Region IV Leadership Conference

August 9-11, 2019
Indianapolis, IN

General Session

FOCUS ON LEADING WITH PURPOSE
Roll Call

2019-2020 Region IV Secretary
Tia Fowlkes
State of the Society

2019-2020 National Secretary
Cionna Orr
Meet Your National Secretary

- **Hometown:** Flint, MI
- **University:** Tufts University
  - Masters in Bioengineering
  - Bachelors in Chemical Engineering
- **Previous NSBE Experience:**
  - 2017-2019 Region I Secretary
  - 2016-2017 Tufts Chapter President
  - 2015-2016 Tufts Chapter Membership Chair
What is FOCUS 2020?

family
opportunities
commitment
unity
servant Leadership
LEAD WITH PURPOSE
• Values-driven Leadership
• Growth and Development for all NSBE Members

LEVERAGE THE NSBE ECOSYSTEM
• Increased Membership Engagement
• Heightened Societal Visibility of NSBE’s Community Impact

SECURE THE FUTURE OF NSBE
• Robust Organizational Strategy
• Institutionalize Best Practices
LEAD WITH PURPOSE

• Values-driven Leadership
  • Drive our mission, vision & core values
  • Improve sense of collectivism and empathy

• Growth and development for all NSBE members
  • Prioritize mentorship opportunities at scale
    • Foster a culture of professional development & career readiness
  • Create innovative solutions from stakeholder feedback
LEVERAGE THE NSBE ECOSYSTEM

• Increased Membership Engagement
  • Build stronger relationships between NSBE members and leadership
  • Revamp membership-centric NSBE activities
  • Increase cohesiveness within our systems & services (e.g. NSBE Now, MyNSBE, website)
  • Create multi-level emergency response protocols

• Heightened Societal Visibility of NSBE’s Community Impact
  • Create NSBE branding that sticks
  • Recognize champions of our mission
3

SECURE THE FUTURE OF NSBE

• Robust organizational strategy
  • Build trust in NSBE 2025
  • Utilize stakeholder feedback and increase engagement
  • Create an execution plan for 2019-2022

• Institutionalize Best Practices
  • Improve retention-related programs and activities
  • Optimize operations, customer service, and fiscal management
  • Foster community building initiatives
Enhance cohesive and supporting culture

Improve on areas of growth for the organization

Fulfill our responsibility to carry the NSBE torch

Extend our reach as a unified Society

Prioritize and inspire our various stakeholders
Functional Zone Updates

- Membership
- Marketing and Communications
- Finance
- Programs
- Professionals
Membership by the Numbers

AS OF MAY 30, 2019

NSBE MEMBERSHIP IS 24,166

- Collegiate 14,848
- NSBE Jr. 5,012
- Professional 3,874
- Lifetime 432

TOP SIX MAJORS

- 21% Mechanical Engineering
- 14% Electrical Engineering
- 13% Computer Science
- 9% Chemical Engineering
- 6% Computer Engineering
- 5% Civil Engineering

GENDER BREAKDOWN

- 33% Female
- 58% Male
- 8% Prefer not to identify

#R4RLC | #NSBERLC
Membership Updates

● Campaigns and Initiatives
  ○ Founder’s Day
  ○ #NSBELuv
  ○ NSBE #DidYouKnow?
Social Media Presence

- 7,900+ Followers
- 20,500+ Followers
- 21,300+ Followers
- 22,300+ Likes
Marketing and Communications Update

- Highlighting the membership
  - #NSBEStudyAbroad
  - #NSBEWorks

- Opt-In/Opt-Out
  - Members will get to choose what eNews they receive from NSBE
    - Membership
    - Convention
    - Programs
    - Scholarships
    - Other Related NSBE News
Financial Status as of May 31st, 2019

Revenue:
- Budgeted: $12.27 M
- As of 2019.05.31: $13.65 M

Expense:
- Budgeted: $12.21 M
- As of 2019.05.31: $11.05 M
Compared to Last Year

- Revenue: $12.75 M (2018.05.31) vs. $13.65 M (2019.05.31)
- Expense: $11.0 M (2018.05.31) vs. $11.05 M (2019.05.31)
Finance Projected Year End vs. Previous 5 Years

