

NATIONAL SOCIETY OF BLACK ENGINEERS

NATIONAL LEADERSHIP CONFERENCE



Communication Zone

The Connection

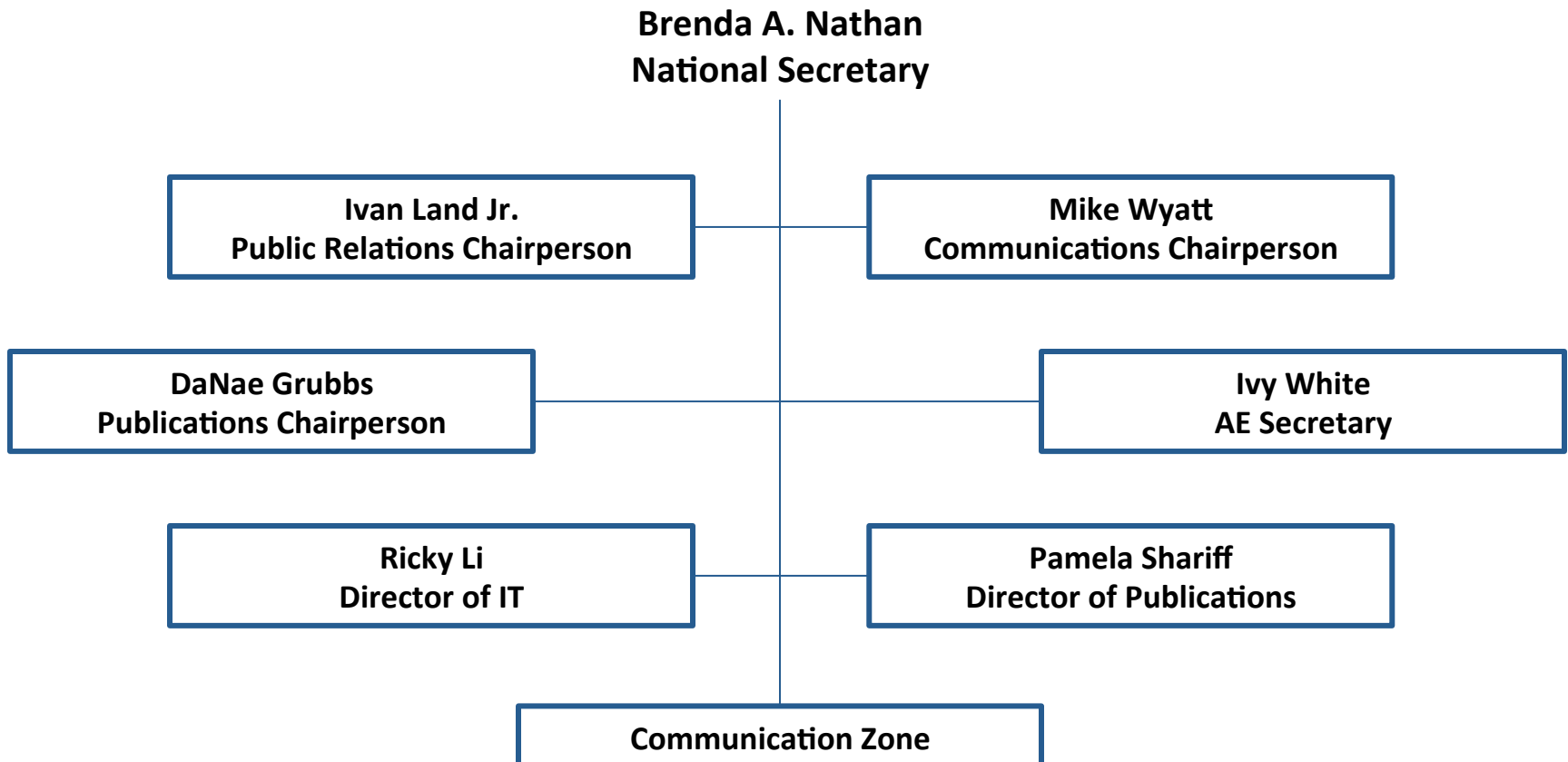
LAST REVISED: 06/03/2011

Agenda

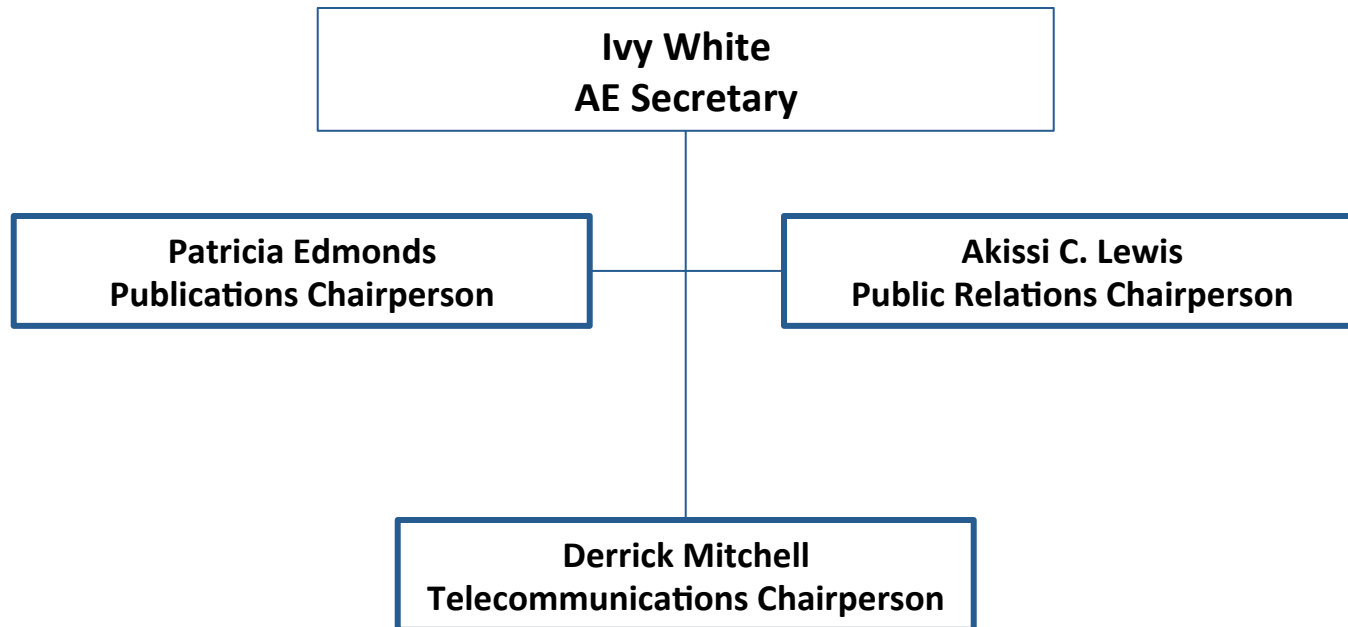


- Meet the Communication Zone
- Roles & Expectations
- The Connection
- The Cases

National Communications Zone



National AE Communication Zone



Contact Information



Pamela D. Sharif, Publisher

703-549-2207 ext. 205

psharif@nsbe.org

Eric Addison, Editor

703-549-2207 ext. 209

eaddison@nsbe.org

Lashonda Winston, Media Coordinator

703-549-2207 ext. 453

lwinston@nsbe.org

Contact Information



- National Communications Chair
Mike Wyatt II
nebcomm@nsbe.org
- Director of IT
Ricky Li
rli@nsbe.org
- LAN Administrator
Sylvester Harriett
sharriett@nsbe.org

HELP DESK!!

All IT requests/questions
should go to:

helpdesk@nsbe.org

Roles of Secretary



- Oversee Comm Zone
- Documentation
- Second pair of eyes
- Strategic Planning
- Train Counterparts
- Collaboration

Roles of Comm/T-Comm Chair



Maintain your website(s)

Promote all levels of NSBE (National, Regional, Chapter) through site updates

Keep site up to date with working links and accurate information

Train counterparts and successors in designing, developing, and maintaining their website(s)

Enforce guidelines for the development of chapter websites that are aligned with the National Communications Policies

Advance the technological impact of NSBE

Keep an eye on new communications technologies

Look for ways to implement these within the society

Maintain written documentation

Submit monthly report of work to zone lead and National Communications Chair

Create a transition report at the end of your term

Role of National PR Chair



- Draft articles that enhance NSBE's public image
- Design and distribute informational brochures
- Make official statements for the organization
- ID other organizations for partnerships
- Produce an official transition report at the close of term

Role of HQ in PR Functions



- Coordinate and manage press and media relations, PR event management, Internet content management, and general Web content editing

Role of Nat'l Publications Chair



- Oversee all national publications not specifically assigned to other NEB committees
 - NSBE (includes the Career Engineer)
 - Bridge
- Approve final content of NSBE publications
- Maintain regional publications liaisons
- Chair Editorial Board
- Produce an official transition report at the close of term

Role of the Publisher



- Manage the Publications & New Media Team: editor, advertising contractors, art director, media associate and Webmaster
- Oversee development and production of advertising and promotion materials, including print, online, electronic media and direct mail
- Bring in the Loot!

