

VERSION 2.0

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NATIONAL SOCIETY OF BLACK ENGINEERS



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1.0 Program Basics

1.1 What are NSBE Professionals Programs?

Creative, engaging and interactive programs are the primary vehicles through which NSBE fulfills its mission of creating engineers who “excel academically, succeed professionally and positively impact the community.” We provide a variety of programs in the following core areas to support Professionals endeavors: Entrepreneurship, Technical Excellence, Professional Development, Community Impact, College Initiative (CI), Pre-College Initiative (PCI) and Chapter Development.

Technical business development, professional development units, license and certification exam review courses, engineering technical activity, youth outreach, and community outreach are among the wide array of resources available to NSBE Professional members through our various programs. By participating in any number of our programs, each NSBE Professionals member is ensured an opportunity to reach extraordinary heights in their technical, professional and community endeavors. The value of NSBE Programs depends on active participation.

1.2 Who is responsible for planning and implementing NSBE Professionals programs?

The Programs Chair of each chapter is ultimately responsible for planning and implementing NSBE Professionals programs at the chapter level. This includes all aspects of chapter programs, as well as encouraging participation in Regional and National programs. Depending on the local chapter’s structure, there may be additional executive board members who serve as members of the Programs Zone and therefore have responsibilities for specific programs, such as Pre-College Initiative and Professional Development programs. Generally, the Programs Chair is the primary point of authority for programs within the chapter and, for this reason, is a chapter executive officer. Regional and National Professionals Programs Zone officers are similarly responsible for Regional and National NSBE Professionals programs.

1.3 What are key factors of planning and implementing NSBE programs?

- 4 W’s: Why, When, Where, Whom?
- Resources:
 - People
 - Time
 - Money
- Communication Medium:
 - Written: Email, Social media, Flyers, Brochures
 - Verbal: Announcement (radio, TV), Telephone
- Logistics

These factors can be carefully assessed by completing the **Chapter Program Planning Sheet** found in Attachment B. An example is shown in Attachment C of this toolkit.

1.4 When should program activities take place?

NSBE programs should take place throughout the year. Chapter activities should coincide with National and Regional focus. For example, if November is Academic Excellence month, then chapter program activities in November should include some CI or PCI activities related to academic improvement outreach for students. Any competitions that relate to Regional or National competitions should keep the appropriate deadlines in mind.



1.5 How should the program be evaluated?

The program should be evaluated by completing the evaluations found in Attachment D and Attachment E of this toolkit. These evaluation sheets will help you to assess the effectiveness of your programs and provide you with documentation for archiving purposes.

2.0 National and Regional NSBE Professionals Programs

2.1 Entrepreneurship

Entrepreneurship programs are those programs that directly relate to the development of businesses owned by NSBE Professional members. The following are examples of NSBE Professionals Entrepreneurship regional programs:

- Entrepreneurial Workshop Tracks at Regional Conferences and National Convention
- NSBE Business Directory
- Business Showcase

2.2 Technical Excellence

Technical Excellence programs are those programs that directly relate to scientific and engineering technical activities by NSBE Professional members. The following are examples of NSBE Professional national Technical Excellence programs:

- Special Interest Groups

2.3 Professional Development/Talent Development

Professional development programs are those programs that directly relate to the professional advancement of NSBE Professional members, including training opportunities, licenses, and certifications. The following are examples of NSBE Professional national and regional Professional Development programs:

- Professional Certifications Workshops and Webinars
- Professional Development Conference
- Technical Professional Conference

2.4 Community Impact

Community Impact programs are those programs that utilize the talents of NSBE Professional members to positively impact the community. The following are examples of NSBE national and regional Community Impact programs:

- A Walk for Education (AWFE)
- Technical Outreach for Community Help (TORCH)

2.5 College Initiative

College Initiative programs are those programs that directly engage NSBE Professional members in mentorship or other interactions with graduate and undergraduate students. This program is also known as “FaceTime” and it occurs whenever Professional and Collegiate members are together. Interaction can occur at the following venues:

- Chapter Meetings
- Community Events
- PCI Events and Tutoring Sessions
- Regional Conferences



