

**National Society of Black Engineers (NSBE)  
Region IV**

1975-2005  
1975-2005

**Long Range Plan  
Version 2  
For the Year 2005  
Approved by the Region IV Executive Board  
April, 1999**

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## **INTRODUCTION**

Herein lies the Long Range Plan (LRP) for the National Society of Black Engineers (NSBE) for the year 2005 as revised by the LRP committee. The revision committee held their first meeting at the 1996 National Convention where they outlined the LRP process and developed a draft mission statement. During the second meeting, held in Alexandria, Virginia, the committee researched past, present and potential future activities of NSBE and, as a result, developed and finalized the new and official NSBE mission and vision.

The vision defines “where the organization is going and what it will be when it gets there.” The mission defines the purpose of the organization and as such determines the society’s priorities.

The committee then moved forward and defined seven key business areas and derived objectives, goals, strategies and measures (OGSM) for each that will lead NSBE to realize it’s mission and intimately experience it’s vision. The key business areas include the following:

1. Academic Excellence
2. Technical Excellence
3. Leadership
4. Communications
5. Financial Vitality
6. Cultural & Community Awareness
7. Continuous Education & Career Access

At the final LRP meeting, the committee developed critical subgroups to support each business area and then arduously developed, modified, and approved objectives, goals, strategies and measures (O.G.S.M) for each subgroup. For each objective exists at least 1 goal. Likewise, for each goal exists at least 1 corresponding strategy and for each strategy exists at least 1 corresponding measurement. Notice the goal places a numeric target of success on the objective and the measure provides the numeric target of success for each strategy. The results from this process generated the NSBE Long Range Plan for the year 2005.

Herein lies the Region IV adaptation of the Long Range Plan with the intent of implementing the National Long Range Plan in the states of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. The Region IV Long Range Plan (LRP) will only prove effective if every Regional and chapter board member incorporates the LRP into our planning processes, which should ultimately drive all of our daily activities. Each member remains accountable to the success of the society; and as such, we must all take ownership of our organization and its mission and vision. The success of the Society, is now in our hands. We will now set the standard! Let us all step up to the challenge and bring NSBE to the greatest realm of success the world has ever known!!!

Adapted from the National Long Range Plan Introduction written by:

S. Gordon Moore, Jr.  
National Leadership Institute Planning Chair ('99)  
National Chair-Emeritus ('97 - '98)  
National Chairman ('95 - '97)

# **ONGOING RESPONSIBILITIES**

## **REGIONAL CHAIR**

Establish Regional Objectives during elected term that focus the Region on specific positions to achieve the objectives, goals, strategies and measures set forth. Monitor and report the LRP, measure deadlines and recommend re-evaluation of any missed O.G.S.M.

## **REGIONAL ADVISORY BOARD**

Insure the LRP is rigidly followed as the Region's leadership changes from year-to-year. Work closely with the elected officers of each new administration to insure that there is proper and continuous integration of executive board positions and staff support.

## **CHAPTER PRESIDENTS**

Establish responsibility for specific positions to achieve the objectives, goals, strategies and measures set forth. Insure the Regional and chapter implementation of the National Directives and Regional Objectives.

## **GENERAL MEMBERSHIP**

Hold leadership accountable to the Long Range Plan. As such, make sure that you and the organization are moving in the direction of our mission and vision by accomplishing the objectives of the Long Range Plan. Be sure all activity in the name of NSBE is in alignment with the LRP.

# **ONGOING MEASUREMENT**

## **CHAPTER LONG RANGE PLANS**

NSBE chapters must develop a 5-10 year chapter Long Range Plan - that falls in line with their respective regional and the national LRP's. They should be designed in such a way that the individual fulfillment of each chapter plan directly leads toward the fulfillment of the corresponding National LRP measure.

## **FUTURE**

Evaluate and measure the Society's success based on the LRP at each national convention. Make necessary revisions and continue to update the long range plan. Evaluate if we are accomplishing the objectives set forth.

## **INCORPORATION INTO AWARDS**

Chapter and Regional achievements towards the LRP objectives will be incorporated into the awards judging process at every level of the organization.

# **NSBE MISSION & VISION**

## **MISSION**

NSBE's mission is to increase the number of culturally responsible Black engineers who excel academically, succeed professionally, and positively impact the community.

## **VISION**

The NSBE experience empowers its members to reach their full potential. We are encouraging our membership to continue the legacy while maintaining leadership roles in NSBE, Black communities, and other professional organizations. We instill pride and add value to the members which cause them to want to give back to NSBE in order to produce a continuum of success.

NSBE sets the standard of excellence in providing services to engineering, science and mathematics students. . We maximize our potential collectively to facilitate the development of accomplished Black engineers.

We are advancing a cultural paradigm that inspires the Black community to achieve greater engineering and scientific feats than ever before.

## **7 KEY BUSINESS AREAS WITH SUBGROUPS**

1. Academic Excellence
  - A. GPA
2. Technical Excellence
  - A. Student Research Opportunities/Other Technical Excellence Objectives
3. Leadership
  - A. Leadership Skills
  - B. Sphere of Influence
  - C. NSBE History, Bylaws & Constitution
4. Communications
  - A. Information Lag Time
  - B. Breadth of Information Transfer
  - C. Information Accessibility
5. Financial Vitality
  - A. Sound Expenditures
  - B. Financial Officers Training
  - C. Cash Income
6. Cultural & Community Awareness
  - A. Community Service
  - B. Awareness and Activities
  - C. Pre-College Initiative (PCI)
7. Continuous Education & Career Access
  - A. Career Planning
  - B. Engineering Black Faculty
  - C. Entrepreneurial Development

# ACADEMIC EXCELLENCE

## GPA

**Objective:** Increase the Grade Point Average (GPA) for all Region IV members in school.

**Goal:** To have at least 75% of the NSBE Region IV student membership maintaining a GPA at or above 3.0, and possessing quality study skills.

