Welcome NSBE BCA

2018 Winter BCA Meeting
Lockheed Martin, Marietta, GA
ENGINEERS SHAPING THE FUTURE

KARMYN NORWOOD
VICE PRESIDENT, INTERNATIONAL PROGRAMS

25 JANUARY 2018

LOCKHEED MARTIN
LOCKHEED MARTIN BUSINESS AREAS

Aeronautics
- Tactical Fighters
- Tactical /Strategic Airlift
- Advanced Development
- Sustainment Operations

Missiles and Fire Control
- Air and Missile Defense
- Tactical Missiles
- Fire Control
- Combat Maneuver Systems
- Energy

Rotary and Mission Systems
- Maritime Solutions
- Radar and Surveillance Systems
- Aviation Systems and Rotorcraft
- Training and Logistics Solutions

Space Systems
- Surveillance and Navigation
- Global Communications
- Human and Deep Space Exploration
- Strategic and Defensive Systems
PEOPLE

98,000 Employees

49,000 Engineers, Scientists & IT

590+ Facilities Worldwide

Operating in over 70 Countries
With 7,000+ Employees

WE'RE ENGINEERING A BETTER TOMORROW
LOCKHEED MARTIN MARIETTA

- Established in 1943
- Lockheed/Lockheed Martin since 1951
- More than 2,500 C-130s delivered (>350 Js) over 60 years
- 2,500th Hercules delivered in December 2015
- Home of the C-130, C-5, P-3 and F-35 Center Wing
MARIETTA PROGRAMS

C-130J Hercules

F-35 Center Wing

C-5M Super Galaxy

P-3 Orion

DESIGN AND BUILD
MODIFICATION & SUSTAINMENT

F-22

C-130

C-5

P-3

DELIVER AND SUSTAIN
AMMM 2017 Sales

$3.6B SALES

- C-130 Production: 52%
- C-130 Sustainment: 20%
- C-5: 23%
- P-3: 5%
Karmyn Norwood
Vice President, AMMM International Programs

**EDUCATION**
- BS in Mathematics
- MS in Electrical Engineering

**MY CAREER**
- Telecommunications RF Engineering Mgr
- Defense Industry Systems Design Engineer
  - Project Management
  - Reliability Improvements
  - F-22 Operations Director
  - Systems Engineering Director
  - GM and Production Director, Meridian, MS
  - Vice President AMMM LOB

**GIVING BACK**
- STEM
- Mentoring
- Employee Communications Forum
- Diversity Inclusion

**LOCKHEED MARTIN**
- F-22
- F-16
- C-130J
• Introduction to NSBE Core Values
• NSBENow App
• Progress toward 10K by 2025 Goal
• Strategic Planning
**NSBE CORE VALUES**

**Excellence:** Develop the skills necessary to become high-performing engineering students and professionals

**Exposure:** Present opportunities in engineering to a diverse cross-section of the black populace

**Community:** Create environments that nurture individual growth and collective success

**Empathy:** Seek a greater understanding of those we serve

**Leadership:** Groom the future leaders of society through training and executive-level experience
2025 Projections

1.6% Annual Growth – 4,555
5% Annual Growth – 6,126

Fall short of 10K in both scenarios

10.9% Annual growth – 10,020
Progress Toward 10K

4-Yr FT Engineering (2016)

Total – 601,266
Black – 29,108 (4.8%)
- Male – 21,445 (73.7%)
- Female – 1,018 (26.3%)
Progress Toward 10K

T=0
Entering Freshmen
27,777 X 36%  AA 6-yr grad rate
16,949 X 59%  Overall 6-yr grad rate

T=6+
6-yr grad rates
10,000

By Fall 2019
Strategic Planning

How do we...

• Significantly scale up the NSBE Jr demographic?
• Improve the math proficiency of NSBE Jr members?
• Double the number of black freshman entering colleges of engineering?
• Significantly increase graduation rates for black students?
• Better prepare collegiate members to enter the engineering workforce
TOPICS: Fulfilling NSBE 2025

- Review: Our Integrated Partnership Pillars
- Operationalizing Strategic Partnerships
  - Recent “Deep Dive” Strategic Partner Visits
  - SEEK 2017 Results
  - Integrated Pipeline programs
  - Retention Toolkit
- 50K Coalition Update
- WHQ Infrastructure: Strengthening the Backbone
An Integrated Partnership Approach

We've achieved *some* success...