- National Convention
- Regional Meetings
- Zone Events

The following are examples of NSBE Professionals CI programs:

- NSBE Mentoring
- Professional Development
- Boutique Upgrade You
- Graduate Senior Reception (GSR)

2.6 Pre-College Initiative

Pre-College Initiative programs are those programs that directly engage NSBE Professional members in tutoring, mentorship or other interaction with pre-college students at any grade level. The following are examples of NSBE Professional national and regional Pre-College Initiative programs:

- Try-Math-A-Lon
- NSBE Kid Zone

2.7 Chapter Development

Chapter Development programs are those programs designed to encourage continuous improvement of Professional chapters and members. The following are examples of NSBE Professional national and regional Chapter Development programs:

- Chapter Health Initiative for Professionals (CHIP)
- Professional Awards (national and regional)

3.0 Planning & Implementation

3.1 Complete the Program Planning Sheet (Attachment B) - This guide addresses all the key planning questions (4 W's, Communication Medium, etc.)

3.2 Complete a Timeline for this event. The timeline should begin from day one until the event is completed and evaluation is completed. It should be specific in terms of date and responsibilities to be covered.

3.3 How many people do you need to assist with this event? What will their responsibilities be? Look at your planning sheet. Appoint someone to oversee each of the major sections of the planning.

- Reservations/Set-Up
- Technical Assistance
- Speaker
- Publicity
- Hospitality
- Security

3.4 How many planning meetings will we need? When and where will we meet? You should, at the first meeting, set up the next two meetings - dates and venues. Send reminders about these meetings



one week prior and 1 day before.

3.5 What is your budget for this activity? It is critical that you look at your overall programs budget and decide what percentage of that budget should be spent on this activity. Spend budgeted money on those items for which you obtain sponsorship. A typical program may require the following:

- Projector/Computer Rental- Does the speaker need this?
- Space- How many rooms? Possibly Two: one with music, one without
- Speaker- Who and what academic subject will they speak about?
- Honorarium (for speaker) - What will this be?
- Door Prizes (participants) - How many? Why will they be given? Raffle, yes/no?
- Snacks for Participants – Healthy or not so healthy? (both is best)

A chapter member may be able to donate the usage of his/her computer. Consider venues that will provide AV or other resources for free. Rental of these items should be communicated in writing at least two weeks in advance to avoid problems on the day of the event. Confirm again on the week of the event.

Honorariums, door prizes, and snacks may be donated from local businesses. Look to obtain gift certificates and gift cards to purchase items. Contact your chapter finance chair for more assistance in getting donations and sponsorship.

If no sponsorship is available, submit all forms to finance zone to get purchase authorizations for what you need to purchase.

3.6 Timeline for the day of the event. As you get closer to the event you will need to create a timeline of what needs to happen and when it should happen on the day of and/or even one day prior to the event. This timeline should be communicated with everyone on your committee. You should make sure everyone understands their role in making these things happen at the appointed time. **LACK OF TIME MANAGEMENT WILL NEGATIVELY AFFECT YOUR EVENT.** It is not acceptable to be late to any appointments/meetings associated with the planning and implementation of a chapter program.

3.7 Who will be responsible for distributing and collecting the participant evaluations? When will they be collected? Who will complete the program evaluation sheet? When will they be analyzed and by whom? Who will get the planning, evaluation and supporting documents to the proper person for documentation in the CHIP - Chapter Event Report Form?

These 7 steps will help you to effectively plan and implement a typical program.

4.0 Program Planning Sheet Example

The Corpus Christi Professionals chapter has decided to host a Technology Day at a nearby university during National Engineers Week. They have completed the program planning sheet as shown in Attachment C of the toolkit.



