

Regional Publications/Public Relations Chairperson shall:

1. Be responsible for all regional publications, not specifically assigned to other REB members.
2. Evaluate, approve, and finalize the general content of “The Source” with the assistance of volunteers from the Region.
3. Produce and distribute four (4) editions (two in fall/two in spring) of a regional newsletter, namely “The Source”.
4. Evaluate publication alternatives and implement new initiatives to optimize the dissemination of regional publications.
5. Serve as the Regional representative in NSBE Magazine.
6. Develop guidelines to assist the region in organization of research and documentation of past and present NSBE affairs and leadership.
7. Direct activities and find literary contributions that reinforce knowledge of all aspects of NSBE history.
8. Prepare and submit article affecting the public image of NSBE to other publications.
9. Design and distribute brochures containing information about NSBE to NSBE chapters, other organizations, corporations, and general public.
10. Make official statements for the organization with the approval of the Regional Chair.
11. Research, document, and distribute college engineering and scholarship information to high school students through public relations materials.
12. Design and have published informational brochures, all carrying the NSBE logo and name, to be distributed to NSBE chapters, high schools and the general public.
13. Identify other black engineering student/professional organizations for the purpose of collaboration and/or support.
14. Create and submit press releases for each Regional Conference to media outlets (i.e. newspapers, radio stations, TV stations) to obtain coverage.

15. Collaborate with Conference Planning Committees to obtain speakers for Regional Conferences.
16. Serve on the National Public Relations Committee.
17. Serve on the National Publications Committee.
18. manage all regional social media accounts (Facebook, Instagram, Twitter)
19. facilitate communications between regional board & membership (via GroupMe, social media, etc.)