**Policy**
- STEM Education (Teaching and Curricula)
- Improving STEM access and opportunity
- Closing the "Opportunity Gaps"

**Programs**
- Scale SEEK, NSBE Jr. (Interest/Proficiency)
- Grow Scholarships (Retention)
- Institutional Capacity Building (Retention)

**Marketing & Communications**
- Co-branding
- Print/Digital/ Social Media Campaigns
- Television/ Webisodes

**Career Development**
- Internships
- Workshops and Webinars
- Mentors/ Volunteers/ Speakers

**Talent Acquisition**
- Conferences and Conventions
- Online Career Services
Recent “Deep Dive” Strategic Partner Visits

Cummins

John Deere

Microsoft

United States Coast Guard
SEEK 2017
Results
16 Programs
15 Cities
1,700 Students
SCALING UP:
TESTING THE EFFECTS OF CONTEXT ON KEY LEARNING OUTCOMES

A potential to engage
18,000 children

2017
16 programs
1,700 students

2019
31 programs
9,300 students

Pre-SEEK Characteristics
- SES
- Preparation
- Experiences

Context
- Venue
- Mentors characteristics
- Gender Mix
- Curriculum

Outcomes
- Knowledge
- Motivation
- Interpersonal Skills
- Identity

National Society of Black Engineers Board of Corporate Affiliates Meeting
2017 Preliminary Results: Conceptual Knowledge

- Math Pre: 51.2%
- Math Post: 53.7%
- Science Pre: 57.9%
- Science Post: 59.9%
- Engineering Pre: 45.2%
- Engineering Post: 49.5%

+ 4.8%
+ 3.4%
+ 9.4%
Preliminary Results: Professional Skills

Note: Scale is 1: No, 2: Maybe, 3: Yes
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<thead>
<tr>
<th></th>
<th>Math</th>
<th>Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>______ is fun</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>______ has been my best subject</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>______ is important</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>I would consider choosing a job that uses ______</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>______ is hard for me</td>
<td>+</td>
<td>+</td>
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<tr>
<td>Students like me do well in</td>
<td></td>
<td></td>
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<tr>
<td>I can do well in _____________</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>I am good at _________________</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>I expect to use ______ when I get out of school</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

I like _______________
Preliminary Results: Motivation

Note: Scale is 1: No, 2: Maybe, 3: Yes, 4: Definitely, Yes!
Partner Integrated Pipeline Programs

- Scholarships
- Capacity Building
- Boot Camps/Summits
- Year-Round Professional Development
Intel Scholars Summit
ExxonMobil Retention Toolkit

Toolkit for Colleges of Engineering

Goal: Increase the success of underrepresented engineering students

Fulfillment and Dissemination

- Available in Print and e-Book (Amazon)
- Marketing to Colleges and Universities
- Pre-Conference Workshop for Engineering Deans Funded (NSF)
Scaling Our Collective Wisdom for Collective Impact

50,000 DIVERSE ENGINEERS GRADUATING ANNUALLY BY 2025
New Developments in 2017

Action Network Groups Established During April 2017 Convening

A Broad Set of Partners Work to Achieve the Common Vision, Supported by a Backbone and Steering Committee

- Undergraduate Student Support and Retention
- Public Awareness/ Funding and Financial Support
- Pre-K-12 Activities that Support Engineering
- Community College Linkages
- Undergraduate Culture and Climate

New Coalition Members Since April 2017 (Now total 43)

Key Endorsements

Funding Support
Creating International Affiliate Structure

- Will enable NSBE to grow international chapters with minimal demand on core resources
- Maintain legal control of intellectual property
- Provide international chapters with more autonomy for programming and revenue sources
WHQ Updates

01
Transitions
• Senior Director, Operations
  ➢ Constance Thompson
• Manager, Corporate Relations
  ➢ Jessica Sussen
• Corporate Relations Coordinator
  ➢ Christina Walls
• Backfilled key positions in Programs and Administration

02
Marketing and Communications
• Planning “Campus Challenge” impact events (postponed earlier)
• New Marketing and Communications agency selection underway
• New NSBE App