**Strategies:**

1. Implement COMPREHENSIVE academic teaching sessions at the Region IV conferences and at the chapter level
2. Develop and implement comprehensive alumni and corporate/student mentoring programs
3. Identify vital statistics (GPA distributions, avg. GPA, etc.) for all engineering, science and math students, black students and current NSBE Region IV members (commission or tap into existing scientific studies/data, and Work with Engineering Administrations to acquire).

**Measures:**

1. Implement teaching sessions at 100% of NSBE chapters and Region IV conferences by **March, 2001**  
*(Expected Completion date February 2000 by 1999-2000 Region IV AE Chair)*
2. Alumni chapters have a formal mentoring program for NSBE students by **December, 2001**  
*(Expected Completion date February 2000 by 1999-2000 Region IV AE Chair)*
3. Conduct periodic studies/research/surveys to monitor change in GPA per time by **January, 2001**

## **TECHNICAL EXCELLENCE** **Research Opportunities & Experiences**

**Objective:** Increase professional, graduate and undergraduate research opportunities & experiences for Region IV members.

**Goal:** By the year 2005, have at least 75% of NSBE student members exposed to at least one research experience by the end of the first semester/quarter of their senior year.

**Strategies:**

1. Region IV Bulletin articles on research experiences.
2. Establish a clearing house by identifying major sources for research opportunities, and establish a system of communication with NSBE members and program directors
3. Obtain and develop funding sources and information for research grants.
4. Provide technical research forums to review, learn and reward undergraduate, graduate and post-graduate technical research
5. Provide membership with convenient, technical certification opportunities

**Measures:**

1. One article about various research experiences per issue of the Region IV Bulletin by **September, 2000**
2. Facilitate placement of at least 100 Region IV students in research programs by **September, 2001**  
*(Expected Completion date May 2000 by 1999-2000 Region IV AE Chair)*
3. Identify research grants totaling at least \$20,000 annually by **September, 2000**  
**(No update given)**
- 4.1. Initiate informational workshop at each Region IV conference by **September, 1999**  
*(Expected Completion date February 2000 by 1999-2000 Region IV AE Chair and SRC CPC)*
- 4.2. Implement technical research forums and awards at all Region IV conferences by **September, 2000**  
*(Expected Completion date February 2000 by 1999-2000 Region IV AE Chair and SRC CPC)*
5. Offer technical certification courses at all Region IV Professional Development Conferences by **September, 2002**  
*(Expected Date of Completion November 2000)*

**Other Technical Excellence Objectives:**

1. Establish a mechanism for NSBE Region IV members to get involved with white paper research pertaining to community issues (i.e. "The Impact of Toxic Dumping in Black Communities")
2. Establish a research clearing house and information network (via the World Wide Web & internet news group)
3. Establish a mechanism for contract research
4. Establish a mechanism for patent funding, research and development
5. Continue to establish Special Interest Groups (i.e. - Telecommunication and Environmental) that keep the society abreast of critical issues effecting Technology.

# LEADERSHIP

## Continuous Development of Effective Leadership Skills

**Objective:** All NSBE Region IV leaders (all student and alumni national, regional and chapter executive board members and committee chairpersons) will develop skills that are characteristic of effective leaders.

**Goal:** 100% of all Region IV leaders will participate in ongoing leadership training and development.

**Strategies:**

1. Develop a leadership training module that insures the formal continuity and transition of information from year to year, and level to level (regional and chapter) for the entire NSBE Region IV leadership (students, alumni, and advisors)
2. Use workshops and meetings at all Region IV conferences to continue the training of all Region IV and chapter leaders
3. Develop a coordinated, strategic, curriculum based plan for the Region IV Leadership Institute for all Region IV and chapter officers

**Measures:**

1. A developed leadership training plan that will go into effect by **June, 2000**  
**(No update given)**
2. Implement at least one leadership workshop track at all Region IV conferences, and at least two workshops per year at each chapter by **August, 2000**  
*(Expected Completion date February 2000 by 1999-2000 Region IV SRC CPC)*
3. 100% of the NSBE Region IV officers attend at least one leadership training session during elected terms by **June, 2000**  
**(No update given)**

## LEADERSHIP

### NSBE Needs to Expand Its Sphere of Influence

**Objective:** Establish coalitions and coordinated efforts with other nonprofit organizations that either directly or indirectly effect the technological arena, as well as the Black community at large.

**Goal:** Quarterly to annual meetings with the leaders of identified nonprofit organizations.

**Strategies:**

1. Continuously identify list of appropriate (strategic) nonprofit organizations (i.e. – Diversity Summit, the Association Resource Directory)
2. Seek membership and offices within other (strategic) nonprofit organizations
3. Establish a well defined Black technical organization network within Region IV

**Measures:**

1. Review the list of identified nonprofit organization by **March, 2000** and update annually.  
*(Expected Completion date March 2000 by 1999-2000 Region IV Chair and Secretary)*
2. 50% of NSBE Region IV membership actively involved in at least one of the identified organizations by **December, 2001**  
*(Expected Completion date April 2000 by 1999-2000 Region IV Secretary)*
- 3.1 Create a written definition and policy for NSBE interaction with other Black technical organization by **May, 2000**  
**(Policy should come down from National Executive Board)**
- 3.2 Have joint meetings with other Black technical organizations within Region IV by **January, 2003**

## **LEADERSHIP**

### **Knowledge of NSBE History, Long Range Plan, Constitution & Bylaws**

**Objective:** NSBE Region IV officers have a working knowledge of NSBE's background.

**Goal:** 100% of NSBE Region IV officers pass an exam on NSBE's History, LRP, Constitution & By-laws every year.

**Strategies:**

1. Implement and update regularly, the testing and orientation module that is given annually at the leadership training sessions for national, regional and chapter officers and staff
2. NSBE officers and staff required to participate in training modules and pass all established tests, as a condition of holding a position or employment

