedin.com/in/sebastian-pablo/>

sebastian.gonzalesv@estudiante.ucsm.edu.pe

Ready to activate student clubs at your chapter?

1. **Connect:** Reach out to student leaders and other chapters to share ideas and build partnerships.
2. **Apply:** Use what you learned today to launch, grow, or strengthen your student club program.
3. **Explore:** Access PMI resources to guide your efforts.
4. **Engage:** Stay involved through the Student Club. Talk to your region lead!

Would you like to know more about Student Clubs?

SME Impact Lunch, Friday, 14 August (12:00 – 13:15).

Le Café Restaurant

Pick a table, grab a chair and get insights by engaging in meaningful conversations with the Students!

Facilitators:

Viomar Vélez (SC Puerto Rico Chapter)
Chapter)

John Ocampo (SC Andes Pacifico, Ecuador

Ana Paula (SC Distrito Federal, Brazil Chapter)

Pamela Saori (SC Lima, Peru Chapter)

Thank you!

Questions?