03
Infrastructure Improvements
• Selecting new conference registration vendor
• Implementing new scholarship management system
• A/V system upgrades throughout the building
THANK YOU
Karl W. Reid, Ed.D.
Executive Director
Email: kreid@nsbe.org
Twitter: @educator2us
A Collective Impact Approach to Change the Face of Engineering
MAURICE PATTERSON
NATIONAL PROFESSIONALS CHAIR
State of the Society
Membership Engagement
Chapter Health Initiative for Professionals (CHIP)
*27 Professional Development events reported in 1st quarter
Membership Survey
*8 question survey focusing on what the membership wants
Membership Town Halls
*Face to face feedback sessions with members

Membership Value
Survey responses asked for professional development/career advancement programming
Continued selection of desirable locations for PDC
Communication of critical information earlier
NSBE Professionals/Lifetime Demographic Info

NSBE Professionals Membership (Goal: 3059)
- Current (1904): 62%
- Remainder (1155): 38%

NSBE Professionals/Lifetime Years of Experience
- 1-2 Years: 19%
- 3-5 Years: 17%
- 6-10 Years: 19%
- 11-15 Years: 17%

*88 Professional Chapters
The Future of NSBE Professionals Programming/Events/Activities

Year-Round Programming
  Consistent National/Regional Web-Based Programming
  Coordinated Chapter Programming

Certification Training with Exams (where possible)
  Content to Keep Certified Individuals Current with Their Status

Structured output from the Special Interest Groups
  Measurable Impact

Mentorship for Professionals
NSBE Professionals Conferences
Crystal M. Smith, MBA, PMP, LEED AP
National Professionals Finance Chair
Professional Development Conference (PDC)

Historical PDC Registration Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Registration Numbers</th>
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</thead>
<tbody>
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<td>2012</td>
<td>DALLAS</td>
<td>237</td>
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<tr>
<td>2013</td>
<td>ATLANTA</td>
<td>255</td>
</tr>
<tr>
<td>2014</td>
<td>SCOTTSDALE</td>
<td>253</td>
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<tr>
<td>2015</td>
<td>HARTFORD</td>
<td>246</td>
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<tr>
<td>2016</td>
<td>CHARLOTTE</td>
<td>337</td>
</tr>
<tr>
<td>2017</td>
<td>CHICAGO</td>
<td>300</td>
</tr>
</tbody>
</table>
Where is PDC Trending?

- Enhanced Programming based off membership feedback
  - Certification Training
  - Chapter Leadership Development
  - More Career Advancement
- Enhanced Partnership opportunities for supporters
- Desirable Locations based off membership feedback
- 500+ Registrants
- A Full-Year Planning Cycle
- Community Impact
PDC 2017 Virtual Career Statistics

National Society of Black Engineers (NSBE)

1 Events Hosted
924 Registered
61% Attended (582 Total)
26 Unique Reps
366 Total Chats

Top Event: 366 chats in 2017 NSBE Professionals Virtual Career Fair on 09/29/2017
Top Booth: 77 chats in CH2M during 2017 NSBE Professionals Virtual Career Fair on 09/29/2017
2018 PDC is coming to the Great State of Texas!

• 2018 PDC will be held September 20th-23rd in Houston, TX at the DoubleTree Hotel Greenway Plaza
• Current Region V PEB Secretary, Jessica Wright, has been selected as the 2018 PDC Planning Committee Chair
• The Conference Planning Committee objective is to create a holistic conference experience with addition of a technical trade show that will garner a diverse audience and attract Professional members & companies from across all regions
Why Should I Attend PDC 2018?

**Target Audience:**
- Technical and Non-Technical professionals with at least 5 to 15 years of working experience

**Content:**
- Training workshops that offer attendees professional development or continuing education hours for their respective certifications
- Engaging workshops and events that focus on leadership, networking, community impact and engagement, health and wellness, politics and social activism, and entrepreneurial aspirations
- Exposure to the Houston area through tours of historical sites and other well known attractions

**Technical Trade Show:**
- Houston, TX is known as the “Energy Capital of the World”. Hosting a technical trade show with a focus on the Energy industry would allow various companies to showcase their latest technological advancements and what will the future of Energy hold for us.