- Year 2014: $10.30 M (Revenue), $10.10 M (Expense)
- Year 2015: $12.30 M (Revenue), $11.60 M (Expense)
- Year 2016: $12.30 M (Revenue), $11.20 M (Expense)
- Year 2017: $15.30 M (Revenue), $13.90 M (Expense)
- Year 2018: $14.90 M (Revenue), $14.20 M (Expense)
- Year 2019: Projected $15.00 M (Revenue), $14.50 M (Expense)

#R4RLC | #NSBERLC
Programs Activity Update

Number Per Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region I</td>
<td>150</td>
</tr>
<tr>
<td>Region II</td>
<td>120</td>
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<tr>
<td>Region III</td>
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<tr>
<td>Region IV</td>
<td>90</td>
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<tr>
<td>Region V</td>
<td>80</td>
</tr>
<tr>
<td>Region VI</td>
<td>70</td>
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</table>

Activity Breakdown [Society]

- Technical OutReach
- Engineering Diversity
- Academic Excellence
- Functional Zone Initiatives
- Leadership Institute
- Pre-Collegiate Initiative
- Technical OutReach Community Help (T.O.R.C.H.)

Overall Event Success

<table>
<thead>
<tr>
<th>Rate the su..</th>
<th>Region I</th>
<th>Region II</th>
<th>Region III</th>
<th>Region IV</th>
<th>Region V</th>
<th>Region VI</th>
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</thead>
<tbody>
<tr>
<td>Could Have..</td>
<td>116</td>
<td>99</td>
<td>91</td>
<td>46</td>
<td>138</td>
<td>67</td>
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<tr>
<td>Excellent</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Good</td>
<td>62</td>
<td>57</td>
<td>54</td>
<td>50</td>
<td>97</td>
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<td>6</td>
<td>6</td>
<td>4</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Terrible</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Programs Activity Update

1000+ REPORTS SUBMITTED

Over 250% INCREASE from 17-18
2019-2020 Activity’s Report – OPEN AUG 1, 2019

- Report Chapter Programs/Events
- Members Log and Event Registration has been removed due to lack of engagement
- Tied to National Awards
- Any questions contact your Region Programs Chair

Link: bit.ly/NSBEAR1920

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National Programs Fund – OPEN SEPT 1, 2019

- Funds for chapter programs activities
- Partial Funding
  - Usually Reimbursements
  - Does not fund Travel, Food, Other miscellaneous items (T-Shirts)
- Information Needed
  - Who, What, When, Cost
- Documents Needed
  - Budget (bit.ly/NSBEPBT)
  - Supporting Documentation (Flyers, Space Reservations, etc.)
- Special Consideration to Programs that follow the themed month

Link: bit.ly/NSBENPF1920

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3.87
~30% Collegiate Membership
GPA Verification

- >90% of GPA Submissions are from APEx members
- Cannot accurately measure the academic performance of society
- Important for academic programming to benefit membership and for company solicitation and marketing
- Strong push to increase submissions this year and moving forward
- Registration membership type discounts for conferences will be tied to GPA Verification
- If you have not verified your GPA, your registration type will be unverified collegiate.
Graduating Member Professional Dues Waiver

- Active (Collegiate) Members who received their degrees in the last year are eligible to receive the next year of membership as a Professional member for free.

- How?
  - Register for Professional Membership in NSBE Connect
  - Eligible members will receive waiver automatically

- Availability: Early August 2019

- Questions:
  - E-mail pebmembership@nsbe.org
WHQ Senior Leadership

Dr. Karl Reid
Executive Director

Executive Department

Charles Thompson, III
Sr. Director of Fund Development and Marketing and Communication

Stanton Hill
Sr. Director of Finance, Accounting and Process Management

Richard Clemmons
Sr. Director of Operations

Christopher Carr
Sr. Director of Programs

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Website Update

Development

• Templates and modules have been completed
• Training will begin early August

Launch

• Late Summer 2019 (August)
Contact Us

Cionna Orr - nebsecretary@nsbe.org
Kendra Allen - nebfinance@nsbe.org
State of the Professionals