Role of the Editor



- Develop editorial calendar
- Commission stories and art from freelancers
- Edit and proofread copy
- Report on membership and industry news
- Assume ultimate responsibility for look and read of publications

Strategic Plan (Publications)



- To keep clear, understandable documentation
 - Each regional pub chair will compile data by end of each quarter
 - CDs will be submitted to incoming chairs
- To expand member-related news in NSBE magazine
 - 60% of each issue will focus on NSBE news
- To increase communication among national & regional chairs
 - Conference calls will occur at the end of each quarter for a total of four by the end of the fiscal year
- To increase awareness of cultural and national issues
 - A minimum of four pages per issue will focus on cultural and national issues

NSBE Magazine Production Dates



- ***NSBE Magazine* Fall 2011**
- Story Ideas Due to Editor: June 3
- Editorial Brainstorming: June 6
- Copy and Images Due to Editor: **July 8**
- Pre-Production Meeting: July 25
- Copy and Images Due to Art Director: **July 29**
- Ad Close Date: Aug. 9
- Files Due to Printer: Sept. 1
- Ship Date: Sept. 16
-

NSBE Magazine Production Dates



- ***NSBE Magazine Winter 2011–12***
- Story Ideas Due to Editor: Aug. 26
- Editorial Brainstorming: Aug. 29
- Copy and Images Due to Editor: **Sept. 30**
- Pre-Production Meeting: Oct. 24
- Copy and Images Due to Art Director: **Oct. 26**
- Ad Close Date: Nov. 29
- Files Due to Printer: Dec. 20
- Ship Date: Jan. 3

NSBE Magazine Production Dates



- ***NSBE Magazine* Convention 2012**
- Story Ideas Due to Editor: Dec. 2
- Editorial Brainstorming: Dec. 5
- Copy and Images Due to Editor: **Jan. 2**
- Pre-Production Meeting: Jan. 23
- Copy and Images Due to Art Director: **Jan. 27**
- Ad Close Date: Feb. 16
- Files Due to Printer: Feb. 24
- Ship Date: March 12
- Convention Starts: March 28

Radio PSAs



- Public service announcements
 - Spot announcements
 - “as-recorded” spots
- Standard length
 - 10 seconds, or about 25 words
 - 20 seconds, or about 45 words
 - 30 seconds, or about 65 words
 - 60 seconds, or about 125 words (not as common)

LOGO



Logo Work

- Work on supplying new logos to all companies we currently do business with
- Look to develop new policies for NSBE Logo (by NLC)
- Personally send licensing information to all chapters PR chairs via regional PR to account for places using the logo.
- NSBE PR Webinars, Showing different aspects of company and how to implement chapter level programs and fundraisers without compromising society image.

Logo Policy will include things such as:

- no "The" when typing "National Society of Black Engineers"
- When on 2 lines, National Society must be on line one and of Black Engineers must be on the second

Logo



- Colors
- Red - PMS 485
- Green – 361



National Society
of Black Engineers

Social Media



- @NSBE Twitter
- Different topics for different days of the week. (Continuation from this year)
- Weekly Chant Competitions (---) Fridays
- NSBE history facts (weekly) First 5 people. 5 people*4 weeks/mnth *12 mnths = 300 incentives such as Mission Spotlight on NSBE News site.
- Mission Mondays, have people submit what the mission means to them and how they're fulfilling it on a daily basis. Retweet the good ones.
- link @NSBE and @NSBECONVENTION using HootSuite

Twitters



- **1. NSBE**
- 2. NSBE_AE (nsbeae)
- 3. NSBE_PCI (nsbepci)
- 4. R1NSBE (Region1NSBE, NSBERegion1, NSBEOneFiyah)
- 5. R2NSBE (NSBERegion2)
- 6. R3NSBE (Region3NSBE)
- 7. R4NSBE (R4NSBE)
- 8. R5NSBE (nsber5)
- 9. R6NSBE (NSBE_RegionsVI, #6secretaries)
- 10. NSBEConvention (nsbeconvention)
- 1. R1NSBE_NEZone (NSBENEZChair)
- 2. R1NSBE_NJZone
- 3. R1NSBE_WAfricaZone
- 4. NSBECanada (nsbecanada)
- 5. R1NSBE_UpstateZone
- **6. R2NSBE_ComfortZone**
- 7. R2NSBE_TerrorZone
- 8. R2NSBE_EndZone
- 9. R2NSBE_DangerZone
- 10. R2NSBE_OZone
- 11. R5NSBE_CajunZone
- 12. R5NSBE_MoZone
- 13. R5NSBE_OKZone
- 14. R5NSBE_BigTexZone
- 15. R6NSBE_NWZone
- 16. R6NSBE_NCaliZone
- 17. R6NSBE_SCaliZone
- 18. R6NSBE_RkyMtnZone
- 19. R6NSBE_SWZone
- 1. R1NSBE_AE
- 2. R2NSBE_AE
- 3. R3NSBE_AE
- 4. R4NSBE_AE
- 5. R5NSBE_AE
- 6. R6NSBE_AE
- **nsbe_ae**

