

Region VI REO 2018-2019	Sunday, September 9th, 2018 Time: 4:00 PM PDT	Zoom Conference Call
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I. **Call to Order** at 04:00 PM PDT by **Naeem Turner-Bande**
Date: September 9th, 2018, Sunday

II. **Roll Call:** **Myles Williams**

Position	Name	Present	Late	Absent
Administrative Zone				
Chairperson	Naeem Turner-Bande	X		
Vice Chairperson	Nicolette Peerman	X		
Secretary	Betelhem Tarekegn			X
Treasurer	Uche Agwu	X		
Membership Chairperson	Janaye Matthews	X		
Programs Chairperson	Iman Yusuf	X		
Parliamentarian	Dennis Kibe	X		
Professionals Executive Board Chair	Mikala Windham	X		
Regional Advisory Board Chair	Dr. Kimberly Cross	X		
Additional Attendees				
Telecommunications Chair	Myles Williams	X		
PCI Chair	Abagaz Sherfa	X		

III. **The Future of Region VI NSBE Jr.**

A. Issues to be discussed

- Disconnects have arisen between REB and NSBE Jr. chapters due to random appearances of PCI chairs in past years.
- Many NSBE Jr. chapter advisors do not reach out to the REB for assistance and are not very vocal.
- Aba believes that not all NSBE Jr. chapters have the proper tools to succeed on their own.

B. Responses to Discussion Questions

1. How many NSBE Jr. Chapters do we currently have an active (communicate with at least a month) relationship with? Who are these chapters? (PCI Chairperson and Membership Chairperson)

- PCI Char:
 - Finds communication with NSBE Jr. chapter is difficult (main communication avenue has been email).
 - Active Chapters:
 - East Bay NSBE Jr.
 - Stanford Chapter

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- View High School
- Denver NSBE Jr (?)
- Sato Academy of Math & Science
- Membership Chair: NSBE Jr. chapters won't really reach out to REB only a member already has a relationship with a membership zone member. Membership zone will start researching how active the NSBE Jr. chapters in each zone are. Janaye wants to hold a call with NSBE Jr. chapters soon regarding FRC, and wants to have monthly calls with chapter advisors.

2. What is the Jr. REB currently working on? Can they be used for outreach to NSBE Jr. students? (PCI Chairperson)

- PCI Chair: NSBE Jr. REB is currently working on FRC programming. Five active members: President, Vice President, Secretary, Treasurer, and Programs Chairperson. Aba believes that there should be an overhaul and Naeem believes this should be revisited. Janaye believes that the NSBE Jr. REB could be used to interface with NSBE Jr. chapter.

3. What are the PCI programmatic priorities for the term? (PCI Chairperson and Programs Chairperson)?

- PCI Chair: Communicating with NSBE Jr. chapter presidents is possible but chapter advisors appear to be the main decision-makers for the chapter's activities.

4. Where should the focus be for the remainder of the term?

- Dr. Cross wants NSBE Jr. chapters to be aware of how the REB will be moving forward after September 2018.

5. What are long-term goals for NSBE Jr. Chapter engagement?

- PCI Chair: Would like REB to create an easy-to-use framework used for communicating with NSBE Jr. that would be utilized in the upcoming years.

IV. Communication and Engagement in Region VI Pt. 1

A. Response to Discussion Questions

1. What are the current methods of communicating with Region VI chapters (social media, email, etc.)?

- Website (Regional website and conference website)
- Email newsletters
- Social Media

2. How engaged are members through our communication channels (comments, likes, followers, etc.)?

- No real way to track website visitors.
- Social media engagement not present at this moment.

3. What strategies do you take to market to NSBE members and non NSBE members?

B. Current Methods of Communication

- Make more thought-provoking and engaging posts on our social media.

C. Current Strategies for Engagement

- Try to make REB appear more human and approachable to the membership.

V. Action Item Assignment

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Action Item #1	
Assigned to:	Treasurer
Assigned by:	Chairperson
Required Action:	Create outline for new chapter visit form.
Deadline:	September 16th, 2018

Action Item #2	
Assigned to:	Telecommunications Chair
Assigned by:	Chairperson
Required Action:	Contact National Communications Chair to see if there is a way to check engagement on our regional website.
Deadline:	September 16th, 2018

Action Item #3	
Assigned to:	Professionals Chairperson
Assigned by:	Chairperson
Required Action:	Connect with Lillie Collins to see who our allies are in regards to NSBE Jr.
Deadline:	September 16th, 2018