2019-2020 Professionals Chairperson Elect
Shari Briggs
13 Active Chapter - 800 Members

Central Illinois Professionals
Central Ohio Professionals
Chicago Professionals
Cincinnati, OH Professionals
Dayton, OH Professionals
Detroit Professionals
Indianapolis Professionals
Kigali Rwanda Professionals
Milwaukee Area Professionals
Northeastern Ohio Professionals
Quad Cities Professionals
Rockford Professionals
Twin Cities Professionals

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Goals for the Year

Chapter Leadership Training

NSBE Engineering Week Takeover

Increase Number of R4 Scholarship Recipients

Chapter Visibility
NSBE and NIIMBL Partner to Provide Students Biopharma eXperience

ALEXANDRIA, Va. and NEWARK, De. October 17, 2018- The National Institute for Innovation in Manufacturing Biopharmaceuticals (NIIMBL) in partnership with the National Society of Black Engineers (NSBE) are pleased to announce the NIIMBL eXperience program.

The NIIMBL eXperience is designed to provide students at Historically Black Colleges and Universities completing their freshman year a glimpse into the exciting field of biopharmaceuticals. Over the course of one week, students will travel to a variety of NIIMBL member host organizations and federal agencies to gain insight into the diverse career options available in the biopharmaceutical industry. Students will have the opportunity to learn about each organization, interact with current employees, tour facilities, and participate in simulated work activities. They will also gain insight into the role that federal agencies play in bringing innovative treatments to the market for the benefit of patients.

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Why join NSBE Professional?

SIG Participation
Executive Access
Professional Development
Networking & Leadership
Professionals Certificates
Participating in Employee Resources Group
Why join NSBE Professional?

Dues Waiver Program for NSBE Grads
Upcoming Events
# SUPERCHARGE YOUR SUCCESS

National Society of Black Engineers Professional Development Conference (PDC)  
San Diego, CA  
August 21-25, 2019

<table>
<thead>
<tr>
<th>Registration Rates</th>
<th>Regular</th>
<th>Late/Onsite</th>
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<tr>
<td></td>
<td>5/7/2019</td>
<td>8/10/2019</td>
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<tr>
<td></td>
<td>8/9/2019</td>
<td>8/24/2019</td>
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<tr>
<td>BCA</td>
<td>$200.00</td>
<td>$250.00</td>
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<tr>
<td>Corporate Partners</td>
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<td>$275.00</td>
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<tr>
<td>Leadership</td>
<td>$160.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>(National, Regional,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter CEOs, Advisors)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>$200.00</td>
<td>$280.00</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$250.00</td>
<td>$325.00</td>
</tr>
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</table>

#R4RLC | #NSBERLC
DISCOVER E
ENGINEERS WEEK
FEBRUARY 16–22, 2020

SAVE THE DATE!
NSBE’S 46TH ANNUAL CONVENTION
SAN ANTONIO
#NSBE46 ENGINEERING THE REVOLUTION
MARCH 25TH - 29TH, 2020 | HENRY B. GONZALEZ CONVENTION CENTER

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State of the International Membership

2019-2020 International Chairperson
Jesulayomi Kupoluyl
NSBE INTERNATIONAL

International NSBE Students in the US

NSBE International Chapters and Members.

International Awareness for Domestic Students

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#AFFINITY INTERNATIONAL AREAS

<table>
<thead>
<tr>
<th>Region</th>
<th>Inclusive Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Eastern Canada and Western Africa</td>
</tr>
<tr>
<td>II</td>
<td>Europe, Northern Africa and Middle East</td>
</tr>
<tr>
<td>III</td>
<td>Caribbean and South America</td>
</tr>
<tr>
<td>IV</td>
<td>Central Canada, Central Africa and East Africa</td>
</tr>
<tr>
<td>V</td>
<td>Mexico, Central America and Southern Africa</td>
</tr>
<tr>
<td>VI</td>
<td>Western Canada, Baja Peninsula, Mexico, South Pacific and Australia</td>
</tr>
</tbody>
</table>
INTERNATIONAL STUDENTS IN YOUR CHAPTERS
International Students in the US

