

About this deck

On September 22, 2015, NOBCChE president Talitha Hampton presented her vision for NOBCChE and strategy for the future. This deck contains an overview of NOBCChE 2014-2015 accomplishments, introduces the new leadership, and sets a course for 2015-2016 and beyond.

Visit the [NOBCChE Strategy Website](#) to learn more about the NOBCChE strategic plan and progress

“The NOBCChE strategy will drive our thinking and our actions in the years ahead as we strive to transform this NOBCChE into a high performing technical organization that is advancing the careers of its members, serving the community, and promoting STEM.

Together, we can be confident that by delivering our strategy, we will execute our mission of creating an eminent cadre of people of color in STEM.”

Talitha Hampton





NOBCChE[®]

The National Organization for the Professional Advancement of Black Chemists & Chemical Engineers

NOBCChE Vision & Strategy For the Future

Talitha Hampton

President, NOBCChE

September 22, 2015



- 42nd Annual Conference Review
- 2014-2015 Organizational Initiatives
- Remembering our Heroes
- NOBCChE Elections 2015
- NOBCChE Strategic Plan
- Summary

41st Annual Conference New Orleans



Highlights

- 260 presented abstracts (Organizational record)
- Conference attendance up 4%
- Student registration up 20%
- STEM Weekend Registration up 5%
- Total sponsorship and grants \$181,550
- First Ever “Mentor on the Map” awarded given to Dr. Gloria Thomas

Opportunity Areas

- Student Fellowship sponsorship down \$20,000
- Professional registration down 10%

2014-2015 Organizational Initiatives



New Chems on the Block:

- NOBCChE launched the New Chems on the Block professional committee to advocate for and provide resources to early-career professionals in the chemical sciences and allied fields.



NOBCChE Social Media Team

- **Twitter:** @NOBCChE
- **Instagram:** @Official_NOBCChE



Remembering our Heroes



Sandra Parker Mitchell



Dr. Ella Kelley



Dr. Amos P. Kennedy, Sr.

NOBCChE Elections 2015



Chair (One-Year Term)

Malinda Gilmore

Vice Chair (One-Year Term)

Mel Poulson

Officers (Two-Year Term)

President: Talitha Hampton, AstraZeneca

Vice President: Kemal Catalan, 4INNO

Secretary: Sharon Barnes, Retired

Treasurer: Ella Davis, STEMiversity

Regional Chairs (Two-Year Term)

Midwest Regional Representative: Michelle Williams-Harry, BASF

Northeast Regional Representative: Racquel Jemison, The Dow Chemical Company

Southeast Regional Representative: Murrell Godfrey, University of Mississippi

Southwest Regional Representative: Marsha Cole, U.S. Department of Agriculture

West Regional Representative: Thomas Dill, TD Consulting

New Board Members (Three-Year Term)

Roderquita Moore, U.S. Department of Agriculture

Simon Shannon, 3M

Incumbent Directors

Victor Atiemo-Obeng, Retired Dow Chemical Company

Perry Catchings, Sr., NBD Nanotechnologies

Malinda Gilmore, Alabama A&M University

Isom Harrison, Retired, Lawrence Livermore National Laboratories

Alvin Kennedy, Morgan State University

Mel Poulson, Retired, Merck Animal Health

- **Held Electronically**
- **First Election Run-off in NOBCChE History**
- **60% of Eligible Voters submitted ballots**

Senior Leadership



Board Chair
Dr. Malinda Wilson Gilmore
Alabama A&M University



President
Talitha Hampton
AstraZeneca Pharmaceuticals

Senior Leadership



Melvin Poulson
Executive Vice-Chair
Merck Animal Health,
Retired



Dr. Kemal Catalan
Executive Vice-President
4iNNO

Administrative Officers

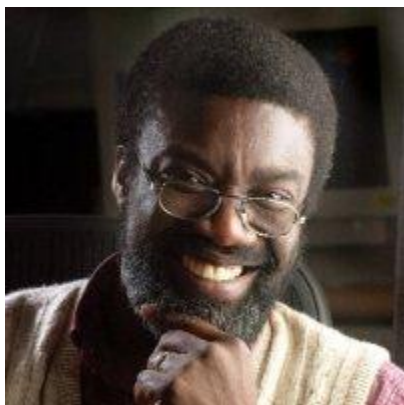


Dr. Sharon Barnes
Executive Secretary
Freeport LNG



Ella Davis
Executive Treasurer
CAPS, ATL

Directors-at-Large



Dr. Victor Atiemo-Obeng
Dow Chemical Company,
Retired



Perry Catchings, MBA
NBD Nano



Dr. Roderquita Moore
USDA Forest Service

Directors-at-Large



Dr. Alvin Kennedy
Morgan State University



Dr. Simon Shannon
3M Company



Isom Harrison
PMZ Real Estate

Regional Chairs



- **Midwest Regional Representative:** Michelle Williams-Harry, BASF
- **Northeast Regional Representative:** Racquel Jemison, The Dow Chemical Company
- **Southeast Regional Representative:** Murrell Godfrey, University of Mississippi
- **Southwest Regional Representative:** Marsha Cole, U.S. Department of Agriculture
- **West Regional Representative:** Thomas Dill, TD Consulting



