



NATIONAL SOCIETY OF BLACK ENGINEERS

2025 STRATEGIC GOALS

**UPDATED
MARCH 2016**



New Vision and High-Level Goals Statements

Vision

We envision a world in which engineering is a mainstream word in homes and communities of color and all Black students can envision themselves as engineers.

In this world, Blacks exceed parity in entering engineering fields, earning degrees and succeeding professionally.

Mission

To increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community

Goals

NSBE provides lifelong support for Black Engineers by:

- Stimulating and developing public awareness and interest in engineering, leading to an increased number of Black engineering students
- Increasing the number of Black engineering students successfully completing undergraduate and graduate degrees
- Providing support and professional development to Black Engineers to earn requisite licenses and certifications and continue growing in their careers
- Functioning as a representative body that influences policy and provides data and expertise on issues and developments that affect the careers of Black engineering students and engineers
- Advocating for access for all Black students to engineering prerequisites, including algebra, calculus and other STEM courses at primary and secondary schools
- Cultivating NSBE members as leaders



STRATEGIC GOALS: ORGANIZATION

1. NSBE Organization: Strengthen the organizational structure to best position all parts of NSBE to work to achieve mission of “increasing the number...”	2015	2016	2016 Results (as of March 31, 2016)	2017	2018
a. Develop clear roles/responsibilities for WHQ and NEB/REB/PEB; WHQ present staffing plan to APC	WHQ + NEB/REBs -March 2015	WHQ present updated staff plan	2015-16 staffing plan presented and approved by APC. Six of 11 requested positions filled after budget modification.	WHQ present updated staff plan. Socialize and educate the leaders and members on the roles of the NEB/REB/PEB/PREB and WHQ. NEB should review the governing documents and provide updates for the Board positions’ roles and responsibilities, and incorporate the roles/responsibilities for REB/PEB/PREB/WHQ.	WHQ present updated staff plan. NEB should update governing documents to reflect the Board positions’ roles and responsibilities, and incorporate the roles/responsibilities for REB/PEB/PREB/WHQ.
b. Increase NEB and PEB productivity by accomplishing 80% of tasks outlined in the Operations Plan for the year				NEB + PEB -April 2017	NEB + PEB - April 2018



<p>c. Develop training materials by April of each year before NTM, so incoming board members clearly understand their role in setting policy and WHQ's role in executing policy</p>	<p>WHQ + NEB –April 2015</p>	<p>WHQ + NEB –April 2016</p>	<p>19 leadership competencies developed. Training being developed with NLI Chair and Programs Department for 2016 NLO, NTM and NLC.</p>	<p>WHQ + NEB – April 2017</p>	<p>WHQ + NEB –April 2018</p>
<p>d. Involve corporate and government partners in academic excellence programs</p>	<p>WHQ + BCA 3 Partnerships</p>	<p>WHQ + BCA 8 Partnerships</p>	<ol style="list-style-type: none"> 1. Chevron (Scholarships) 2. ExxonMobil (Retention) 3. Ford (Scholarships) 4. Google (Scholarships/ Internships) – pending 5. Northrop Grumman – pending 6. UTC (Summer Bridge) 7. Two presentations given to BCA Partners regarding Programs (including AEx) 	<p>WHQ + Corporate Partners 16 Partnerships</p> <p>Recommend an acceptable percentage of corporate partners that support academic excellence programs for 2018 goal.</p>	<p>WHQ + Corporate Partners 32 Partnerships</p>



<p>e. Participate in government forums, and create media outreach, to promote importance of increasing the number of Black Engineers, influence education policy nationwide and raise Black students’ awareness of engineering as a career option</p>	<p>WHQ/PEB + Public Policy SIG</p>	<p>WHQ/PEB + Public Policy SIG</p>	<p>Launched NSBE2025 Campaign</p> <p>Participated in CBC Foundation TechHub panel.</p> <p>Supported Every Child Succeeds Act.</p> <p>Held Public Policy Symposium.</p> <p>NSBE Chair participated in NAACP/U.S. Chamber of Commerce “The Path Forward” strategic planning meeting.</p> <p>Began partnership discussions with White House “My Brother’s Keeper Initiative.”</p> <p>Re-engaged with STEM ED Coalition.</p> <p>Began preliminary discussions with lobbying firms to establish Public Policy agenda (on hold because of funding needs).</p>	<p>WHQ/PEB + Public Policy SIG</p>	<p>WHQ/PEB + Public Policy SIG</p> <p>Host NSBE Capitol Hill Day.</p>
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STRATEGIC GOALS: COLLEGIATE