**Measures:**

1. Complete development and implementation strategy for testing and orientation modules by **June, 2000**

**(This is a national initiative and should be brought down by the National Executive Board)**

2. 100% of NSBE Region IV officers complete training module by **December, 2000**

**(This is a national initiative and should be brought down by the National Executive Board)**

# COMMUNICATIONS

## **Information Lag Time**

**Objective:** Decrease lead time between information origination and dissemination.

**Goal:** Members and affiliates informed of society events within 72 hours.

**Strategies:**

1. Develop the NSBE Region IV telecommunications system such that it fully supports the timely deliverance of electronic mail documents to members and affiliates of the organization.
2. Establish and develop a policy for the NSBE Region IV Web service capable of announcing society events virtually INSTANTANEOUSLY, and linked with all relevant sites of interest to NSBE
3. Schedule telecommunications training seminars at Region IV conferences

**Measures:**

1. Complete and distribute to membership by **August, 2000** a NSBE Internet production package which includes the following:
  1. System Overview
  2. User Documentation
  3. Technical Support
  4. Existing and Planned Services

*(Measure Completed-1999-2000 Region IV Telecommunications Chairperson)*
2. Have Web page listing NSBE Region IV events and links in full operation by **January, 2000** for NSBE members  

*(Expected Completion date November 1999 by 1999-2000 Region IV Telecommunications Chair)*
3. 100% of Region IV membership trained on the World Wide Web, Internet and NSBENET by **September, 2001**

# COMMUNICATIONS

## **Breadth of Information Transfer**

**Objective:** Increase the number of individuals reachable using existing broadcast media that will allow a single message to reach every NSBE Region IV member and its affiliates.

**Goal:** Utilize cost effective broadcast media to reach 100% of NSBE Region IV members and affiliates.

**Strategies:**

1. Establish policy for the use of the NSBE Web with respect to providing users with accurate and up-to-date NSBE Region IV information
2. Allow television media access to NSBE Region IV functions
3. Promote chapter, regional and national functions via radio
4. Promote press releases regarding issues pertaining to the black engineering and educational community
5. Develop a comprehensive 800 events/activities line accessible by the NSBE community and the community at large
6. Standardize NSBE Region IV communication processes

**Measures:**

1. Post NSBE Region IV news to NSBE Web on a weekly basis by **April, 2000**  
*(Measure Completed-1999-2000 Region IV Telecommunications Chairperson)*
2. NSBE Region IV will have at least 1 major television broadcast highlighting NSBE Region IV programs, members and/or activities each year by **September, 2000**
3. Have 1 or more radio broadcasts (promoting technical excellence) for the Region IV community at large by **January, 2001**
4. Have 2 or more NSBE Region programs highlighted in major publications (newspapers, magazines, etc.) by **December, 2000**
5. Establish an 800 events line for all NSBE events by **August, 2000**
6. Develop and distribute Region IV communications guidelines and flow charts to 100% of chapters by **October, 1999**  
*(Measure Completed-1999-2000 Region IV Communications Zone)*

# COMMUNICATIONS

## **Information Accessibility**

**Objective:** Increase the level of accessibility of information generated at the Regional level, and increase the use and knowledge of the World Wide Web and home pages as a primary information vehicle.

**Goal:** Identify and prioritize the NSBE Region IV community in order to insure that information is made available to the appropriate segment of the NSBE Region IV community, as well as survey and train the NSBE Region IV community in World Wide Web and home page efficiency.

**Strategies:**

1. Establish and maintain an Internet electronics documents archive (electronic library or filing cabinet)
2. Establish and link all (student and alumni) chapter home pages to the Region IV page

**Measures:**

1. Establish an area accessible to members and affiliates which will allow file transfer of pertinent NSBE Region IV documents (memos, proposals, constitution, by-laws, etc..) by **August, 2000**  
*(Measure Completed-1999-2000 Region IV Telecommunications Chairperson)*
2. 75% of all chapter home pages linked to the Region IV home pages by **January, 2001**  
*(Measure Completed-1999-2000 Region IV Telecommunications Chairperson)*

## **FINANCIAL VITALITY** **Sound Expenditures**

**Objective:** Ensure NSBE Region IV makes sound financial expenditures aligned with the other key business areas of the long range plan.

**Goal:** 85% of all NSBE Region IV expenditures either directly or indirectly aligned with the LRP.

**Strategies:**

1. Base budgets on a maximum range of prior year actual expenses
2. All programs must show continuous progress toward meeting their long range objective within a 3 year period or be eliminated
3. Cost/Benefit analysis performed on an annual basis.
4. Increase net revenues annually

**Measures:**

1. The total NSBE Region IV Budget expenses will be no more than 5 % over the previous year's actual expenses from **1999 through 2002**
2. No greater than 10% of budget going towards efforts that are not showing progress towards their long range objectives within 3 years by **June, 2002**
3. Cost/Benefit criteria and program identified beginning by **May, 2000**
- 4.1 Use audited financial reports to evaluate beginning **immediately**
- 4.2 NSBE Revenues show increase at a rate of 10% per year beginning **June, 2000**

**FINANCIAL VITALITY**  
**Training of NSBE Financial Officers**

**Objective:** All NSBE Region IV financial officers are trained and pass a test in basic NSBE financial practices.

**Goal:** 100% of financial zone trained in NSBE financial practices on an annual basis.

**Strategy:**

1. In order to receive funds, treasurers must be trained

**Measures:**

1. 100% of funding allocated ONLY to trained treasurers by **July, 1999**

## **FINANCIAL VITALITY** **Cash, Income and Revenue**

(1) **Objective:** Diversify and balance income sources.