5.0 Money Matters

It is imperative that you be an active part of your chapter's budget and fundraising processes and that you understand the total amount of money that will be spent on programs throughout the year. This will help you when deciding how much you can afford for events. Remember that you want to spend your money on events that are critical to the mission and directives. Be sure to include line items in the budget for things such as:

- Honorariums
- Copies
- Food
- Equipment Rental
- Awards

Work closely with the chapter treasurer to ensure that your budgeted money is being used appropriately. If your chapter has a relatively large treasury, you may want to consider adding line items to enable members to travel to NSBE conferences. You should set guidelines for receiving such funds – do not leave them randomly to the first person to sign up. Be creative in financing your programs; just because money isn't in the budget doesn't mean that it can't happen. You may need to do fundraisers, apply for grants, or solicit funds from a company. In such a case, be sure to communicate with the finance chair what your needs are and they will help oversee your fundraising event.

Tip: Have and foster a good relationship with the finance zone!

6.0 Chapter Programs Zone

The chapter Programs Chair is ultimately responsible for all chapter level programming. However, many chapters will wisely create a Programs Zone and establish additional officers under the Programs Chair.

While this may not be an option for smaller chapters, it is recommended that chapters attempt to fill the following positions:

- Programs Chair
- Chief Engineer (or Technical Excellence Chair)
- Talent Development/Professional Development Chair
- Entrepreneurship Chair
- Community Service (or Community Impact) Chair
- College Initiative Chair
- Pre-College Initiative Chair

The Chapter Programs Chair should conduct regular zone meetings with the programs zone officers to ensure the smooth operation of chapter programs. Additionally, each programs officer should recruit a committee of chapter members to assist in the implementation of chapter programs. In addition to making the workload manageable, this is also a great way to bring in new chapter members and prepare them to run for chapter offices in the future.

7.0 Leadership Matters

It is often difficult in the beginning to know which of your committee members and zone officers will be fully committed to the task. You must pay attention to how your committee members or officers



complete action items. Are they consistently not done or late? If this is the case, you should consult with the individual and be frank about his/her performance. Offer a written confirmation of the consultation. If he/she does not improve remove the person from his/her position in accordance with your chapter's procedures. Do this in writing and verbally. *Dead weight is heavier than no weight.* You can then fill the position with someone else or re-delegate the responsibilities.

Communicate all action items in writing. Make sure that your committee understands what the primary medium of communication will be. If it is by email, then you must set rules such as a 48 hour turnaround on email responses. This will improve communication and accountability. Keep a running action item list in a location where everyone has access. This will also establish accountability and keep the zone aware of what must be done. Always communicate zone activities with the chapter vice-president as he/she is the manager of the entire Chapter Executive Board.

8.0 Documentation

Documentation is extremely important to the viability of programs within your chapter. They serve as proof of your activities within the Chapter Health Initiative for Professionals (CHIP) and they are a guide for the next person in your position. The documents used within NSBE-Professionals are the program planning and evaluation forms and the Participant Evaluation Survey. Flyers, radio announcements and other publications, as well as requests for solicitations, letters of acceptance/rejection from potential sponsors (well-written letters can reveal shortcomings when an application is rejected), reports, emails, pictures from the event, etc. should also be kept for archiving and documentation purposes.

Attachment A provides the Chapter Program Submittal Information (PSI) Form which documents and highlights the program details, resource needs, action items, and budget. The PSI information can be in collaboration with CHIP.

Avoid the temptation to skip the evaluations. Evaluations are the only way that you will obtain the effectiveness of your program. Create a summary of the participant evaluation surveys and include this in your transition for the next programs chair. He/She can improve upon what you have done.



ATTACHMENT A: CHAPTER PSI FORM



National Society of Black Engineers
Chapter Program Submittal Information Form (PSI Form)

Chapter:	
Program Name:	
Author(s) Name and Position(s):	
Program Description:	
Program Date and Time:	
Target Audience: <i>(Who is intended to participate in/benefit from this program? What is the desired attendance/participation?)</i>	
Mission Alignment: <i>(How is program relevant to NSBE mission, NSBE National Directives, or chapter, regional, or national strategic plan?)</i>	
Historical Data or Statistics/Rationale for Success: <i>(Brief overview of where and number of times previously implemented, if applicable; if no historical data then explain why program is expected to be successful)</i>	
Partnerships <i>(List any organizations or NSBE chapters/entities this program should be partnered with & their roles)</i>	
Committee Needs <i>(How many assistants or what other board members do you need to run this program? Provide number and responsibilities)</i>	
Manpower Needs <i>(How many volunteers do you need for this?)</i>	
Publicity Needs <i>(Please describe the types, target audiences, and frequencies of publicity you need for this program.)</i>	