- 1 million International Students in the US
- Students with the F1- Visa Status
- Here for top tier education
- Needs of international students differ from those of domestic students
International Student Struggles

- Hard Time Navigating the US Job Market
- Difficulty relating with Domestic Students
- No Financial Aid
- Lack of a support group to relate these struggles with
- Homesickness
Plans for International Membership This Year

- Create a GroupMe for Region IV International Students
- Increase number of companies that hire International students at FRC
- More workshops designed specifically to attend to International Student needs at FRC
- Make it easier for International Students to know which companies hire International students at FRC
- Increase scholarship opportunities for International Students
What you as chapter Leaders can do to help

1. Encourage chapter members to be a part of the International Committee (An email will be sent to all with the links to the presentation)
2. Pay attention to International Students
3. Let your members know (specifically International members) know about international student events at FRC
4. Give us any feedback on what we can do to better serve International Students
State of the Region

2019-2020 Region IV Chairperson
Karen Hubbard
Overview

- NSBE Mission
- NSBE Vision
- My “Why NSBE?”
- Region IV Active Members Breakdown
- Regional Objectives
- What’s the move?
The NSBE Mission is to increase the number of culturally responsible Black engineers who excel academically, succeed professionally, and positively impact the community.
The Vision of NSBE: 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.
#WhyNSBE

#R4RLC
My Why NSBE

- Toothpaste Test
- Resilience and Intentionality
- Best Internship Ever
- Rooted Support System
Region IV Active Members

#R4RLC
2864
NSBE Jr: 543

Collegiate: 1783

Professional: 507

Lifetime: 31
Regional Objectives

#R4RLC
MEMBERSHIP ENGAGEMENT
ND #1 Lead with Purpose & ND #2 LEVERAGE THE NSBE ECOSYSTEM

**Objective Statement**: Provide value-added experiences to at least 1000 members at the 2019 Region IV Fall Regional Conference.

**Target Goal**: 1000 Attendees a 2019 Region IV Fall Regional Conference
Objective Statement: Strengthen the pipeline of NSBE Leaders (CEB to REB) and build stronger relationships between NSBE members and leadership

Target Goal: 3 applicants running per Elected Regional Position prior to 2019 NSBE 46th Annual Convention
ORGANIZATIONAL ALIGNMENT

ND #2 LEVERAGE THE NSBE ECOSYSTEM

**Objective Statement**: Identify and communicate how all chapters, chapter leaders, and chapter members contribute to the NSBE mission and regional objectives.

**Target Goal**: 100% of Chapter Officers with Strategic Plans aligned with Regional Objectives
What’s the move?
NSBE Logo Guidelines

R4 Publications/PR Chair
Aaliyah Jeter
The Torch
Everlasting burning desire to achieve and develop minority student interest and participation in engineering in our present society

The Lightning Bolts
The striking impact that will be felt by society and industry as a result of contributions and achievements made by NSBE

NSBE Logo

Creator: Anthony Harris

- A member of the Chicago Six
- Logo created originally with the initials “SBE”
- Summarized the mission in the tag line “Dedicated to a better tomorrow.”
Logo Construction

From back to front

● Lightning Bolt

● ‘N’

● Torch with ‘SBE’
Logo Colors

- Four types of color schemes can be used with the NSBE Logo
  - Main (Black, green, and red)
  - White
  - Black
  - Gold
Official Logo Resources

The official versions of the NSBE logo can be requested from the NSBE website.

www.nsbe.org/downloads
Logo Policy

- If a member wishes to deviate from the guidelines in the NSBE logo policy they must submit the NSBE Logo Usage Approval Form (Appendix A) to the National Public Relations Chairperson for approval
- **Official Logo Usage Policy:**
  - nsbe.org/Region4 → ‘About NSBE’ → ‘Documents’ → ‘NSBE Logo Policy’
Logo Formats