**Goals:**

1. A diversified portfolio in the Year 2003 that breaks down as follows:
  - 35% Income from Revenue Generating Venues
  - 50% Income from Corporate Sponsorship/Support
  - 10% Income from Grants/Proposals, Fundraisers and Governments
  - 5% Income from Investments
2. NSBE income will grow 30% or more by the year 2003

**Strategies:**

1. Have financial planner design an action plan that will achieve the long range income goals

**Measures:**

- 1.1 Financial planner to develop plan to reach goals by **July, 2000**.
- 1.2 Reach income goals by **August, 2001**

**(This is a national initiative and should be brought down by the National Executive Board)**

(2) **Objective:** Continuous cash flow to cover expenses and build a safety reserve.

**Goal:** Ensure NSBE always maintains adequate funding and cash flow (establishment of NSBE reserve of at least 30% of prior year budget).

**Strategies:**

1. Set policy for the mid-year budget modification process
2. Monitor cash flow quarterly along with policy to adjust the budget accordingly

**Measures:**

1. Revised written policy by **September, 2000**
2. Written quarterly report from finance zone December, March, June, and September of each year beginning **September, 1999**.

## CULTURAL & COMMUNITY AWARENESS

Cultural & Community Awareness is knowing one's history and being aware of the status of one's community on a local and global level. It means having positive self-esteem regarding one's ethnic background and actively seeking and working as a role model among peers and the youth. In addition, it defines a person who remains politically aware and/or active and is fervently committed to giving back to the community through donations of service, time and money.

## CULTURAL & COMMUNITY AWARENESS

### **Community Service**

**Objective:** NSBE Region IV will contribute to the community by lending technical expertise, financial resources, personal effort and attention.

**Goal:** At least 80% of NSBE Region members will involved in some form of organized community service projects, i.e. mentoring, PCI activities etc.

**Strategies:**

1. Generate a list of service projects or service opportunities
2. Create a registry of services contributed
3. Create a service form. Chapters have members complete the form upon completing service goal
4. Determine appropriate incentives for submitting projects
5. Provide incentives for performing service projects

**Measures:**

1. Each region will list 2 or more projects per chapter by **September, 2000**
2. Registry will annually include 50% or more of membership beginning **January, 2001** and rise to 80% or more of the membership by **December, 2003**
3. Service forms developed by **September 1999**
4. Service form completed by 40% of students by **March, 2000**
5. Develop and implement service incentives by **January, 2001**

## CULTURAL & COMMUNITY AWARENESS

### Enhancing Cultural Awareness and Activities Among NSBE Members

**Objective:** Enhance cultural awareness and activities among NSBE members.

- Goals:**
1. To make available cultural awareness workshops (20% of all workshops Region IV Conferences as follows:
  2. Effective immediately, 10% of the articles in the NSBE Magazine pertain to cultural awareness issues critical to the vitality of the African and African-American communities.

**Strategies:**

- 1.1 Establish a list of cultural awareness topics of interest to NSBE Region IV students
- 1.2 Obtain and develop a list of workshop speakers and facilitators.
- 1.3 Secure standard materials for the execution of workshops
- 1.4 Evaluate workshops for effectiveness
2. Work articles into the NSBE Region IV Bulletin

**Measures:**

- 1.1 Secure workshops as outlined above all Region IV conferences by **January, 2001**
- 1.2 Bi-annually update list of workshop speakers and facilitators by **September, 2000**
- 1.3 Complete membership surveys to evaluate workshop and facilitator effectiveness by **April, 2000**
- 1.4 Increase available workshops in proportion to increases in membership by **September, 2000**
2. Articles scheduled into NSBE Region IV Bulletin by **May, 2000**

# CULTURAL & COMMUNITY AWARENESS

## **Pre-College Initiative Programs**

**Objective:** NSBE Region IV members to take an active role in stimulating and encouraging pre-college students to pursue engineering and other technical disciplines.

**Goal:** 100% of chapters to participate in established National and Region IV PCI programs.

**Strategies:**

1. Establish firm financial support for PCI programs
2. Implements National PCI programs manual in Region IV
3. Provide more Region IV support for NSBE Jr.
4. Host annual Region IV Camping Conferences
5. Provide PCI training workshops at Region IV Conferences
6. Identify effective means of publicizing PCI
7. Establish a means of tracking each PCI student's academic progress
8. Document all PCI activities and evaluate their effectiveness
9. Strengthen and increase the number of Region IV NSBE Jr. Chapters

**Measures:**

1. At least 50% of PCI Budget supported by grants, foundation support, and private donations by **December, 2002**
2. Implement National PCI Programs book in Region IV **March, 2000**
- 3.1 Conduct a NSBE Jr. Mini Conferences at all Region IV Fall Conferences **immediately**
- 3.2 Region IV PCI Chairs trained in effective PCI programs development by **December, 1999**
- 3.3 Publish Chapter NSBE Jr. UPDATE's by **December, 1999**
- 4.1 Implementation of National Camping Conference Guide by **December, 1999**  
**(Guide had to be developed nationally before it can be implemented)**
- 4.2 Coordination of annual Region IV camping conferences by **December, 2000**
5. Annual PCI programs workshops at Region IV Conferences by **December, 1999**  
*(Measure Completed-1999-2000 Region IV PCI Chair)*
- 6.1 Complete investigation of possible media exposure by **December, 2000**
- 6.2 The undertaking of 1 major regional media to showcase PCI activities to the community by **December, 2000**
- 7.1 75% of all chapters have database of PCI students in their area by **March, 2001**
- 7.2 Have a Region IV database containing all chapter PCI information at NSBE Headquarters by **December, 2001**  
**(No update given)**

8.1 75% of established chapters to submit a monthly report on their PCI activities  
by **July, 2000**

**(No update given)**

8.2 Chapter PCI Chairs will be surveyed annually on the effectiveness of their  
programs beginning **March, 2000**

**(No update given)**

9. At least 10 NSBE Jr. Chapters by **January, 2001**

**(No update given)**

# CONTINUOUS EDUCATION & CAREER ACCESS

## Long Range Career Planning

**Objective:** To facilitate and encourage long range career planning & professional development for all NSBE Region IV members.