Twitter limits



- 4 Member RTs (up to)
- 4 daily theme tweets (1 intro, 3 tips / tricks / links)
- 3 "Cool" tweets from followers (up to) (1 must relate to daily topic)
- 1 QOTD

- 4 Member RTs (up to)
- 4 daily theme tweets (1 intro, 3 tips / tricks / links)
- 3 "Cool" tweets from followers (up to) (1 must relate to daily topic)
- 3 NSBE News tweets (up to)
- Infinite Replies

- Highest case scenario: 15 Tweets

Twitter Theme



- Themes
- -Monday: Academic Excellence
- -Tuesday: Chapter Highlight
- -Wednesday: Professional Success
- -Thursday: STEM
- -Friday: Leadership

Facebook



- NSBE Facebook Pages / Groups / EVENTS
- -**PAGES** for National NSBE (1), Regions (6), AE (1), Regions AE (6) & Convention (1)
- -ALL Pages should use page type: "Brand, product, or organization" and page category: "Non-Profit"
 - a. National Society of Black Engineers (NSBE)
 - b. Region I - National Society of Black Engineers (NSBE)
 - c. National Society of Black Engineers (NSBE)
Alumni Extension
 - d. Region IV Alumni Extension - National Society of Black Engineers (NSBE)
 - e. Convention Page name up to CPC discretion



- ALL NSBE Programs (AEx, Tech Excellence, Freshman Retention, Etc.) and PCI will report through the main NSBE page
- Zones (19) & Chapters will use **Groups**
- ALL NSBE Events should have **EVENTS** created by the entity hosting the event (Regional Board PAGE, Chapter Board Group, etc.)
- There will be no other Facebook **Pages or Groups** allowed.

eNews



- National eNews
- Regional eNews
- CPC eNews

National eNews



- Disseminated every 3rd Tuesday of the month
- Due date to submit ALL content, graphics, etc. ONE WEEK prior to dissemination date
- Contains National information, conferences, regional information, scholarships, academics, etc.
- If interested in submitting an article please use the eNews Article Request Form

Regional eNews



- Disseminated 2nd Tuesday of every month in addition to a “catch all” eNews – 4th Tuesday (if deemed urgent/necessary)
- Due one week prior to dissemination date
- Submit all content to Regional Secretary –
 - Include all content
 - Include graphics
 - Include links
- Regional Secretary – Fill out Request form

CPC eNews



- Disseminated 1st Tuesday of every month
- Deadline – one week prior to dissemination
- Contain FRC information
- Annual Convention information
- Submit Regional FRC information to National Secretary through Request Form

eNews Requirements



- Detailed information about eNews will be emailed with samples
- Graphic dimensions
- How To information
- Schedule
- Link to Request Form

**You are free to come up with your own template – if interested please email Mike Wyatt, National Comm Chair – nebcomm@nsbe.org

Website



- Policies & Procedures

- Content

- Name, organization and chapter should be clearly marked
 - Must have links to the Mission, LRP, History, Torch and NSBE Directives.
 - Must provide contact information for ALL executive officers (no personal contact info).
 - Must have Annual Convention info
 - Must have listing of all Society-sponsored conferences and events throughout the year
 - Must not contain religious content



UPDATE UPDATE UPDATE!!!



- Regional
 - Must provide online training material, such as forms, meeting information, How-To documents, document archive, etc.
 - Must provide links to other regional and national pages
 - Must provide a list of all chapters within the region, even if page link has been deactivated
 - Regional archives should be made available to other regions
 - Any sites that do not follow will NOT be linked

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Communications Zone Case Studies

Agenda



- Objectives & Guidelines for executing the Cases Study exercise
- Overview of Case Studies
- Presentation of each Case Study
- Team Breakouts (Case work)
- Team Readouts/Presentation

The Case Study Method



A case study approach is used in order to complement the formal training courses and eventual “on-the-job” learning you do every day. The case study method:

- Provides Real World Context - Not only does this case material apply more directly to the ‘real world,’ but it represents realistic, ambiguous situations we find ourselves in.
- Explores Multiple Perspectives – Perspectives shared by your peers can offer a viewpoint different from your own, and one which you may not have considered.
- Requires Critical Thinking and Analysis – Case studies require critical thinking and empirical decision making to reach a conclusion. This method allows for a ‘no-risk’ environment to practice.
- Allows Participants to Synthesize their Learning & Experience – The case will require you to fall back on several aspects of your experience and knowledge to produce an effective recommendation.