<p>Implementation Guidelines: <i>(General overview of major tasks involved in executing the program)</i></p>	
<p>Facility Needs <i>(Please describe the facility(ies) you need for this program, including storage facilities pre/post event, any equipment that will need to be purchased or rented, chapter physical assets to be utilized, and the location(s) where the program will take place.)</i></p>	
<p>Action Items/Implementation Schedule</p>	See Program Action Items
<p>Detailed Budget</p>	See Program Budget Sheet
<p>List of Fundraising Prospects</p>	
<p>Suggestions for areas of improvement <i>(Any other relevant information that could assist chapter officers in successful implementation)</i></p>	



Program Action Items

Please note that additional entries may be necessary in each section. Recommend use of MS Project to track action items.

Due Date	Program Event/Milestone	Task	Person Responsible	Date Completed
Reservations/Set-Up				
1.				
2.				
Contracts/Purchases				
1.				
2.				
Technical				
1.				
2.				
Publicity				
1.				
2.				
Manpower				
1.				
2.				
Hospitality				
1.				
2.				
Security				
1.				
2.				
Thank-You Notes/Honorariums				
1.				
2.				
Other				
1.				
2.				



Program Budget Sheet

Recommend use of MS Excel for chapter program budgets. Use this data to help create an overall chapter budget.

Program Revenue		Notes
Registration/Participation Fees	\$ -	
Material Sales	\$ -	
Other Program-Generated Revenue	\$ -	
Total	\$ -	
 Program Expenses		 Notes
Supplies	\$ -	
Meals/Refreshments	\$ -	
Meeting Room Fees	\$ -	
Gifts & Awards	\$ -	
Postage	\$ -	
Printing	\$ -	
Copying	\$ -	
Travel	\$ -	
Accommodations	\$ -	
Materials	\$ -	
Other Program Expenses	\$ -	
Total	\$	
 Fundraising Amount Required	 \$	



ATTACHMENT B: PROGRAM PLANNING SHEET



NATIONAL SOCIETY OF BLACK ENGINEERS
PROGRAM PLANNING SHEET

LOGISTICS

Date: _____ Chapter: _____

Name: _____ Committee Name: _____

Program: _____

Date of Program: _____ Time of Program: _____

Duration of Program: _____

Committee Members: _____

Key Contact Person(s): _____

Expected Attendance: Members _____ Community _____

Goal(s) of Program:

Check and explain which key business area(s) or directive this program fulfills.

- | | |
|---|---|
| <input type="checkbox"/> Academic Excellence | <input type="checkbox"/> Technical Excellence |
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Financial Vitality | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Academic Education & Career Access | <input type="checkbox"/> Communications |
| <input type="checkbox"/> Cultural Awareness/Community Service | <input type="checkbox"/> National Directives |

RESPONSIBILITIES (Complete sections applicable to your program)

RESERVATIONS/SET UP- Indicate the estimated cost and person responsible.

- ✓ Space(s) reserved:
- ✓ Banner space request submitted:



✓ Other:

PROFESSIONAL CONTRACTS/PURCHASES – Indicate estimated cost and person responsible.

✓ Purchase order request submitted:

✓ Contract received/signed:

✓ Other:

TECHNICAL – Indicate estimated cost and person responsible.

✓ List all Audio/Visual needs (sound, outlets, etc):

✓ Other:

PUBLICITY – How did you make use of the following publications? Indicate size and quantity.

Newspaper ad(s)	Posters	Flyers	Social Sites
Press release	Banner	Calendar	Other

HOSPITALITY – Indicate estimated cost and person responsible.

✓ Transportation arranged
Arrival information Departure information

✓ Lodging arranged:
Hotel information

✓ Food service arranged:

Other:

SECURITY – Indicate estimated cost and person responsible.

✓ Security:

✓ Parking arranged:

✓ Other:

THANK YOU NOTES – If sent, indicate to whom.

