NATIONAL SOCIETY OF BLACK ENGINEERS

Region IV Leadership Conference

August 9-11, 2019
Indianapolis, IN

Membership Zone
Introduction

Indiana Tech
B.S. Industrial & Manufacturing Engineering
M.S. Engineering Management

Past NSBE experience: Telecommunications, Parliamentarian, Academic Excellence, Vice President, Senator (current), R4 MEmsbership

Outside of NSBE: RA for two years, pep band, track for a year ½, yoga on Thursdays, play A LOT of 2K….

Fun Fact: Before it was a trend my dad kept snakes as pets. Boots was the largest she was about 15 ft. long.
Welcome to Membership Training!

- We will start with ice breaker because
- Everyone circle around and holds hands. The goal of the game is to get the hula hoop around the circle as fast as possible. We will do one round and see how it goes, then try a round in silence. To emphasize FOCUS.
- Round one: we’ll just see how it goes, and time ourselves.
- Discussion… What did you guys notice about the exercise? What made going through the hula hoop easier?
- Round two: Let’s try the exercise without saying a word.
- Discussion… How did we do this round? What skills did we use this round that we didn’t last round?
- Round three: Let’s get a plan, see if we want to move people around to make it most efficient.
- Discussion… Best time yet? We listened to each other and planned the process.
Overview

- Icebreaker (FOCUS)
- Discussion
Ice Breaker
Round one
Ice Breaker
Round two
Ice Breaker
Round three
**Recruitment**

1. Do an event for freshman orientation…10K by 2025 won’t happen without numbers.
2. Each one, get one. Tell your members to bring a new person to the next general meeting, and preach the gospel of NSBE. *Gospel of NSBE is come here to get a job.* Meanwhile, you gain a support system, scholarships, and networking opportunities.

**Retention**

1. Retention program, everyone should have one. Some form of mentorship, NSBE buddies, Big-Little… other names of your retention programs?
2. Have ice breakers/team bonding more often at general body meetings.
3. Membership should be seeing all sides of NSBE. F4mily and business, have a beginning of the year cookout and have a company speaking at a meeting.
4. Have fun at general body meetings… Could I have some of y’all share what a typical meeting is like?
Roles

● Your role is to keep membership engaged.
● You do that by making sure they are prepared for conferences and conventions. What is your chapter’s general body meeting look like leading up to conferences and conventions?
● Making sure there is a balance between F4mily and business. How often does your chapter have icebreakers in meetings?
My Role in Helping You Succeed….

● Providing resources
  ○ There will be a toolkit coming soon from the National Membership Chair, it will have flyers, regional chants, and other useful information.

● Communicate any membership struggles with me…
  ○ Having problems getting support from your college? Need event ideas? Membership morale is down? Need to know more about a conference? Do you feel like there are not enough scholarships available?
  ○ Understand that I am the voice for you all. Let me know what worked well and what didn’t.

● Did you know that I can...?
  ○ Edit names and positions in NSBEconnect
Responsibilities

- Understand your role in 10K by 2025
  - Mentorship program to build a stronger pipeline
  - Recruit, recruit, recruit.
  - How did you get recruited for NSBE? How do you think it could be better?
- Head of the mentorship program.
  - Do any of your schools have a mentorship program?
  - Be intentional when you select Big/Little pairings. For example, group people by: major, or career goals
  - Check-in on their relationships. Hold Bigs accountable for interacting with their Little.
- Make sure membership knows benefits.
  - Communicate scholarship opportunities
  - Chapter relief fund when money is an issue.
- In order to get benefits you have to be a national paid member. Set a deadline, it’s $15.
Preach the Gospel of NSBE

Hey, you’re black or marginalized. You’re an engineering major. You should be at the National Society of Black Engineers meeting on (date) at (time). We meet in the (location).

Sometimes the potential member shows up, if they don’t….

Hey, we missed you at the National Society of Black Engineers meeting. Why didn’t you come? (It’s important to ask this question because it could bring them into the family, what if they don’t have a ride? or came by but was scared to come in?)
Preach the Gospel of NSBE

If they ask why should I join?

First and foremost the organization is made for you. You want a job when you graduate? Career fair. Don’t you like free money? Scholarships.

[Now this is where you lock them in. Everyone wants a job after college, but not many know what it takes... GPA requirements, study skills, test taking skills, building a resume, interviewing skills, how to dress.]

Now it is your job to create this environment for them.
Goals

● Leverage the ecosystem - increase membership engagement
  ○ 1,000 registrants for FRC
  ○ Workshops centered around conference/convention readiness - 30 sec. pitch, Interview Tips, professional dress, resume reviews

● Lead with Purpose - Growth and Development for all NSBE leaders
  ○ Every chapter should have a mentorship program
    ■ Mentorship Programs - Bigs and Littles will have generations of connections. Ideal situation: you see your big on the career fair floor and get an interview. (I've seen it happen)
  ○ Leadership Shadow Initiative
    ■ Reach out to Regional Programs Chair or RLC Chairperson and join.
Membership Zone Goals

- Every chapter has a mentorship program.
- 1,000 registrants at FRC.
- Increase membership numbers consistently.

Contact Me

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Priorities

1. Increase membership numbers year round
2. Have another recruitment push for second semester.
3. Penetration rates can be determined by your admissions office, college deans and outreach offices
   a. Further assistance:
   b. Chapter Advisor, Diversity offices, Regional Membership Chairperson
   c. Calculation: % of students in STEM majors vs. # of members in chapter
   d. Further Calculation metrics: % of students who graduate, trans
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