



# Northern Illinois University NSBE Chapter Strategic Plan

2019-20 Academic Year

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# Executive Summary

## PURPOSE AND FOCUS

- The following presentation outlines the objectives, goals, and strategies that the Northern Illinois University NSBE Chapter will use to fulfill the Society's National and Regional Directive, as well as our mission statement.
- Our primary focus this year will be targeting the incoming freshmen and upper level high school students due to them being the first wave (undergraduates earning degrees in 5-6 years) of students who will be consisting of the graduating class of 2025.
- The plan of focus will be to increase retention-based programming, documentation, and utilizing all three layers of our membership to reach the demographic of students who will consist of the 10,000.



# Vision

“UNDER CONSTRUCTION”

- The Northern Illinois University chapter has laid a significant foundation in regards to building a strong leadership dynamic that has brought tremendous success. Now, our attention must be towards building and retaining our membership, alumni support, corporate affiliation, CEET collaboration, and beyond to continue to grow as a great and efficient chapter.



# Leadership Engagement



# Leadership Engagement

## Goals

- OPEN DOOR POLICY
- SMOOTHER TRANSITIONING
- FILL CHAPTER E-BOARD
  - Continuation from last year
- COLLABORATE WITH CEET AND BLACK ORGANIZATIONS
- PROMOTE FAMILY CULTURE

## Execution Strategy

- Build a culture of being approachable
  - E-Board can communicate internally and externally regarding NSBE and non-NSBE related business.
- Enforcing transition reports, and one-on-ones with predecessors and successors
- Cultivate interest in E-Board by handpicking membership if there is not any clear interest
  - Leadership Shadow Initiative – Leadership Speed Dating
  - E-Board for a Day Meetings
- Host an event with SHPE and SWE, and assisting the coordination of an Engineering/STEM Expo with BSU
- Having opportunities to bond as an E-Board



# Increase Membership and Retention



# Increase Membership and Retention

## Goals

- INFORMATION ASSESSIBILITY
- INCREASED MEMBERSHIP INTERACTION DURING MEETINGS
- INCREASED NON-MEETING EVENTS THROUGHOUT YEAR
- EACH ONE, REACH ONE

## Execution Strategy

- Make information regarding chapter business and events easier to access
  - Website Overhaul
  - Having clear and concise messages universally on all social media platforms and emails (More sharable graphics)
- Initiate “Let’s Talk” sessions throughout the year to open up dialogue with membership regarding a variety topics or issues faced
- Diversify programming
  - NSGAINZ, Technical Skill Workshops
- Improving the process of following up with prospective members



# Academic Excellence





# Academic Excellence

## Goals

- Enact more NSBE Retention Program initiatives
- Chapter Semester GPA of 3.0 or higher
- Professional Development
  - Solid resumes and LinkedIn profiles
  - Interview, communication, and networking skills
- 7 scholarships and 7 internships/co-ops

## Execution Strategy

- Hold goalsetting/plan of action workshops during the year for students to be accountable to
  - Notetaking, time management, prioritization, course scheduling
- Study tables and tutoring opportunities for core classes
- Utilize chapter advisor to get an average of chapter GPA before and after fall semester
  - Or have a platform for members to report their GPA anonymously



**T.O.R.C.H.**



# Technical Outreach & Community Help

## Goals

- Increase engagement with precollegiate demographics
- Increased community presence and interactions
  - Continued from last year
- Create projects that can be presented and worked on with membership and precollegiate students

## Execution Strategy

- Plan at least one visit to a local high school, middle school, and NSBE Jr. chapter
  - Local chapters can also be invited to chapter events or CEET events in which we can speak with them.
- Collaborate with NIU programs regarding community outreach
- Assemble Engineering Project Team
  - Collaborate with SAE Clubs



# Cohesive Programming



# Cohesive Programming

## Goals

- Create a logical flow in which all programs can be connected to each zone
- Make diverse programming a priority
- Become a contender for Region IV Amazing Race
- Collaboration with CEET and Black Organizations

## Execution Strategy

- Create a more detailed yearly plan that discusses more than dates and times
  - Timeline for communication/advertisement, plans for finances to fund programs, strategy for membership outreach
- Create as least 3 non-GBM based programs for each semester.
- Complete more NSBE Programming Reports to submit to Regional Programs Chair
  - Clear and purposeful metrics that our chapter can use as well
  - Membership Feedback



# Financial Sustainability



# Financial Sustainability

## Goals

- Increase chapter budget by 30% annually
  - Continued from last year
- Develop and improve fundraisers for our chapter
- Partner with more companies
- Increase membership financial literacy and competency
  - Continued from last year

## Execution Strategy

- Secure 3 company partnerships
  - Improve Sponsorship Packet
- Football game fundraising for early semester games
- Hold 3 different fundraisers during the year that could take the strain off of pizza sales
- Complete ETAS and CEET Funding applications ahead of time
- Host at least one financial workshop

Secure the bag and execute – “Don’t do it alone!”

