Overview of Agenda/Expectations for Participants  Adrianne Callahan, National Programs and Planning Chair

Opening Remarks  National BIG President, Honorable Shirley Jones

Greetings  National Board of Directors Chair, Honorable Katherine Cage

BIG Membership – Things Every BIG Leaders Should Know  Jerry Jackson, National Membership Chair

NOW Generation  Monisha Barnes, NOW Generation Co-Chair

BIG Branding  Lynn Simpson, Communications Chair

990 Compliance and Delegate Strength  Duane Hill, National Assistant Treasurer

Break – 10 minutes

FLASH Test Your Knowledge

AE/EEO Program  Honorable Alice Mercer, AE/EEOCO Chair

BIG Legal Review Program – What it is/What it Isn’t  Aditya McDuffy, National Legal Review Chair

FLAG Program  Honorable J. David Reeves 10 minutes
• ATTORNEY ASSISTANCE PROGRAM THAT PROVIDES A ONE TIME $2500 GRANT TO BIG MEMBERS TO RETAIN LEGAL COUNSEL

• STACK PROGRAM THAT PROVIDES MONETARY ASSISTANCE TO BIG MEMBERS FOR TUITION, BOOKS, ETC…FOR CONTINUEING EDUCATION

• DYLA – THIS IS WHERE WE BUILD FUTURE LEADERS THROUGH DEVELOPMENT PROGRAMS, PROVIDING ASSESSMENTS, ADVANCE LEARNING, AND TAKES YOU OUT OF YOUR COMFORT ZONE TO GAIN NECESSARY EXPERIENCES TO GROW
• REGIONAL TRAINING CONFERENCES THAT PROVIDE TREMENDOUS TRAINING, OJT, AND GOOD SOURCE OF NETWORKING WITHIN RESPECTIVE REGIONS

• THEN THERE IS THE GRAND DADDY OF THEM ALL, OUR ANNUAL NATIONAL TRAINING INSTITUTE (NTI) – TRAINING PRIMARILY DESIGNED TO ELEVATE YOUR DAY TO DAY WORK PERFORMANCE, EMBRACE LEADERSHIP OPPORTUNITIES, AND ENHANCE YOUR PERSONAL DEVELOPMENT AMIDST A CHANGING WORK ENVIRONMENT AND WORLD

BIG MEMBERSHIP BENEFITS CONT…
WE ARE AN ADVOCACY & TRAINING ORGANIZATION OF EQUAL OPPORTUNITY AND PROFESSIONAL DEVELOPMENT FOR EMPLOYEES AT THE FEDERAL, STATE, AND LOCAL ARENAS OF GOVERNMENT WITH MEMBERSHIP OPEN TO ANYONE WHO WOULD LIKE TO JOIN…INCLUDING THE MIL & CTRS

WE ARE MEMBER FOCUSED, A WORLD CLASS ENTERPRISE, AND RECOGNIZED FOR EXCELLENCE

EFFECTIVE MEMBERSHIP RECRUITMENT
THINGS OFFICERS SHOULD KNOW

• LEARN PARLIAMENTARY PROCEDURES
• GAIN UNDERSTANDING OF:
  • ROBERTS RULES OF ORDER
  • BOARD POLICY
  • NATIONAL CONSTITUTIONS
  • REGIONAL BYLAWS
  • CHAPTER BYLAWS
• ROLES AND RESPONSIBILITIES OF:
  • NATIONAL BOARD OF DIRECTORS
  • NATIONAL EXECUTIVE COMMITTEE
  • REGIONAL OFFICERS/APPOIINTED CHAIRS
  • CHAPTER OFFICERS/APPOIINTED CHAIR
• LEARN PROTOCOL
QUESTIONS?

MR. JERRY E. JACKSON
NATIONAL MEMBERSHIP CHAIR
BLACKS IN GOVERNMENT
(301)752.9850
BIGMEMBERSHIPCHAIR@GMAIL.COM
Millennials in Leadership

Alesia Smith
NOW Generation Coordinator

Monisha Barnes
Region XI NOW Generation Chair
Who am I?
What is the NOW Generation Program of BIG?
Training & Professional Development

National Training Institute
Tuesday, August 14th, 2018
Sheraton Dallas Downtown
Room 700 Meeting A/B

SUMMARY AGENDA
Introduction
Overview of the National Training Institute
National Training Institute Presenters
- Dr. Glenn H. Brown, President
- Dr. Beth A. Johnson, Vice President, Professional Development
- Dr. Angela Williams, Director, Professional Development
- Dr. John W. Brown, Professor, Professional Development

Featured Panelists
- Dr. James A. Johnson
- Dr. Lisa Brown
- Dr. John W. Brown
- Dr. Angela Williams