STRATEGY-

NOBCChE is beginning the first phase of our strategic journey to rebuild strong foundations for creating a high performing organization focused on professional advancement of our members and creating an eminent cadre of people of color in STEM.

Our Mission and Vision



Vision

An influential organization ensuring that African Americans and other people of color are fully engaged in shaping the global scientific community

Mission

To build an eminent cadre of successful diverse global leaders in STEM and advance their professional endeavors by adding value to their academic, development, leadership, and philanthropic endeavors throughout the life-cycle of their careers.

Preserving Our Past and Securing Our Future



NOBCChE has a strong historical legacy that we are committed to preserving

- **1972:** An Ad Hoc Committee was formed with a grant of \$850 provided by the Haas Community Fund and a \$400 grant administered through Drexel University to look at the advancement of black chemists and chemical engineers
- **1974:** First NOBCChE Conference held in New Orleans
- **1978** - Graduate student participation begins with 2 MIT ChE grad students: Jeanne Patrick Yeboth, and Yaw Yeboth.
- **1987:** NOBCChE establishes first student fellowship sponsored by Eastman Kodak
- **1989** - First National Science Bowl held. Science Bowls continues to present.
- **1993:** Winifred Burks-Houck became the first female president of NOBCChE. Dr. Linda Meade -Tollin was first female National Chairperson; and Florence Smith was first female National Treasurer
- **1995** - National Planning Committee established to assume responsibility for Annual Meeting. Prior to this, Regions rotated the responsibility.
- **1995** - NOCCHE AM Technical Program exceeds 100 technical papers
- **1998** - NOBCChE establishes a national website: NOBCChE.ORG.



Preserving Our Past and Securing Our Future



Our future holds very different challenges for us

The fundamental model of membership is different than it used to be

- Members are no longer members for the sake of membership. It must be considered value-added.

The adoption of private sector business practices

- We need to adopt more professional business practices that are in line with expectations of our members and partners

Talent

- We need to regrow a talent base that serves not just on the board, but in other supporting roles. We must empower our members to serve

Competitive intelligence

- We need data driven approaches to understanding trends, competitors, member experience, and organizational capacity

Disruption of members' business and daily lives

- NOBCCChE must be in the flow of the lives of our members. Being a member and serving in NOBCCChE is often seen as burdensome

Driving uptake in a competitive world

- In our 24/7 connected world, anyone can setup shop and serve the needs of our members.

6 Elements of Our Strategic Plan



1. Vision and Mission

- Who we want to become and how we will do it

2. Core Values

- Values that shape the culture and define the character of NOBCChE, serving as a foundation for how we act and make decisions.

3. Strategic Pillars

- The blueprint for our path forward. These pillars preserve our past and secure our future. They are core to the organization

4. Operational Execution Framework

- Principles that drive HOW we do our work

5. Goals and Objectives

- Short-term and medium-term targets that we seek to accomplish

6. Measures and Scorecard

- Our measures are the actual metrics used to gauge performance on objectives. We access our progress using the NOBCChE scorecard.

1. Our Mission and Vision



Vision

An influential organization ensuring that African Americans and other people of color are fully engaged in shaping the global scientific community

Mission

To build an eminent cadre of successful diverse global leaders in STEM and advance their professional endeavors by adding value to their academic, development, leadership, and philanthropic endeavors throughout the life-cycle of their careers.

2. Our Core Values



Our core values shape the culture and define the character of NOBCChE; they serve as a foundation in how we act and make decisions. NOBCChE members live these core values through individual behaviors.

Integrity

Transparency

Accountability

Inclusion and Engagement

Innovative Thinking and
Thought Leadership

Results Orientation

Continuous Improvement



3. Strategic Pillars



- 1. Organizational Infrastructure, Policies and Governance:** Our need for strong and effective governance and policies that are robust and relevant to enable swift and transparent decision making. We cannot advance our mission without this
- 2. Strategies for Returning to Growth:** Our focus on key national programs, initiatives, partnerships, and business ventures to drive organizational growth and generate long-term value for the communities we serve
- 3. Talent Pipeline and Capability Development:** Our strategy to attract, develop and retain great people. We are an all-volunteer organization, but in order to get people to volunteer their time, we must be a high-performing professional organization that provides a return on the investment of that time. Our members are our greatest asset and emerging talent will be the future of this organization.
- 4. Membership Value Proposition:** Our focus on providing value to our membership that is aligned with our mission.
- 5. The NOBCCChE Brand:** We need to build a brand that is professional and will help us tell our customers and stakeholders how we are different from the way we were and from other organizations. We have a great story to tell!