**Goal:**
- Previous PDC attendance averaged 300 attendees. The aim for 2018 is to reach a total count of 600 paid attendees
Taking Advantage of The National Energy Hub

• Promoting impactful and transformative conversations about the industry.
• Leveraging our broad technical membership through a facilitated trade show.
• Share knowledge through a VIP networking suite.
• A host of other events including:
  • A professional certification crash-course.
  • A reverse pitch competition focused on entrepreneurship.
  • A virtual career and internships panel for students.
  • A business ventures presentation.
  • A deep dive into research in the field.
Historical ASC Registration Numbers

- 2010 LOS ANGELES: 260
- 2012 LOS ANGELES: 202
- 2014 LOS ANGELES: 97
- 2016 ARLINGTON, VA: 159
- 2018 GREENBELT, MD GOAL: 200
NSBE-ASC Professional Development
August 8-11, 2018, Greenbelt, Marriott, Maryland

- Develops Black aerospace subject matter experts
- Engages African Americans in collaborative problem-solving of industry challenges

**Industry Networking**
- 2016 ASC aerospace facility visits resulted in a non-disclosure agreement between two attending CEOs
- Aerospace trade show enhanced exposure to emerging vehicle programs
- Informal mentorship created via presence of senior executives
  - Paper presentation feedback
  - Informal sharing during meal events

2018 ASC Attendance Goals:
**African American STEM Professionals**
15: Aerospace Senior Executive
5: Aerospace Business Owner
40: Aerospace Federal Employee
100: Aerospace Industry
25: Non-Aerospace
15: Aerospace Graduate Student
**Total:** 200
• **Technical Paper Publication Opportunities**
  
  • *African-American authored publications*
    
    • “*Dissemination of research findings through the publication of one’s work or a group of contributors is an important part of the research process*” (*nih.gov*)
  
    • Aerospace industry research
  
    • Innovative NSBE Space SIG technical research (Lunar rover design, spaceport feasibility study, Mars analog mission, space policy recommendations)
  
• **Address disparities in STEM publication**

  • *Between 2013 and 2015 the 100 most published authors in physics and astronomy from US research centers had an average of 311 authored papers each* (*www.economist.com*)

  • Women are significantly underrepresented as authors of single-authored papers (*Public Library of Science Journal*)

• **Aerospace Technology Fundamentals Training**

  • Short courses with focus on hardware skills development and key emerging aerospace industry issues (risk management, affordability, etc.)
THANK YOU
Maurice Patterson
National Professionals Chair
Email: pebchair@nsbe.org

Crystal Smith
National Professionals Finance Chair
Email: pebfinance@nsbe.org
NSBE BCA Deliverables

Don Nelson, Director, Corporate Relations
AGENDA – 2018 Summer Meeting

PURPOSE: TO PROVIDE AN UPDATE TO THE BOARD OF CORPORATE AFFILIATES (BCA) ON NSBE STRATEGIC DIRECTION

THEME: PROFESSIONAL DEVELOPMENT

DATE: JANUARY 26-27, 2018

PLACE: LOCKHEED MARTIN, 86 S. COBB DRIVE SE, MARIETTA, GA

TIME: TH 11:15 AM – 5:00 PM EST
     F 8:00 AM – 1:00 PM EST
We’re not here to bore you to death
<table>
<thead>
<tr>
<th>What You Voiced - Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resume Access</strong></td>
</tr>
<tr>
<td>• Pre-Screening</td>
</tr>
<tr>
<td>• Ease of Use</td>
</tr>
<tr>
<td><strong>Professional Development</strong></td>
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<tr>
<td>• Soft Skills for Members</td>
</tr>
<tr>
<td>• Workshops For BCA</td>
</tr>
<tr>
<td><strong>Programming</strong></td>
</tr>
<tr>
<td>• Integrated Convention Demographics</td>
</tr>
<tr>
<td>• Chapter Statistics</td>
</tr>
<tr>
<td><strong>Fall Recruiting Options</strong></td>
</tr>
<tr>
<td>• Fall Regional Conference Attendance</td>
</tr>
<tr>
<td>• Core Schools By Region</td>
</tr>
<tr>
<td><strong>BCA Recognition</strong></td>
</tr>
<tr>
<td>• To Members Today</td>
</tr>
<tr>
<td>• Unique Branding Opportunities</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
</tr>
<tr>
<td>• Add personal touch</td>
</tr>
<tr>
<td>• Improve communication</td>
</tr>
</tbody>
</table>
We Heard You!
What We Are Doing