- NSBE Logo with ‘National Society of Black Engineers’ underneath
- Wordmark

National Society of Black Engineers | Region IV Leadership Conference

#R4RLC | #NSBERLC
Logo Fonts and Color

Montserrat | Arial | NOVA

PMS: 361
RGB: 0,255,0
HEX: 4FF00
CMYK: 80,8,100,1

PMS: BLACK
RGB: 0,0,0
HEX: 050403
CMYK: 0,13,49,98

PMS: 485
RGB: 255,0,0
HEX: FF0D00
CMYK: 12,97,100,3

PMS: YELLOW C
RGB: 255,255,0
HEX: FFFC0D
CMYK: 8,8,100,0

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Bad NSBE Logo Use

Do not rotate the logo

Do not distort the logo

Do not recolor logo

Do not shade the logo

Do not place logo within text or headlines

Do not redraw the logo

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Annual Convention Updates

Kendra Allen
National Executive Board Finance Chair
Meet Your National Finance Chair

- **Hometown:** Chicago, IL
- **Universities:**
  - University of Tennessee – Knoxville (PhD ESE)
  - Iowa State University (M.S. ABE)
  - University of Wisconsin – Madison (B.S BSE/ChE)
- **Previous NSBE Experience:**
  - National Convention Planning Chairperson
  - Iowa State University Graduate Student Advisor
  - Region IV Finance Chair
  - Region IV FRC CPC
  - University of Wisconsin – Madison President, Treasurer, and Finance Chair
NSBE46: Engineering The Revolution

**Societal Revolution**
Continuous NSBE leader development
Increased NSBE Senate Engagement
Outreach/Community Engagement

**Industrial Revolution**
Innovation and technical excellence
Engineering solutions to real-world issues
Enhance technical skills through major/topic specific (interactive) workshops

#R4RLC | #NSBERLC
NSBE46: Engineering The Revolution

**Personal Revolution**
Maximizing membership opportunities
Year-Round Workforce Preparedness
Professional Development Opportunities

**Cultural Revolution**
Challenging status quos within our community
Cultural Responsibility workshops/forums
Embracing the uniqueness of our culture
Convention Website and Colors

convention.nsbe.org

#R4RLC | #NSBERLC
FOCUS on Engineering the Revolution

The Vision

• Personify the NSBE *Family* sentiment
• Maximize *Opportunities* for membership & stakeholders
• Reinforce our *Commitment* to the Society, Mission, & Vision
• Promote *Unity*, Cultural Responsibility, & Cultural Awareness
• Equip our *Servant leaders* at all levels with the tools needed to thrive within their roles
# Changes: Agenda Structure

## Previous

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Regional Meetings</td>
<td>8:00 am - 10:00 am</td>
</tr>
<tr>
<td>Workshops</td>
<td>10:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Career Fair</td>
<td>11:00 am - 5:00 pm</td>
</tr>
<tr>
<td>National Forum</td>
<td>1:30 pm - 4:30 pm</td>
</tr>
<tr>
<td>General Session</td>
<td>5:30 pm - 7:00 pm</td>
</tr>
<tr>
<td>Hospitality Suites</td>
<td>8:30 pm - 10:30 pm</td>
</tr>
</tbody>
</table>

## New

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tr>
<td>Career Fair</td>
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<tr>
<td>Workshops</td>
<td>9:00 am - 2:00 pm</td>
</tr>
<tr>
<td>National Forum</td>
<td>11:00 am - 2:00 pm</td>
</tr>
<tr>
<td>Regional Meetings</td>
<td>2:30 pm - 4:00 pm</td>
</tr>
<tr>
<td>General Session</td>
<td>4:30 pm - 6:00 pm</td>
</tr>
<tr>
<td>Hospitality Suites</td>
<td>6:30 pm - 8:30 pm</td>
</tr>
</tbody>
</table>
#NSBE46 Changes: Agenda

- More effective programmatic day
- Earlier Career Fair end time
- Longer transition period between Career Fair & Hospitality Suites
- Smaller window between General Session & Hospitality Suites
#NSBE46 Changes