4. Operational Execution Framework



1. Develop clear objectives and measures of performance
2. Map the activities necessary to achieve objectives
3. Identify the resources required
4. Define responsibility for each activity
5. Sequence the activities
6. Implement and manage the overall operation
7. Evaluate progress against the objectives
8. Learning from evaluation
9. Provide evidence of your achievements



5. Goals and Objectives



Goal: To deliver programs that enable successful execution of our mission

Talent Pipeline & Capability Development

- Foster a culture that promotes organizational, professional and operational excellence and advancement
- Provide programs, training, and services that advance the professional careers of our members

Member Value

- Provide effective and timely communications to members
- Establish chapters that are able to regionally respond to member needs
- Ensure that member inquiries are handled in an attentive, timely, effective manner
- NOBCChE services are conveniently accessible to members
- Improve value to members to ensure renewal of membership

The NOBCChE Brand

- Improve awareness of the organization
- Establish qualitative and quantitative research techniques to understand member satisfaction

Return to Growth

- Develop strategies that return the organization to financial growth
- Ensure sufficient gross revenue to invest in added value to members and to fund adequate reserves
- Expand the sources of new and existing revenue and the variety of revenue generating products offered
- Optimize operations to ensure cost efficiencies

Compliance, Organization Governance & Infrastructure

- Develop infrastructure to optimize resources to support global marketplace and expanded growth
- All board committees operate in the manner as outlined in the NOBCChE By-Laws
- Be an open, efficient, and accountable organization that is in line with generally accepted practices and standards

6. Measures and Scorecard



We will develop clear objectives and measures of performance. Our measures are the actual metrics used to gauge performance on objectives. We access our progress using the NOBCChE scorecard



**NOBCChE Scorecard
Coming Soon!**

Our strategic framework gives us focus



Organizational Infrastructure, Policies and Governance



- Governance
- National Programs
- Communications and IT
- Membership
- Research and Sponsored Programs
- National Conference
- Advancement and Development





Governance

Constitution
and By-Laws
Committee

Audit and
Compliance
Committee

Budget and
Finance
Committee

National
Elections
Committee

Administration

Parliamentarian

Knowledge
Management

Meeting
Scheduling and
Readiness

National Programs

Regional
Chairs

STEM Education

Student
Development

Professional Development

Entrepreneurship
& Business
Roundtable

Government &
Policy
Engagement

NOBCChE
Academy

National
Science
Bowl

Science
Bowl

Student
Mentoring
Program

NOBCChE
Future
Talent
Pipeline
Program

New Chems
on the Block

Professional
Programs

Awards

Communications & Information Technology

Public
Relations

News & Media

Website

History
&
Archives

Staff Writers

NOBCChE E-
brief

NOBCChE
Magazine

Social Media

Photography
& Video

Technical
Writing
Fellows

Proceedings

Research and Sponsored Programs



Research and Sponsored Programs

The NOBCChE
Research Institute

Grants and Contracts
Administration

Research
Centers

Data and
Analytics

NOBCChE
Research
Institute
(NRI) Fellows

Grant
Management

Project
Management

Compliance



Advancement and Business Development

Membership

Corporate
Partnerships

Technology
Education
Partnerships

Planned
Giving and
Trusts

Endowment

Capital
Campaign

NOBCCChE
Store

Strategies for Returning to Growth



- Financial Growth
 - Capital Campaign
 - Organizational Grants
- Investment
 - Planned Giving and Trusts
 - Endowment
- Membership Growth
 - Membership Drive



Talent Pipeline & Capability Development



- Student Development
- Professional Development
- Partnerships
 - Corporate
 - Government
 - TEPs
 - Community Colleges
- Professional Development
 - Mentoring Programs



Member Value Proposition



- We are family!
- History and Tradition
- Cultural Understanding
- Networking
- Role Models
- Individualized Student and Professional Development
- Career Opportunities
- Chapter-Centric Focus



Where are we on our Journey?



Summary



- Our strategy addresses our key challenges and opportunities
- We will execute on our strategic imperatives, while transforming the organization
- Every member has a role to play in delivering our strategy
- The NOBCChE operational strategy is still a work in progress
- Give us your feedback. We want to hear from you!



Visit www.NOBCChE.org/Strategic-Plan