PLEASE ATTACH ANY SUPPORTING DOCUMENTATION.



ATTACHMENT C: PROGRAM PLANNING SHEET EXAMPLE



NATIONAL SOCIETY OF BLACK ENGINEERS

PROGRAM PLANNING SHEET

LOGISTICS

Date: 10/1/13 Chapter: Corpus Christi Professionals
Name: Keisha Pullum Committee Name: Technical Excellence
Program: Technology Day
Date of Program: 2/14/14 Time of Program: 8am-5pm
Duration of Program: All Day
Committee Members: Programs Zone Members (could list by name)
Key Contact Person(s): Keisha Pullum
Expected Attendance: Members 10-25 Community 75 includes students

Goal(s) of Program:

To introduce the membership and community to new and existing technology. This program will serve as the first activity within National Engineers Week.

Check and explain which key business area(s) this program fulfills.

- | | |
|--|--|
| <input type="checkbox"/> Academic Excellence | <input checked="" type="checkbox"/> Technical Excellence |
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Financial Vitality | <input type="checkbox"/> Environmental Justice |
| <input checked="" type="checkbox"/> Academic Education & Career Access | <input type="checkbox"/> Communications |
| <input checked="" type="checkbox"/> Cultural Awareness/Community Service | <input type="checkbox"/> Professional Development |
- _____

RESPONSIBILITIES (Complete sections applicable to your program)

RESERVATIONS/SET UP- Indicate the estimated cost and person responsible.



- ✓ Space(s) reserved: Yes, ballroom of the student union
- ✓ Banner space request submitted: Yes
- ✓ Other: Tables will be set up by university staff. Committee members will check with those with displays for other needs. Table cloths and such will be set up by committee members at 7am the morning of the event

PROFESSIONAL CONTRACTS/PURCHASES – Indicate estimated cost and person responsible.

- ✓ Purchase order request submitted: The university space request has been submitted
- ✓ Contract received/signed: All contracts have been signed with the university and waivers signed
- ✓ Other: Water and snacks for display participants must be purchased

TECHNICAL – Indicate estimated cost and person responsible.

- ✓ List all Audio/Visual needs (sound, outlets, etc): We will need an intercom system. This will be rented/borrowed from the university. Renting could cost about \$100
- ✓ Other:

PUBLICITY – How did you make use of the following publications? Indicate size and quantity.

- ✓ Newspaper ad(s) ✓ Posters ✓ Flyers
- ✓ Radio ad(s) Press release ✓ Banner ✓ Calendar
- Other

HOSPITALITY – Indicate estimated cost and person responsible.

- ✓ Transportation arranged
Arrival information: Participants will arrive and set up at 7:30am Departure information: We must be out of the space by 6pm
- ✓ Lodging arranged:
Hotel information: Not necessary
- ✓ Food service arranged: We will purchase food for the display participants and set it up in a closed off space

Other:

SECURITY – Indicate estimated cost and person responsible.



- ✓ Security: provide by university
- ✓ Parking arranged: participants will have guest passes

Other:

THANK YOU NOTES – Will be sent to display participants upon confirmation and conclusion of the event.

2. The next step is to complete the timeline of activities:

Date Due	Activity	What	Who	Action Items	Completion Date
10/10	1 st Meeting	Delegate Responsibilities	Committee	Given	
10/30	2 nd Meeting	Update on previous action items	Committee	Given	
11/15	Space Rental Money Due	Obtain receipts and other documents for treasurer	Keisha	none	
11/30	Last committee meeting of the semester	Update on previous action items	Committee	Given	
1/20	4 th Meeting	Update on action items and discuss any last minute issues	Committee	Given	
1/30	Last meeting	Updates, Issues	Committee	Given	
2/5	Confirm with university and participants	Are they coming Is the Space Prepared	Keisha And Jackie	None	
2/14	EVENT DAY	See event day schedule			

3. Keisha has decided that a committee of 15 will be enough to handle the event. The responsibilities are delegated below:

- ✓ Reservations/Set-Up- Jackie
- ✓ Technical Assistance- Edwin
- ✓ Speaker- Will
- ✓ Publicity- Anthony
- ✓ Hospitality- Dr. Ashley
- ✓ Security- Adrienne

The committee decides that 5 meeting will be adequate. They will meet at the University Union. They will meet on 10/30 and 11/30.