Resume Access

- Pre-Screening
- Ease of Use

- Collaborating with Existing Vendor
- Exploring Alternative Vendors – Deadline Summer 2018
- Marketing Resume Updates To Members

**Advising To Bring Your Hiring Managers!!!!**
Professional Development
• Soft Skills for Members
• Workshops for BCA

For Members and Partners
• Executive Mentoring
• Career Services Focus
• Speaking Opportunities Through Workshops
• Professional Training
What We Are Doing

Programming
- Integrated Convention Demographics
- Chapter Statistics

For Members and Partners
- Judging Opportunities
- Custom Reporting
- Metrics from Apps

Overall satisfaction with the NSBE 2017 Convention:
Answered: 111  Skipped: 0

- Excellent
- Very Good
- Good
- Fair
- Poor

National Leadership Conference (NLC)
Professional Development Conference (PDC)
Annual Convention (AC)
Aerospace Systems Conference (ASC)
Fall Regional Conferences (FRCs)
What We Are Doing

Fall Recruiting Options
- Fall Regional Conference Attendance
- Core Schools By Region

- Deepening Marketing Efforts Earlier
- Sending a document of statistics – Summer 2018

<table>
<thead>
<tr>
<th>Region</th>
<th>2016 FRC Registration Count</th>
<th>2017 FRC Registration Count</th>
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<tbody>
<tr>
<td>Region 1</td>
<td>664</td>
<td>733</td>
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<tr>
<td>Region 2</td>
<td>682</td>
<td>842</td>
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<tr>
<td>Region 3</td>
<td>879</td>
<td>679</td>
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<tr>
<td>Region 4</td>
<td>885</td>
<td>808</td>
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<td>Region 5</td>
<td>1129</td>
<td>600</td>
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<tr>
<td>Region 6</td>
<td>459</td>
<td>539</td>
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</tbody>
</table>
What We Are Doing

For Members and Partners

- Social Media
- Web Integration
- Booth Labels
- Career Guide

BCA Recognition
- To Members Today
- Unique Branding Opportunities
What We Are Doing

Housing
- Add personal touch
- Improve communication

For Members and Partners
- Reviewed Process
- Summer of 2018
- Evaluating All Options
How Can You Help?
The mission of the Board of Corporate Affiliates (BCA) is to provide ongoing long-term support to the National Society of Black Engineers through consultation with its leaders, in-kind services, funding operations and systems support, technical assistance and career opportunities to meet the needs of its members.
TIPS

• Bring Hiring Managers
• Have C-Suite Leadership Attend
  – Senior Executive Leadership Forum and VIP Tours
  – Plan For Fall 2018 and Spring 2019 In Spring 2018
• Co-Brand
• Try Joint Forces | Corporate Responsibility + HR
  – OR
• Integrated Pipeline Program | Scholarships + Internships
Programs General Update

Christopher Carr, Director of Collegiate & Professional programming

Amanda Jones, Programs Coordinator
NSBE’s Unique Value Proposition
Summer Engineering Experience for Kids

A three week engineering immersion program exposing students in underrepresented communities to STEM education

15,000+ 3rd-8th graders have participated in SEEK camps since 2007

2,500+ Collegiate mentors employed by SEEK since 2007

20,000+ Parents involved
The SEEK Program Impact is Evident

Higher Engineering Scores – 9.4%

Increased Interest in STEM

Higher Math Scores – 4.8%

Hold Higher Educational Aspirations

Higher Science Scores – 3.4%

Data based on 2017 results
Year-Long STEM Engagement

SEEK
- Engineering exposure
- STEM competitions
- Black mentors

NSBE Jr. (3rd-12th Grade)
- Scholarships
- NSBE Conferences
- National STEM competitions
- Mentoring & resources
NSBE Jr. Programming

TEN80 Education

FIRST LEGO LEAGUE JR.