2. Collegiate: Improve academic excellence/retention by developing, strengthening and supporting programs, especially at chapter level	2015	2016	2016 Results (as of March 31, 2016)	2017	2018
a. Develop tracking process to measure success of NSBE collegiate programs	WHQ + NEB	WHQ + NEB	RFP submitted and proposals received from evaluation firms. Survey study of collegiate chapters to determine which chapter activities correlate with academic success was completed and presented to the NEB in February 2016. Next steps need to be determined by the NEB, and awaiting funding.	WHQ + NEB	WHQ + NEB
b. Have 250 U.S. chapters actively executing academic excellence programs by 2018, with strong tracking of initiatives and results	WHQ + NEB/REBs 50 chapters	WHQ + NEB/REBs 100 chapters	There are now 187 chapters signed up for the AEx Retention Program. Final report available in 4th Quarter.	WHQ + NEB/REBs 210 chapters Recommend an acceptable percentage of active chapters participating in the academic excellence programs for 2018.	WHQ + NEB/REBs 250 chapters



c. Increase GPAs in participating chapters	WHQ + NEB/REBs increase 2.89 avg. GPA	WHQ + NEB/REBs increase +6BP GPA 2.95 avg. GPA	27% of NSBE collegiate members have verified GPAs: the mean is 3.27. 85% of collegiate members have reported their unverified GPA: 3.06 (mean).	WHQ + NEB/REBs 10% increase +6BP GPA 3.12 avg. GPA	WHQ + NEB/REBs 10% increase +6BP GPA 3.18 avg. GPA
d. Increase summer bridge participation from 51 in 2014 to 500 in 2018	WHQ + NEB/REBs 300 participants	WHQ + NEB/REBs 600 participants	202 participants in summer 2015	WHQ + NEB/REBs 350 participants	WHQ + NEB/REBs 500 participants
e. Facilitate an increase in the number of academic scholarships averaging \$5,000, from 127 in 2014 to 250 in 2015, 400 in 2016, 450 in 2017 and 550 in 2018	WHQ + NEB/REBs 250 scholarships	WHQ + NEB/REBs 400 scholarships	Anticipate giving 200 scholarships in March 2016, another 100 in June. Depending on Resource Development campaigns, may be able to give more than 115 additional awards.	WHQ NEB/REBs 450 scholarships	WHQ +NEB/REBs 550 scholarships
f. Provide 100% of students with resume support and interview skills	WHQ	WHQ	Nearly 1,000 members received support during the Annual Convention, and hundreds more at FRCs.	WHQ+PEB/ Advisors /Mentors Determine the best method to achieve 100% participation by college students, and clearly define support. Create an implementation plan for 2018.	WHQ +PEB/Advisors/ Mentors



Strategic Goals: PCI & SEEK

3. Pre-College Initiative: Increase the number of of Black students interested in engineering, and persuade more to pursue engineering as a profession	2015	2016	2016 Results (as of March 31, 2016)	2017	2018
a. Develop tracking process to ensure that every student participating in SEEK or PCI joins NSBE Jr. and is tracked on longitudinal basis to measure program impact	WHQ	WHQ	Approximately 245 SEEK participants are involved in yearlong programming as a pilot. NSBECONNECT enhanced capability to be used for SEEK registration. Longitudinal evaluation of SEEK participants proposed but unfunded.	WHQ Select up to 3 SEEK sites and conduct longitudinal study of participants by an external evaluator with the support of WHQ. Establish metrics and methods for evaluation of NSBE Jr. members participating in PCI programming for longitudinal study.	WHQ Select up to 2 additional SEEK sites for longitudinal study of participants by external evaluator with the support of WHQ. Select at minimum 1 NSBE Jr. chapter per region, and conduct longitudinal study.



<p>b. Develop pipeline by scaling up PCI programs, including SEEK (especially via partnerships), to expand reach</p>	<p>WHQ/NEB/PEB 10K U.S. students</p>	<p>WHQ/NEB/PEB 25K U.S. students</p>	<p>WHQ/NEB/PEB 5K U.S. students 1,200 active PCI 3,800 SEEK participation. Grew SEEK camps in 2015 to 17 camps in 16 cities.</p>	<p>WHQ/NEB/PEB 10K U.S. students Establish metrics and methods to determine tracking of SEEK participants to NSBE Jr. Expand</p>	<p>WHQ/NEB/PEB 15K U.S. students To have, at a minimum, 30% of SEEK participants become NSBE Jr. members. To support at least 5 new, additional NSBE Jr.</p>
			<p>Planning for 14 camps in 12 cities in 2016. Developed PCI partnership to increase NSBE Jr. chapters with the LINKS and Girls, Inc. Created SYMI training for new advisors pre-Convention.</p>	<p>the definition of NSBE Jr. membership to include elementary school students. To support at least 5 new NSBE Jr. chapters with proper training, resources and curriculum for pre-college engagement</p> <p>Develop content (no competition) for 6th-12th grade demographic.</p>	<p>chapters with proper training, resources and curriculum for pre-college engagement.</p> <p>Ensure there is at least one SEEK camp per region.</p>