**Goals:** All chapters and regions (with the assistance of nationals) will develop a career decision & analysis model (when should you pursue an advance degree, PE certification, business degree, or what professional area [sales, manufacturing, design, teaching, etc.] you should be in).

**Strategies:**

1. Develop a generic manual on how to create a campus model that each member can use
2. Develop the model in computerized form
3. Members should measure progress against model quarterly
4. Identify key persons to check on progress of development of model
5. Establish a Regional (could be joint) technical professional development conferences that focuses on the development of the black technical professional
6. Form alliances with other professional organizations

**Measures:**

- 1.1 Identify experts to develop manual by **August, 1999**
- 1.2 Develop manual by **June, 2000**
- 2.1 Develop computerized model by **September, 2000**
- 2.2 Pilot manual and computerized model activated at 2 Region IV chapters by **December, 2000**
3. 50% of chapters within Region IV will use model to measure each quarter/semester beginning **December, 2001**
4. Identify key person at each chapter to implement model by **September, 2001**
5. Professional development conferences should be implemented in Region IV by **October, 2003**
6. At least two meetings per year (at least one with the black technical organizations only) by **December, 2001**

## CONTINUOUS EDUCATION & CAREER ACCESS

### **Increase the Number of Black PhD's in Engineering, Science and Math**

**Objective:** Increase black PhD's in engineering, science and math in Region IV.

**Goal:** To increase the number of blacks in engineering, science and math PhD graduates by 50% by the Year 2005.

**Strategies:**

1. Survey existing population to determine interest and barriers
2. Identify and catalog the number of Black engineering faculty by field and school
3. Maintain Black engineering faculty directory
4. Catalog Black engineering seniors and Graduate students
5. Develop educational and promotional workshops, articles and videos for students to encourage an academic career path
6. Identify and develop alliances with colleges and universities
7. Identify skills graduate students need to become successful students and/or professors
8. Design a model for a Black faculty mentor program at colleges and universities within Region IV
9. Annual Black faculty/Graduate student reception at Region IV Fall Conference
10. Survey Black faculty to identify potential linkages with NSBE Region IV

**Measures:**

1. Complete population survey by **December, 1999**
2. Identify and catalog by **March, 2001**
3. Complete Black faculty directory by **June, 2001**
4. Catalog seniors and graduate students by **December, 1999** and update **annually**  
*(Expected Completion date December 1999 by 1999-2000 Region IV Charter Membership Chair)*
5. Schedule workshops at Region IV Conferences by **March, 2000**
6. Identify top engineering schools in Region IV along with top producers of black engineering students, and develop alliances by **March, 2001**
7. Identify skills to be successful by **March, 2000**
8. Design mentor program model by **August, 2000**
9. Host annual Black faculty/graduate student reception by **March, 2001**
10. Complete survey by **March, 2000** to determine what has historically occurred and what is in the pipeline to determine annual targets by **June, 2001**

# **CONTINUOUS EDUCATION & CAREER ACCESS**

## **Entrepreneurial Development**

**Objective:** Provide training and exposure to NSBE Region IV members (with a focus on the members of the Alumni Extension) on the various facets of owning and operating a business.

**Goal:** To increase the number of NSBE Region IV members in entrepreneurial ventures and activities for themselves.

**Strategies:**

1. Spotlight entrepreneurial ventures and members in articles in issues of the NSBE Region IV Bulletin (articles should feature a NSBE member or other successful African American business persons)
2. Provide entrepreneurial workshops, seminars, lectures and forums at all Region IV Conferences
3. Chapters identify local black owned businesses for spotlighting, and participating in workshops, lectures and forums.

**Measures:**

1. At least four articles per year in the Region IV Bulletin by **September, 2000**
2. Entrepreneurial workshops, lectures, and/or forums at all Region IV Conferences by **August, 2000**
3. All NSBE Region IV chapters compile a list (and update it every year) of local black owned businesses by **January, 2001**

## Appendix A

### ACKNOWLEDGMENTS

The following persons and chapters have dedicated both their time and energy to make the Region IV Long Range Strategic Plan a reality. Many thanks goes out to all the individuals who have given constructive criticism, suggestions, and support to both the National and Regional Long Range Plans.

#### ***Region IV Executive Board 1998-99***

Delano M. White	Chairperson	University of Michigan-Ann Arbor
Akissi Lewis	Vice-Chairperson	University of Illinois-Chicago
Narei Ngwenya	Secretary	Michigan Technological University
Mark Richmond	Treasurer	Illinois Institute of Technology
Keisha Slaughter	Programs Chair	Northwestern University
Jocelyn Whitfield	Telecommunications Chair	University of Cincinnati
Jason Morris	Finance Chair	University of Michigan-Ann Arbor
Shamaya Creagh	Publications Chair	Kettering University
Nathan Willis	Charter Membership Chair	Wayne State University
Maria Matthews	Academic Excellence Chair	Kettering University
Shanika Hurst	Pre-College Initiative Chair	Kettering University
Kaysee Fortenberry	Assistant Treasurer	Southern Illinois University-Carbondale
Keala Bell	Leadership CPC	Illinois Institute of Technology
Jacque Moore	Fall CPC	Wayne State University
Tony Diaz	Spring CPC	University of Milwaukee-Wisconsin
Ernest Adams		Chairperson Emeritus/Parliamentarian
Gregory "Olushola" Posey		Alumni/Student Relations Chair
Tina Ellis		Alumni Extension Chairperson
Eugene Hawkins		Advisory Board Chairperson

#### ***Region IV Chapters***

University of Akron  
 Bradley University  
 Case Western Reserve University  
 Central State University  
 Chicago State University  
 University of Cincinnati  
 Cleveland State University  
 University of Dayton  
 Devry Institute of Technology-Chicago  
 University of Detroit-Mercy  
 University of Evansville  
 Ferris State University  
 Grand Valley State University  
 Illinois Institute of Technology  
 University of Illinois-Chicago  
 University of Illinois-Urbana Champaign

