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 Vision & Strategy For the Future

Talitha Hampton
President, NOBCChE
September 22, 2015
Overview

- 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%
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, STEMversity

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
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
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 continue 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

<table>
<thead>
<tr>
<th>Category</th>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>The fundamental model of membership is different than it used to be</td>
<td>• Members are no longer members for the sake of membership. It must be considered value-added.</td>
</tr>
<tr>
<td>The adoption of private sector business practices</td>
<td>• We need to adopt more professional business practices that are in line with expectations of our members and partners</td>
</tr>
<tr>
<td>Talent</td>
<td>• 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</td>
</tr>
<tr>
<td>Competitive intelligence</td>
<td>• We need data driven approaches to understanding trends, competitors, member experience, and organizational capacity</td>
</tr>
<tr>
<td>Disruption of members’ business and daily lives</td>
<td>• NOBCChE must be in the flow of the lives of our members. Being a member and serving in NOBCChE is often seen as burdensome</td>
</tr>
<tr>
<td>Driving uptake in a competitive world</td>
<td>• In our 24/7 connected world, anyone can setup shop and serve the needs of our members.</td>
</tr>
</tbody>
</table>
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.
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 NOBCChE 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
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.
Strategy House

Our strategic framework gives us focus

Our Mission

“Creating the Eminent Cadre”

- Talent Pipeline & Capability Development
- Member Value Proposition
- The NOBCChE Brand

Strategies for Returning to Growth

Organizational Infrastructure, Policies and Governance
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

Region al Chairs

STEM Education

Student Development

Professional Development

Entrepreneurship & Business Roundtable

Governme nt & Policy Engageme nt

NOBCChE Academy

National Science Bowl

Science Bowl

Student Mentoring Program

NOBCChE Future Talent Pipeline Program

New Chems on the Block

Professional Programs

Awards
Communications

Communications & Information Technology

Public Relations

News & Media

Staff Writers

NOBCChE E-brief

NOBCChE Magazine

Social Media

Photography & Video

Technical Writing Fellows

Website

History & Archives

Proceedings
Research and Sponsored Programs

The NOBCChE Research Institute

- Research Centers
- Data and Analytics
- NOBCChE Research Institute (NRI) Fellows

Grants and Contracts Administration

- Grant Management
- Project Management
- Compliance
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?

- 18 July: Strategic Planning
- 21 Sept: Board presentation
- 22 Sept: Present to Members

Execution
Change Management
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