FIRST LEGO LEAGUE

NSBE Jr. Explorer

Technical Innovations Competition

KidWind Project

VEX Robotics Competition

VEX IQ Robotics Competition

MathCounts

Math Video Challenge

Future City Competition
Collegiate & Professional Programs
Our Academic Retention Problem

Bleak Numbers

- 83% of African American students require financial aid vs. 55.3% of Caucasian students
- Caucasian students receive 76% of institutional scholarships and grants & are 40% more likely to win private scholarships
- Nearly 40% of African Americans who borrow for college drop out before earning their degree
- Of the above number, 60% receive no financial support from family
- Of the above number, 70% receive no scholarship or loan support

Current Phenomenon

- The “Sophomore Slump”
- Student Debt & Financial Burden
- Why College Movement
- Campus Climate
- Lack of University Engagement
African-Americans Most Likely to Attend Low-Quality Colleges

For Black Kids in America, a Degree Is No Guarantee
A new study shows that African-American college graduates face unemployment rates nearly twice as high as others with the same education.

Long After Protests, Students Shun the University of Missouri

Get The Times for $0.99 a month.
June 23, 2016 5:48 pm | AEIdeas

What’s the value of a college degree? A new interactive website provides some answers and much needed transparency

Carpe Diem, Education, Higher Education

<table>
<thead>
<tr>
<th>Degree</th>
<th>School</th>
<th>Years</th>
<th>ROI</th>
<th>Starting Salary</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Engineering, Petroleum</td>
<td>Colorado School of Mines</td>
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<td>$388,947</td>
<td>$43,662</td>
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</tbody>
</table>

About the author

Mark J. Perry
@Mark_J_Perry

Mark J. Perry is concurrently a scholar at AEI and a professor of economics and finance at the University of Michigan’s Flint campus. He is best known as the creator and editor of the
Our Professional Retention Problem

**Bleak Numbers**

- 27% of underrepresented groups (Blacks & women surveyed) are leaving engineering career fields
- STEM workforce at nearly same diversity rate as 18 years ago
- 56% of African Americans surveyed said having mentor of same race increased their interest in careers within their corporations
- 84% of African Americans state that diversity in the workplace is crucial (vs. 49% of Caucasian peers)
- 54% of African Americans their companies pay too little attention to diversity

**Current Phenomenon**

- Lack of mentorship
- International hires vs. African American hires
- Recruitment bias (HBCU’s, State & Local Schools)
- Company Culture
- Entrepreneurship & Black Owned Businesses
Black STEM employees perceive a range of race-related slights and inequities at work

BY NICOLE AMENDOLA

Black workers in science, technology, engineering and math (STEM) jobs are more likely than other workers of color to report experiencing race-related slights and inequities at work. These differences have consequences for both individual employees and for the organizations where they work.

In their own words

Black workers in STEM jobs talk about the challenges they face in a range of jobs.

4. Blacks in STEM jobs are especially concerned about diversity and discrimination in the workplace

BY LUCY TAYLOR AND KARI FARBER

Black workers in STEM jobs talk about the challenges they face in a range of jobs.
Solutions Oriented Approach

**Collegiate**
- New scholarship management software
- Providing “Best Practices” tips for companies
- Holding “Creating Competitive Application” webinars
- ExxonMobil retention toolkit & Dean’s Retention Symposium at American Society for Engineering Education
- Climate check-ins & self-care practices in NSBE collegiate newsletters
- NSBE Pathways for NSBE Jr.

**Professional**
- Strengthening NSBE Professional outreach efforts to companies
- Creating Externship Opportunities to offer more affinity for companies
- Seeking more Collegiate to Professional Pipeline programs
- More virtual communities for African Americans to engage
Questions? Comments? Concerns?

Amanda Jones, SEEK Coordinator
EMAIL: ajones@nsbe.org
PHONE: 703-549-2207
TWITTER: SEEKNSBE

Chris Carr, Director, Coll. & Prof. Prgms
EMAIL: ccarr@nsbe.org
PHONE: 703-837-2090
TWITTER: GoodCarrma
SEEK Curriculum: A Sneak Peak For You!