Illinois Wesleyan University  
Indiana University  
Indiana University-Purdue University at Indianapolis  
ITT Technical Institute  
Kettering University (A & B Sections)  
Lawrence Technological University  
Marquette University  
Michigan State University  
University of Michigan-Ann Arbor  
University of Michigan-Dearborn  
Michigan Technological University  
Milwaukee School of Engineering  
University of Minnesota  
Northern Illinois University  
Northwestern University  
University of Notre Dame  
Oakland University  
Ohio University-Athens  
Ohio State University  
Purdue University  
Purdue University-Calumet  
Rose-Hulman Institute of Technology  
Saginaw Valley State University  
Southern Illinois University-Carbondale  
Southern Illinois University-Edwardsville  
University of Toledo  
Tri-State University  
Wabash College  
Wayne State University  
Western Michigan University  
University of Windsor  
University of Wisconsin-Madison  
University of Wisconsin-Milwaukee  
Wright State University  
Youngstown State University

**Appendix B**  
**Officer Duties to Accompany Long Range Plan**

**7 KEY BUSINESS AREAS WITH SUBGROUPS**

1. **Academic Excellence**
  - A. GPA
  
2. **Technical Excellence**
  - A. Student Research Opportunities/Other Technical Excellence Objectives
  
3. **Leadership**
  - A. Leadership Skills
  - B. Sphere of Influence
  - C. NSBE History, Bylaws & Constitution
  
4. **Communications**
  - A. Information Lag Time
  - B. Breadth of Information Transfer
  - C. Information Accessibility
  
5. **Financial Vitality**
  - A. Sound Expenditures
  - B. Financial Officers Training
  - C. Cash Income
  
6. **Cultural & Community Awareness**
  - A. Community Service
  - B. Awareness and Activities
  - C. Pre-College Initiative (PCI)
  
7. **Continuous Education & Career Access**
  - A. Career Planning
  - B. Engineering Black Faculty
  - C. Entrepreneurial Development

# ACADEMIC EXCELLENCE

## GPA

**Objective:** Increase the Grade Point Average (GPA) for all Region IV members in school.

**Goal:** To have at least 75% of the NSBE Region IV student membership maintaining a GPA at or above 3.0, and possessing quality study skills.

**Strategies:**

1. Implement COMPREHENSIVE academic teaching sessions at the Region IV conferences and at the chapter level
2. Develop and implement comprehensive alumni and corporate/student mentoring programs
3. Identify vital statistics (GPA distributions, avg. GPA, etc.) for all engineering, science and math students, black students and current NSBE Region IV members (commission or tap into existing scientific studies/data, and Work with Engineering Administrations to acquire).

**Measures:**

1. **Academic Excellence Chairperson**
2. **Academic Excellence Chairperson, Alumni Student Relations Chairperson**
3. **Academic Excellence Chairperson, HQ Programs Department**

## **TECHNICAL EXCELLENCE**

### **Research Opportunities & Experiences**

**Objective:** Increase professional, graduate and undergraduate research opportunities & experiences for Region IV members.

**Goal:** By the year 2005, have at least 75% of NSBE student members exposed to at least one research experience by the end of the first semester/quarter of their senior year.

**Strategies:**

1. Region IV Bulletin articles on research experiences.
2. Establish a clearing house by identifying major sources for research opportunities, and establish a system of communication with NSBE members and program directors
3. Obtain and develop funding sources and information for research grants.
4. Provide technical research forums to review, learn and reward undergraduate, graduate and post-graduate technical research
5. Provide membership with convenient, technical certification opportunities

**Measures:**

1. **Publications Chairperson**
2. **Academic Excellence Chairperson**
3. **Finance Chairperson**
4. **Academic Excellence Chairperson, Conference Planning Zone**
5. **Professional Development Conference Planning Chairperson**

**Other Technical Excellence Objectives:**

1. **Academic Excellence Chairperson**
2. **Telecommunications Chairperson**
3. **Academic Excellence Chairperson**
4. **Finance Zone**
5. **Alumni**

# **LEADERSHIP**

## **Continuous Development of Effective Leadership Skills**

**Objective:** All NSBE Region IV leaders (all student and alumni national, regional and chapter executive board members and committee chairpersons) will develop skills that are characteristic of effective leaders.

**Goal:** 100% of all Region IV leaders will participate in ongoing leadership training and development.

**Strategies:**

1. Develop a leadership training module that insures the formal continuity and transition of information from year to year, and level to level (regional and chapter) for the entire NSBE Region IV leadership (students, alumni, and advisors)
2. Use workshops and meetings at all Region IV conferences to continue the training of all Region IV and chapter leaders
3. Develop a coordinated, strategic, curriculum based plan for the Region IV Leadership Institute for all Region IV and chapter officers

**Measures:**

1. **Regional Leadership Institute Planning Chairperson, Parliamentarian**
2. **Conference Planning Zone**
3. **Regional Leadership Institute Planning Chairperson**

## **LEADERSHIP**

### **NSBE Needs to Expand Its Sphere of Influence**

**Objective:** Establish coalitions and coordinated efforts with other nonprofit organizations that either directly or indirectly effect the technological arena, as well as the Black community at large.