Case Study Objectives



Objectives of the case study exercise are to:

- Encourage you to **work collaboratively**
- Expose you to the **analytical thinking** process necessary to recommend a business strategy
- Further develop your **problem solving** skills using real world context
- **Introduce you to colleagues** at Accenture who will become part of your network
- Continue to develop your **client-facing presentation** skills

Case Format



Client: (1) Chapter Officers; (2) Conference Attendees; (3) NCPC; (4) NSBE Membership; (5) Communications Zone

Business Issue: (1) Determine the content and programming of Regional Leadership Conferences; (2) Publicity for Conference programming; (3) Value added support for National Convention publicity; (4) Increased awareness of NSBE programming; (5) Meeting Communication Zone milestones, goals & objectives

Case Format:

- You will work in teams to formulate a recommendation for the client
- An e-mail from a member of the National Communications Zone is sent to each team which contains an outline of the business issue
- Teams will use provided reference material to formulate the business case, where applicable
- Teams may also reference any external documentation in addition to the documents provided
- Teams will also have National Com Zone members to reach out to for expertise and perspective
- Teams will formally present their recommendation to the mock client as the capstone activity

Case #1 - RLC



Client: Chapter Officers

Business Issue: Determine the content and programming of Regional Leadership Conferences

Case Content:

- Short timeline to RLC
- Incorporate key messages from the NEB and National Communications Zone (incl WHQ)
- Incorporate key skills and capabilities learned at NLC
- Ensure consistency across regions were applicable
- Inclusion of Alumni, Collegiate & PCI components
- Foster a spirit of collaboration and urgency across Collegiate & Alumni board members
- Equip Chapter officers with what they need to function locally
- Heighten awareness of Communications staff at WHQ and how they can be leverage
- Gain buy-in of Regional Board to Communication importance as well as objectives

Case #2 – FRC's



Client: Conference Attendees

Business Issue: Publicity for Conference programming

Case Content:

- Audience consists of PCI, Alumni, Collegiate, Advisors, BCA companies
- Leverage all internal media outlets (eNews, Regional & National websites, etc.)
- Leverage all appropriate external media outlets
- Develop timeline with critical path of critical Communication milestones
- Incorporate messaging required and suggested by National Communications Zone and WHQ
- Be innovative in marketing ideas
- Be inclusive of all NSBE programming
- Determine how it incorporate and publicize National Convention
- Tailor messaging appropriately for all NSBE constituencies
- Include all logistics details (registration, accommodations, etc.)
- Foster a spirit of collaboration and urgency across Collegiate & Alumni board members

Case #3 - NCPC



Client: NCPC

Business Issue: Historically the Regional Communications Zone has not had a big role, if at all with publicity and communications for the Annual Convention. Determine how to provide value added support for National Convention publicity.

Case Content:

- Inclusion of all NSBE constituencies: PCI, Collegiate, Alumni, Advisors, BCA, WHQ
- Consistency across all regions
- Leverage internal & external media outlets
- Cross collaboration in planning (Collegiate, Alumni, WHQ)
- Leverage National Communications Zone
- Determine how to funnel and incorporate feedback (student, alumni, etc.) to NCPC

Case #4 – NSBE Membership



Client: NSBE Membership

Business Issue: Increased awareness of NSBE programming

Case Content:

- Audience consists of PCI, Collegiate, Alumni
- Heighten awareness of NSBE programming across all audiences
- Increase participation in NSBE programs across all audiences
- Leverage both internal and external media outlets
- Incorporate 'grassroots' publicity approaches
- Determine how to leverage WHQ
- Foster a spirit of collaboration and urgency across Collegiate & Alumni board members

Case # 5 – Communications Zone



Client: Communications Zone

Business Issue: Meeting Communication Zone milestones, goals & objectives

Case Content:

- Prioritization of pertinent communications
- Identification of key messages
- Established cadence and critical path
- Streamlined duties and cross-team leverage
- Incorporation of WHQ support
- Standardization where applicable
- Consistent & sustainable usage of available media outlets
- Inclusion of priorities across PCI, Collegiate, Alumni, WHQ
- Foster a spirit of collaboration and urgency across Collegiate & Alumni board members

Questions?