**Thames and Kosmos:** Eco – Battery Vehicles

**Objective:** Introduce Students to Environmental Engineering

**Bag of Materials Includes:**

- All Materials Needed to Build the Eco-Battery Taxi
- Building Instructions
- Information on the Metal-Air Cells that will be used to Power your Vehicle
Dismissal

Shuttle **departs at 6:00 pm** from Marriott to Networking Reception & Dinner

**Top Floor on the Square**
23 N. Park Sq NE, Marietta, GA 30060
Welcome Back!

Friday
8 - 8:30 am Breakfast
Rainia Washington

Vice-President, Global Diversity & Inclusion
Lockheed Martin Corporation

Slides to come later…
Sukari Brown

NSBE 2018 Convention Vice Chair
Overview

Enhancing the Attendee Experience

Professional Development at #NSBE44

Marketing #NSBE44
The 2018 CPC has sought to enhance the experience for attendees of the 44th Annual Convention by:

- emphasizing workshop quality over quantity
- focusing on workshop placement and flow for all demographics
- incorporating interactive elements in passive areas in the Convention Center
- redesigning the Session/GTA stage
- providing more programming for PCI students who are not in competitions

The 2018 CPC captured feedback from our team at WHQ, the NSBE elected/appointed leadership, corporate representatives, and our members through a variety of meetings and informal discussions which helped us shape the vision and structure for NSBE’s 44th Annual Convention.
The Professional Development opportunities listed provides a snapshot of what will be available through our Technical Professional Conference (TPC).

- Writing Technical Papers Made Easy - The Space SIG Technique
- Data Science Solving Public Policy and Social Problems
- Leveraging Your Engineering Degree for Employment & Innovation
- Executive Roundtables
- Power Networking Day Party Sponsored by Pinterest

We would like to offer trainings for two certifications at Convention – the PMP and the Six Sigma Lean Bronze Belt. However, as of today, we have been unable to secure a sponsor for either and may not be able to offer them at NSBE44.

There is a greater ROI for our partners if they can anticipate that not only will they find strong candidates for open positions at their companies, but that there are also opportunities to enhance the development of current employees.
The CPC Marketing and Communications Team has developed a robust plan which focuses on:

- engaging members through social media
- highlighting the convention planning process through the NSBE World Series
- timely release of confirmed programming and draft agenda through NSBE Guide

Over the next two weeks, we will release targeted eNews to our members and push daily social media updates that highlight our corporate sponsors, featured TPC workshops and featured GSC workshops.
#NSBE44

THE TEAM

15 Former Regional and National NSBE Leaders
13 Full-Time Working Professionals
4 Corporate Representatives for NSBE Convention
2 Certified PMPs
2 Former NSBE Jr. Members
1 Amazing Mom
1 Wife
1 Husband
1 Full-Time MBA Student
1 Full-Time PhD Student & GEM Fellow
We would like to thank our BCA partners for the support we have received thus far for the 44th Annual Convention in Pittsburgh, PA. Our team appreciates the time and resources that our BCA partners invest into our beloved organization and hope that you are thrilled about what we have in store for the convention this year.
We have highlighted some of our BCA members who have confirmed their support for a few of our key events for the 2018 Annual Convention! We are glad to have you all on board!

<table>
<thead>
<tr>
<th>2018 Annual Convention Event</th>
<th>BCA Members(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO Spotlight</td>
<td>PPG</td>
</tr>
<tr>
<td>Executive Roundtable – Career Advancement</td>
<td>Eaton Corporation</td>
</tr>
<tr>
<td>Hackathon</td>
<td>Google Inc., Rockwell Collins</td>
</tr>
<tr>
<td>Academic Pyramid of Excellence Reception</td>
<td>Lockheed Martin</td>
</tr>
<tr>
<td>Cyber Café</td>
<td>Dell</td>
</tr>
<tr>
<td>Young Technical Professionals Mixer</td>
<td>Oracle Corporation</td>
</tr>
<tr>
<td>DreamBig!</td>
<td>Bechtel Corporation</td>
</tr>
</tbody>
</table>
Open Opportunities to Support Annual Convention

There are a number of opportunities still available to support the 2018 Annual Convention. A selection of the list is included below for reference. Please see a member of the NSBE Corporate Relations team for more information, including a full list of open opportunities.