**Goal:** Quarterly to annual meetings with the leaders of identified nonprofit organizations.

**Strategies:**

1. Continuously identify list of appropriate (strategic) nonprofit organizations (i.e. – Diversity Summit, the Association Resource Directory)
2. Seek membership and offices within other (strategic) nonprofit organizations
3. Establish a well defined Black technical organization network within Region IV

**Measures:**

1. **Secretary, Chairperson**
2. **Secretary, Chairperson**
3. **Secretary, Chairperson**

## **LEADERSHIP**

### **Knowledge of NSBE History, Long Range Plan, Constitution & Bylaws**

**Objective:** NSBE Region IV officers have a working knowledge of NSBE's background.

**Goal:** 100% of NSBE Region IV officers pass an exam on NSBE's History, LRP, Constitution & By-laws every year.

**Strategies:**

1. Implement and update regularly, the testing and orientation module that is given annually at the leadership training sessions for national, regional and chapter officers and staff
2. NSBE officers and staff required to participate in training modules and pass all established tests, as a condition of holding a position or employment

**Measures:**

1. **Parliamentarian**
2. **Parliamentarian**

# COMMUNICATIONS

## **Information Lag Time**

**Objective:** Decrease lead time between information origination and dissemination.

**Goal:** Members and affiliates informed of society events within 72 hours.

**Strategies:**

1. Develop the NSBE Region IV telecommunications system such that it fully supports the timely deliverance of electronic mail documents to members and affiliates of the organization
2. Establish and develop a policy for the NSBE Region IV Web service capable of announcing society events virtually INSTANTANEOUSLY, and linked with all relevant sites of interest to NSBE
3. Schedule telecommunications training seminars at Region IV conferences

**Measures:**

1. **Telecommunications Chairperson**
2. **Telecommunications Chairperson**
3. **Telecommunications Chairperson**

# COMMUNICATIONS

## **Breadth of Information Transfer**

**Objective:** Increase the number of individuals reachable using existing broadcast media that will allow a single message to reach every NSBE Region IV member and its affiliates.

**Goal:** Utilize cost effective broadcast media to reach 100% of NSBE Region IV members and affiliates.

**Strategies:**

1. Establish policy for the use of the NSBE Web with respect to providing users with accurate and up-to-date NSBE Region IV information
2. Allow television media access to NSBE Region IV functions
3. Promote chapter, regional and national functions via radio
4. Promote press releases regarding issues pertaining to the black engineering and educational community
5. Develop a comprehensive 800 events/activities line accessible by the NSBE community and the community at large
6. Standardize NSBE Region IV communication processes

**Measures:**

1. **Telecommunications Chairperson**
2. **Publications Chairperson, Conference Planning Zone**
3. **Publications Chairperson**
4. **Publications Chairperson**
5. **Publications Chairperson**
6. **Communications Zone**

# COMMUNICATIONS

## **Information Accessibility**

**Objective:** Increase the level of accessibility of information generated at the Regional level, and increase the use and knowledge of the World Wide Web and home pages as a primary information vehicle.

**Goal:** Identify and prioritize the NSBE Region IV community in order to insure that information is made available to the appropriate segment of the NSBE Region IV community, as well as survey and train the NSBE Region IV community in World Wide Web and home page efficiency.

**Strategies:**

1. Establish and maintain an Internet electronics documents archive (electronic library or filing cabinet)
2. Establish and link all (student and alumni) chapter home pages to the Region IV page

**Measures:**

1. **Telecommunications Chairperson**
2. **Telecommunications Chairperson**

## **FINANCIAL VITALITY**

### **Sound Expenditures**

**Objective:** Ensure NSBE Region IV makes sound financial expenditures aligned with the other key business areas of the long range plan.

**Goal:** 85% of all NSBE Region IV expenditures either directly or indirectly aligned with the LRP.

**Strategies:**

1. Base budgets on a maximum range of prior year actual expenses
2. All programs must show continuous progress toward meeting their long range objective within a 3 year period or be eliminated
3. Cost/Benefit analysis performed on an annual basis.
4. Increase net revenues annually

**Measures:**

1. **Treasurer**
2. **Treasurer**
3. **Treasurer**
4. **Treasurer, Finance Chairperson**

**FINANCIAL VITALITY**  
**Training of NSBE Financial Officers**

**Objective:** All NSBE Region IV financial officers are trained and pass a test in basic NSBE financial practices.

**Goal:** 100% of financial zone trained in NSBE financial practices on an annual basis.

**Strategy:**

1. In order to receive funds, treasurers must be trained

**Measures:**

1. **Treasurer Emeritus**

## **FINANCIAL VITALITY** **Cash, Income and Revenue**

(1) **Objective:** Diversify and balance income sources.

**Goals:**

1. A diversified portfolio in the Year 2003 that breaks down as follows:
  - 35% Income from Revenue Generating Venues
  - 50% Income from Corporate Sponsorship/Support
  - 10% Income from Grants/Proposals, Fundraisers and Governments
  - 5% Income from Investments
2. NSBE income will grow 30% or more by the year 2003

**Strategies:**

1. Have financial planner design an action plan that will achieve the long range income goals

**Measures:**

1. **Treasurer**

(2) **Objective:** Continuous cash flow to cover expenses and build a safety reserve.

**Goal:** Ensure NSBE always maintains adequate funding and cash flow (establishment of NSBE reserve of at least 30% of prior year budget).

**Strategies:**

1. Set policy for the mid-year budget modification process
2. Monitor cash flow quarterly along with policy to adjust the budget accordingly

**Measures:**

1. **Treasurer**
2. **Treasurer**

## **CULTURAL & COMMUNITY AWARENESS**

**Cultural & Community Awareness is knowing one's history and being aware of the status of one's community on a local and global level. It means having positive self-esteem regarding one's ethnic background and actively seeking and working as a role model among peers and the youth. In addition, it defines a person who remains politically aware and/or active and is fervently committed to giving back to the community through donations of service, time and money.**

## **CULTURAL & COMMUNITY AWARENESS**

### **Community Service**

**Objective:** NSBE Region IV will contribute to the community by lending technical expertise, financial resources, personal effort and attention.

**Goal:** At least 80% of NSBE Region members will involved in some form of organized community service projects, i.e. mentoring, PCI activities etc.