5. The budget for the Technology day is \$550. This represents 25% of the programs budget for the year. They have decided that this event is important enough to their community and the mission to use this much of their budget. Money will be spent as such:

- Audio System- Free, provided by the University
- Space- Free
- Intercom System - \$100, rental from university
- Display Participants- Free, they will donate their time and resources
- Honorariums- \$50 for thank you note and postage
- Door Prizes- Will be donated by local businesses
- Refreshments- Catered by local restaurant and they will spend \$400

6. Day of Event Timeline

7. Will and Edwin will collect all participant evaluation forms as participants leave the event. Keisha will complete the program evaluation sheet. The committee will analyze them 1 week after the event. Thank you notes will be sent to display participants by Ashley no later than one week after the event.



ATTACHMENT D: PROGRAM EVALUATION FORM



NATIONAL SOCIETY OF BLACK ENGINEERS
PROGRAM EVALUATION FORM

Date: _____ Chapter: _____
Name: _____ Committee Name: _____
Program: _____
Date of Program: _____ Time of Program: _____
Duration of Program: _____
Committee Members: _____
Key Contact Person(s): _____
Key Sponsor(s): _____
Actual Attendance: Members _____ Community _____

GOALS OF PROGRAM

- ✓ Accomplished (with explanation):
- ✓ Unaccomplished (with explanation):

KEY BUSINESS AREAS

- Accomplished (with explanation):
- Unaccomplished (with explanation):

PROGRAM RESPONSIBILITIES

- ✓ Which Responsibilities exceeded the estimated cost?

Responsibility	Estimated Cost	Actual Cost	Why?
_____	_____	_____	_____

- ✓ Which Responsibilities were not accomplished by estimated date?



Responsibility Why?

✓ Main aspect(s) of program that went very well.

Main Aspect

Why?

RESOURCES USED

Choose one and explain why:

Outstanding

Good

Fair

Poor

✓ Name:

✓ Office:

✓ Phone/Fax:

✓ Email:

OVERALL COMMENTS AND EVALUATION:

Rating of overall program

Outstanding

Good

Fair

Poor

Why?

PROBLEMS OR CONCERNS FOR FUTURE PLANNING:

✓ Problem/Concern

✓ Suggestion for resolving

PLEASE ATTACH ANY SUPPORTING DOCUMENTATION



ATTACHMENT E: PROGRAM PARTICIPANT EVALUATION FORM



NATIONAL SOCIETY OF BLACK ENGINEERS
 PROGRAM PARTICIPANT EVALUATION FORM

Participant Evaluation Survey					
I am an:	Attendee	Presenter	Executive Board Member	Committee Member	
Other (please describe): _____					
Please use the following scale to answer the questions about the program you attended.			5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree		
1. This program as a whole met my expectations.	5	4	3	2	1
2. This program had the right content.	5	4	3	2	1
3. This program was well organized.	5	4	3	2	1
4. Attending this program has benefited me professionally.	5	4	3	2	1
5. This program was scheduled at an appropriate time.	5	4	3	2	1
6. This information presented at this program was of value to me.	5	4	3	2	1
7. The depth of information in this program was appropriate for me.	5	4	3	2	1
8. The meeting facility was adequate.	5	4	3	2	1
9. This program was well organized and well delivered.	5	4	3	2	1
6. What is your overall opinion of this program? Excellent Very Good Adequate Fair Poor					
7. Will you participate in this program next year? Definitely yes Probably yes Maybe Probably not Definitely not					
9. What feedback can you offer us to improve future programs? 					
10. NSBE-Professionals would like to improve the demographic appeal of its programming. Please answer the following questions (optional).					
a) Your Gender: M or F					
b) Your age range: <22 23 to 28 29 to 35 36 to 45 >45					
c) Your involvement with NSBE-Professionals: chapter member national member both neither					