<table>
<thead>
<tr>
<th>Event</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSC Networking Reception</td>
<td>Graduate Students</td>
</tr>
<tr>
<td>e.E.M.M.Y. (Educators &amp; Engineers Making Moves for Youth) Awards Gala</td>
<td>Technical Professionals</td>
</tr>
<tr>
<td>Cybersecurity Leadership and Governance Workshop</td>
<td>Technical Professionals</td>
</tr>
<tr>
<td>PMP Exam Training</td>
<td>Technical Professionals</td>
</tr>
<tr>
<td>Six Sigma Lean Bronze Training</td>
<td>Technical Professionals</td>
</tr>
</tbody>
</table>
NSBE Technical Professional Conference

Crystal Smith, MBA, PMP, LEED AP
National Professionals Finance Chair
Historical Attendance TPC

TPC Attendance Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>PITTSBURGH</td>
<td>322</td>
</tr>
<tr>
<td>2013</td>
<td>INDIANAPOLIS</td>
<td>417</td>
</tr>
<tr>
<td>2014</td>
<td>NASHVILLE</td>
<td>441</td>
</tr>
<tr>
<td>2015</td>
<td>ANAHEIM (Highest)</td>
<td>811</td>
</tr>
<tr>
<td>2016</td>
<td>BOSTON</td>
<td>356</td>
</tr>
<tr>
<td>2017</td>
<td>KANSAS CITY</td>
<td>336</td>
</tr>
<tr>
<td>2018</td>
<td>PITTSBURGH GOAL</td>
<td>400</td>
</tr>
</tbody>
</table>
Professional Development Events

- Executive Mentoring Series (3 Sessions from 8-5 pm Thurs-Sat)
- Executive Leadership Luncheon (Friday afternoon)
- Executive Roundtables: Technology & Innovation and Diversity & Inclusion (Thurs and Fri)
- Executive Roundtables: Career Advancement (Thurs and Fri)
- Workshops for Professionals at all levels
- Networking
TPC Opportunities

• Cybersecurity Leadership and Governance Workshop
• e.E.M.M.Y. ( Educators & Engineers Making Moves for Youth) Awards Gala
• Entrepreneurial Speed Networking Event
• Executive Roundtables
  • Women in Leadership
  • Technology & innovation
  • Global & Community Impact
  • Diversity & Inclusion
  • Career Advancement
• Graduating Collegiate Seniors Reception
• Healthcare Facility Corporate Tour
• Lean Bronze Belt Course Training
• NSBE Galactic Breakfast
• NSBE Professionals Awards Luncheon
• PMP Exam Training
• Power Networking Day Party
• Special Interest Group Mixer
NSBE Marketing & Communications

Yvette Watson, Senior Manager Marketing & Communication
Explore the opportunity to promote your organization to NSBE’s members from internships, job opportunities and much more
Marketing and Communications
NSBE44 eNews
Marketing and Communications
Social Media Platforms

Looking to meet with company recruiters in a more informal setting? Be sure to stop by this year’s hospitality suites. Hospitality Suites are a perfect way to get a sneak peek into an organization’s culture, learn about career opportunities, and gain more insight about what it’s like to work there. Many organizations will have music, entertainment, raffles and more!

>> Click here to view this year’s hospitality suite sponsors:
convention.nsbe.org/hospitality-suites.

NSBE43 Hospitality Suites
Corporate Hospitality Suites are available on Wednesday, Thursday, and Friday nights.

CONVENTION.NSBE.ORG

320 people reached
1 Comment
Marketing and Communications
NSBE44 Convention Bag

NSBE44 Convention Bag

Use this opportunity to place your organizations collateral items—brochures, flyers, pens, pencils, or other company relevant information

Example – Flyer with booth number and interview tips

Visit us at booth 450 for interviews and giveaways
Marketing and Communications
Advertising – NSBE Magazine and NSBE NOW App

Amplify your presence at NSBE44

Secure Ad Units for Convention Magazine & NSBE NOW App

Contact NSBE Account Planning Team for Details:

Claude Tolbert
ctolbert@nsbe.org

Chuck Baker
chuckbaker@nsbe.org
Next BCA Meeting:

2018 National Convention
Pittsburgh, PA
Wednesday, March 21, 8 am – 11 am
Convention Center, Room 130