**Strategies:**

1. Generate a list of service projects or service opportunities
2. Create a registry of services contributed
3. Create a service form. Chapters have members complete the form upon completing service goal
4. Determine appropriate incentives for submitting projects
5. Provide incentives for performing service projects

**Measures:**

1. **Programs Chairperson**
2. **Programs Chairperson**
3. **Programs Chairperson**
4. **Programs Chairperson**
5. **Programs Chairperson**

# **CULTURAL & COMMUNITY AWARENESS**

## **Enhancing Cultural Awareness and Activities Among NSBE Members**

**Objective:** Enhance cultural awareness and activities among NSBE members.

- Goals:**
1. To make available cultural awareness workshops (20% of all workshops Region IV Conferences as follows:
  2. Effective immediately, 10% of the articles in the NSBE Magazine pertain to cultural awareness issues critical to the vitality of the African and African-American communities.

**Strategies:**

- 1.1 Establish a list of cultural awareness topics of interest to NSBE Region IV students
- 1.2 Obtain and develop a list of workshop speakers and facilitators.
- 1.3 Secure standard materials for the execution of workshops
- 1.4 Evaluate workshops for effectiveness
2. Work articles into the NSBE Region IV Bulletin

**Measures:**

- 1.1 **Programs Chairperson, Conference Planning Zone**
- 1.2 **Programs Chairperson, Conference Planning Zone**
- 1.3 **Programs Chairperson, Conference Planning Zone**
- 1.4 **Programs Chairperson, Conference Planning Zone**
2. **Publications Chairperson**

# **CULTURAL & COMMUNITY AWARENESS**

## **Pre-College Initiative Programs**

**Objective:** NSBE Region IV members to take an active role in stimulating and encouraging pre-college students to pursue engineering and other technical disciplines.

**Goal:** 100% of chapters to participate in established National and Region IV PCI programs.

**Strategies:**

1. Establish firm financial support for PCI programs
2. Implements National PCI programs manual in Region IV
3. Provide more Region IV support for NSBE Jr.
4. Host annual Region IV Camping Conferences
5. Provide PCI training workshops at Region IV Conferences
6. Identify effective means of publicizing PCI
7. Establish a means of tracking each PCI student's academic progress
8. Document all PCI activities and evaluate their effectiveness
9. Strengthen and increase the number of Region IV NSBE Jr. Chapters

**Measures:**

1. **PCI Chairperson, Finance Chairperson**
2. **PCI Chairperson**
3. **PCI Chairperson, Regional Leadership Institute Planning Chairperson**
4. **PCI Chairperson**
5. **PCI Chairperson, Conference Planning Zone**
6. **PCI Chairperson, Publications Chairperson**
7. **PCI Chairperson**
8. **PCI Chairperson**
9. **PCI Chairperson**

# **CONTINUOUS EDUCATION & CAREER ACCESS**

## **Long Range Career Planning**

**Objective:** To facilitate and encourage long range career planning & professional development for all NSBE Region IV members.

**Goals:** All chapters and regions (with the assistance of nationals) will develop a career decision & analysis model (when should you pursue an advance degree, PE certification, business degree, or what professional area [sales, manufacturing, design, teaching, etc.] you should be in).

**Strategies:**

1. Develop a generic manual on how to create a campus model that each member can use
2. Develop the model in computerized form
3. Members should measure progress against model quarterly
4. Identify key persons to check on progress of development of model
5. Establish a Regional (could be joint) technical professional development conferences that focuses on the development of the black technical professional
6. Form alliances with other professional organizations

**Measures:**

1. **Secretary, Alumni**
2. **Secretary, Alumni**
3. **Secretary, Alumni**
4. **Secretary, Alumni**
5. **Alumni, Conference Planning Zone**
6. **Alumni, Conference Planning Zone**

## **CONTINUOUS EDUCATION & CAREER ACCESS**

### **Increase the Number of Black PhD's in Engineering, Science and Math**

**Objective:** Increase black PhD's in engineering, science and math in Region IV.

**Goal:** To increase the number of blacks in engineering, science and math PhD graduates by 50% by the Year 2005.

**Strategies:**

1. Survey existing population to determine interest and barriers
2. Identify and catalog the number of Black engineering faculty by field and school
3. Maintain Black engineering faculty directory
4. Catalog Black engineering seniors and Graduate students
5. Develop educational and promotional workshops, articles and videos for students to encourage an academic career path
6. Identify and develop alliances with colleges and universities
7. Identify skills graduate students need to become successful students and/or professors
8. Design a model for a Black faculty mentor program at colleges and universities within Region IV
9. Annual Black faculty/Graduate student reception at Region IV Fall Conference
10. Survey Black faculty to identify potential linkages with NSBE Region IV

**Measures:**

1. **Charter Membership Chairperson**
2. **Charter Membership Chairperson**
3. **Programs Chairperson**
4. **Academic Excellence Chairperson, Charter Membership Chairperson**
5. **Academic Excellence Chairperson, Conference Planning Zone**
6. **Charter Membership Chairperson**
7. **Academic Excellence Chairperson**
8. **Academic Excellence Chairperson**
9. **Charter Membership Chairperson, Programs Chairperson**
10. **Academic Excellence Chairperson, Charter Membership Chairperson**

# **CONTINUOUS EDUCATION & CAREER ACCESS**

## **Entrepreneurial Development**

**Objective:** Provide training and exposure to NSBE Region IV members (with a focus on the members of the Alumni Extension) on the various facets of owning and operating a business.

**Goal:** To increase the number of NSBE Region IV members in entrepreneurial ventures and activities for themselves.

**Strategies:**

1. Spotlight entrepreneurial ventures and members in articles in issues of the NSBE Region IV Bulletin (articles should feature a NSBE member or other successful African American business persons)
2. Provide entrepreneurial workshops, seminars, lectures and forums at all Region IV Conferences
3. Chapters identify local black owned businesses for spotlighting, and participating in workshops, lectures and forums.

**Measures:**

1. **Publications Chairperson, Assistant Treasurer**
2. **Conference Planning Zone, Assistant Treasurer**
3. **Assistant Treasurer**