<p>c. Increase resources and programming quality in support of pre-college academics leading to graduation from high school and matriculation in college engineering programs/majors</p>	<p>WHQ + NEB/REBs 10% increase</p>	<p>WHQ + NEB/REBs 10% increase</p>	<p>Survey study underway to capture these data for the current and previous academic years. No easy way to track this goal. National databases are a year or two behind. Focus should be on NSBE Jr. members who matriculate into college.</p>	<p>WHQ/NEB/PEB 10% increase</p> <p>Increase academic support via testing waivers, college application waivers, tutoring services and programming to at least 10% of NSBE Jr. members. Develop metrics and methods to track academic progress of pre-college students (AP Test scores, GPAs, etc.).</p>	<p>WHQ/NEB/PEB 15% increase</p> <p>Increase academic support via testing waivers, college application waivers, tutoring services and programming to at least 15% of NSBE Jr. members. To track academic progress of a minimum of 25% of high school students (AP Test scores, GPAs, etc.). Develop metrics and methods to track high school students matriculating into college engineering programs/majors.</p>
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Strategic Goals: Professionals

4. Professionals: Help Black Engineers succeed professionally, and provide professionals with opportunities to help the next generations	2015	2016	2016 Results	2017	2018
<p>a. Restructure NSBE Professionals programs to provide more value and relevance to professional engineers</p>	<p>WHQ + PEB</p>	<p>Created Marketing Plan for NSBE Professionals</p>	<p>Reengaged <i>Mind Edge</i> and revised contract conditions for professional development sessions, to be launched before Annual Convention. In partnership with ASCE, held a course during October PDC and secured session during TPC at 2016 Annual Convention. Secured NCEES as sponsor for PE/FE Overview session at 2016 Annual Convention</p>	<p>Continue to provide technical content and training by further developing our suite of training opportunities to/for the professional demographic. Develop a marketing plan to increase the awareness of the professional programming, including the Special Interest Groups (SIGs). Increase focus on and measurement of professional development and training at the chapter level. Whereby the results in professional relevance of programs are shown in our CDCI</p>	<p>Be able to provide to 100% of our Professional demographic as well established and proven Professional Suite of technical content and training opportunities . Increase Focus and measurement on Professional Development and Training at the Chapter Level. Whereby the results in professional relevance of programs are shown in our CDCI reporting. Increased Chapter submissions from 75% to 100% of Professional Chapters completing their monthly CDCI (Chapter Data Collection Initiative) submissions through increased recognition and Chapter funding.</p>



				reporting. Increase chapter submissions from 51% to 75% of Professionals chapters that complete their monthly CDCI (Chapter Data Collection Initiative) submissions through increased recognition and chapter funding.	
b. Develop networking tool to enable Professionals to reach each other for career/networking support and for students to reach Professionals for mentorship and career guidance (WHQ 2015)	WHQ		Mentoring program piloted. MyNSBE launched with Open Forum and SIG communities. Exploring options for a professional development leadership program.	Continue the use of MyNSBE for dialogues and collaboration for the SIG communities and chapters. Solidify program for professional development leadership program. Continue Professionals' support of the mentoring program.	Continue the use of MyNSBE for dialogues and collaboration for the SIG communities and chapters. Solidify program for professional development leadership program. Continue Professionals' support of the mentoring program.



<p>c. Increase the number of NSBE Professionals members in U.S. to 5K by 2015, 6K by 2016, 6K by 2017 and 7,500 by 2018 (WHQ and PEB 2015-2018)</p>	<p>WHQ + PEB 5K US members</p>	<p>WHQ + PEB 6K US members</p>	<p>Drive membership numbers from 1,200 to 5,000 domestic, and increase the number of chapters by 35%. Professionals members: 1,829 as of 2/29/16</p>	<p>WHQ + PEB 8K U.S. members Engage BCA members to have their engineers become NSBE Professionals. Drive membership numbers from 1,200 to 6,000 domestic members, and increase the number of chapters by 25%.</p>	<p>Drive membership numbers to 7,500 domestic members, and increase the number of chapters by 25%.</p>
<p>d. Increase the retention of NSBE Professionals members in U.S. in their 2nd year post-graduation from 12% in 2014 to 25% in 2015, 35% in 2016, 50% in 2017 and 40% in 2018</p>	<p>WHQ + PEB / NEB 25% retention</p>	<p>WHQ + PEB / NEB 35% retention</p>	<p>Results will be available April 2016</p>	<p>WHQ + PEB / NEB 50% retention</p>	<p>WHQ + PEB / NEB 40% retention</p>