Agenda

• Introductions
• Roles and responsibilities
• Comm Zone Reign supreme criteria
• Discussion
Secretary Tia Lee

- School: Michigan State University :)
- Major & year: Computer Science, Junior
- NSBE member since 2017
- Fun fact: Forbes 30 under 30
Introductions
Communications Zone

PR/Publications Chair Aaliyah Jeter

• School: Michigan State University
• Major & year: Chemistry, Senior
• NSBE member since 2017
• Fun fact: fav color is pink
Introductions
Communications Zone

Omolara Olabisi - Telecommunications Chair

• School: Northwestern University
• Major and year: Biomedical Engineering, Junior
• NSBE since 2017
• Add a fun fact
We want to know you!

Name
Position
School and Major
Why did you join NSBE?
What are your personal goals within your chapter as [position]?
Secretary
Responsibilities

Administrative
- Meeting Minutes
- Templates
- Keeper of Official Documents
- Chapter email account

Management
- Comm Zone Manager
- Enforcer of the NSBE Brand
- Manages chapter’s social media accounts
Publications/Public Relations

Publications
• Manages the Visuals
  • Creates flyers & advertisements
• Protector of the NSBE Brand
  • Enforces the logo policy

Public Relations
• Voice of your Chapter
• Social Media Manager
  • Facebook, Twitter, Instagram
• Spread the Word
Publications/Public Relations

Which is correct?
Publications/Public Relations

Ensure some space next to logo
Rule of thumb: leave $\frac{1}{4}$”

Min. size for printed documents:
$\frac{3}{8}$” x 5/16”

Min size for electronic display: 60 x 51 px
Publications/Public Relations

- Be Interactive
- Get the Word Out
- Be Creative
- Validate
Telecommunications

Regional Board...

• Maintain website
  – Updating content
  – Improving functionality
• Educate the region about computer applications, the Internet, and the tech industry

Chapter Board...

• Update website and work with PR/Pub Chair
• Serve in Communications Zone
• Develop initiatives for chapter members to become more technologically literate
• Educate chapter members about the technology industry
Telecommunications

• **Website**
  – Establishing legitimacy for your chapter
  – Providing members another location for information
  – Accessible to several parties
    • Company sponsors, faculty, potential members
Region Reign Supreme

• Increase National and Regional following on **all** social media platforms
  – Instagram: @r4nsbe
  – Twitter: @r4nsbe

• Increase social media engagement with the use of **hashtags**
  – #NSBELuv, #WhyNSBE, #MyNSBE, #Region4
  – **Must use #Region4 to count!**
Discussion
NSBE Goals

National Directives
Regional Goals
Communications Zone

r4secretary@nsbe.org
r4pub@nsbe.org
r4telecom@nsbe.org