PCI Meals

- Only offering lunch & dinner
- Select housing options offer breakfast

New Registration Type

- Must have GPA verified to qualify for discounts
- Regardless of APEX/Officer Status
How To Get Away With Securing the Bag

Workforce Preparedness Series

• Professional Development Content
• Monthly Episodes
• Social Media Challenge TBA
• Distribute to your chapters

Topics

• Resume 101
• Elevator Pitch
• What Not To Wear
• Before, During, and After the Career Fair

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Call For Workshops due 8/31

- *Leading the Revolution*
  - Leadership

- *Revolutionize your Career*
  - Professional development & technical excellence

- *We Are the Revolution*
  - Cultural responsibility

- *Funding the Revolution*
  - Financial literacy

TINYURL.COM/NSBE46CFW
Highlight Events

Family Reunion
Greek Step Show
Live Podcast
Sneakers Ball and Outdoor Movie Night
Executive Roundtables
Tech Expo: Consumer Technology & Innovation
Technical Professionals Speed Dating
Brunch & Build

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#NSBE46 Housing

- **The Westin Riverwalk** - 0.4 miles
  - $189

- **Hyatt Regency** - 0.4 miles
  - $199

- **Grand Hyatt** – attached to convention center
  - $189
#NSBE46 Housing

- **La Quinta Inn & Suites Riverwalk** - 0.2 miles
  - $169

- **The Emily Morgan Hotel a Doubletree by Hilton** - 0.5 miles
  - $159

- **Holiday Inn Riverwalk** - 0.6 miles
  - $169
#NSBE46 Housing

- **The Historic Menger**, 0.3 miles: $159
- **Hilton Palacio del Rio**, 0.2 miles: $189
- **Marriot Riverwalk**, 0.05 mile: TBD
#NSBE46 Registration

<table>
<thead>
<tr>
<th>Registration Types</th>
<th>Early Bird 8/15/19 - 11/30/19</th>
<th>Regular 12/1/19 - 2/29/20</th>
<th>Onsite 3/1/20 - Convention</th>
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</thead>
<tbody>
<tr>
<td>Verified Collegiate Chapter Executive Officers (CEO)</td>
<td>$125</td>
<td>$165</td>
<td>$400</td>
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<tr>
<td>Verified Collegiate</td>
<td>$160</td>
<td>$200</td>
<td>$400</td>
</tr>
<tr>
<td>Unverified Collegiate</td>
<td>$210</td>
<td>$250</td>
<td>$450</td>
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<tr>
<td>Collegiate APEX</td>
<td>$130</td>
<td>$170</td>
<td>$400</td>
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<tr>
<td>Graduate Student</td>
<td>$160</td>
<td>$200</td>
<td>$400</td>
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<tr>
<td>NSBE Jr</td>
<td>$100</td>
<td>$200</td>
<td>$200</td>
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<tr>
<td>NSBE Jr APEX</td>
<td>$85</td>
<td>$185</td>
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<tr>
<td>Senator</td>
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<td>$100</td>
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</tr>
<tr>
<td>Professional</td>
<td>$275</td>
<td>$350</td>
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</tr>
<tr>
<td>International Members</td>
<td>$150</td>
<td>$175</td>
<td>$175</td>
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Stay Connected

• Follow us on Social Media
  @NSBEConvention on Instagram and Twitter
  NSBE's Annual Convention on Facebook

• Check the Convention Website
  convention.nsbe.org

• Check your emails for the latest eNews blasts
SAVE THE DATE!

NSBE’S 46TH ANNUAL CONVENTION

SAN ANTONIO

#NSBE46 ENGINEERING THE REVOLUTION

MARCH 25th-29th, 2020 | HENRY B. GONZALEZ CONVENTION CENTER
Austin Mamou

2020 Annual Convention Planning Committee Chairperson

cpcchair@nsbe.org
Closing Remarks & Announcements

2019-2020 Vice Chairperson
Sairyia Jemison
NATIONAL SOCIETY OF BLACK ENGINEERS

Region IV
Leadership
Conference
General Session

August 9-11, 2019
Indianapolis, Indiana