Panelists
- Dr. James A. Johnson
- Dr. Lisa Brown
- Dr. John W. Brown
- Dr. Angela Williams

DATE: Saturday, November 2, 2019
LOCATION: NOVA 1225 East West Hwy, Silver Spring, MD
TIME: 10 AM - 1 PM
RSVP DATE: By Friday, November 1.
REGISTER AT: WWW.NOWGROUP.ORG

PUBLIC SERVICE RECOGNITION WEEK

Fireside Chat: Fostering Belonging and Inclusion in the Workplace
- Time: 8-9:30 am
- Location: 1801 L Street NW, Washington, DC 20006
- Speaker: Harry Johnson, Deputy Assistant Secretary of Office of Federal Services and Management
- Guests: Guests

Webinar: The Emotionally Intelligent Leader
- Time: 12-1 pm
- Location: NOVA 1225 East West Hwy, Silver Spring, MD
- Speaker: Dr. Lisa Brown
- Guests: Guests

Join us as we celebrate Public Service Recognition Week with these great events!

Emerging Leaders Empowerment Forum
AGENDA

SUMMARY AGENDA
- Welcome
- Panel Discussion: The Impact of Technology on Public Service
- Q&A Session

Participants:
- Dr. Lisa Brown
- Dr. James A. Johnson
- Dr. Angela Williams
- Dr. John W. Brown

DATE: Tuesday, October 23, 2018
LOCATION: NOVA 1225 East West Hwy, Silver Spring, MD
TIME: 8:00 AM - 9:30 AM
RSVP:
- Website: WWW.NOWGROUP.ORG
- Email: info@nowgroup.org

Attending leaders are invited to attend the complimentary workshop and learn about the essentials of emotional intelligence, applications, and action items.

WEBINAR: The Emotionally Intelligent Leader
- Time: 12-1 pm
- Location: NOVA 1225 East West Hwy, Silver Spring, MD
- Speaker: Dr. Lisa Brown
- Guests: Guests

Join us for an interactive panel discussion, facilitation, and an opportunity to learn ways to strategically use skills obtained through prior experiences, including military service, volunteering, and nonprofit organizations and community service projects, and through education. To assist with connecting the leader within.

In this interactive panel discussion, leaders will discuss and share their unique ways of building capacities in themselves and others. The discussion will focus on how to develop and implement innovative approaches to training and professional development, fostering a culture of continuous learning and growth. Leaders will share strategies for addressing the needs of diverse populations and communities, while promoting equity, diversity, and inclusion in the workplace.

Featured Presenters:
- Dr. Glenn H. Brown, President
- Dr. Beth A. Johnson, Vice President, Professional Development
- Dr. Angela Williams, Director, Professional Development
- Dr. John W. Brown, Professor, Professional Development

Panelists:
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Networking!

NOW GENERATION
NOW
GENERATION
Community Service

Team Building
How can we prepare millennials and emerging leaders for leadership?

- Challenge millennials so they can improve their technical skills and expertise
- Prioritize communication and transparency
- Offer regular feedback
- Match them with a mentor (such as DYLA Leadership Program)
Current & Upcoming Initiatives

- Regional Liaisons
- Connecting with Regions/Chapter
- Monthly NOW Generation Leadership Calls
- Mentoring Program
- NOW Generation Survey
- Enhanced Social Media Presence
Upcoming Events

February 23, 2023
Black History Month Social (Virtual)

March 25, 2023
Emerging Leaders Brunch: Building Your Personal Brand on Your Way to Senior Leadership
(Region XI, Alexandria, VA)

April 12, 2023
Region XI hosting Real Talk Seminar on Beginning Your ECQ Journey

August 28-31, 2023
National Training Institute (Oxon Hill, MD)

Additional Webinars, Training, & Networking Opportunities to be Announced in 2023!
Are you ready to make a BIG difference?

Join us! NOWGenerationChair@gmail.com
THANK YOU FOR THINKING BIG!
Blacks In Government (BIG) Branding and Marketing Strategy

By the BIG Communications/Public Relations Team
Agenda

- Branding Defined - What is Branding?
- Logo
- Colors and Imagery
- Social Media
- Video
- Non-Image Branding
- BIG Branding future - Next Steps
- Branding/ Marketing Strategy
What is Branding?

- Your company's mission
- Benefits and features of your products or services
- Your customers, members, and prospects think of your company
- The qualities associated with your company

**Your brand is your promise to your customer.** It tells them what they can expect from your products and services and differentiates your offering from your competitors. Your brand is derived from who you are, who you want to be, and who people perceive you to be.
Logo Branding

Official Blacks In Government Logo
Logo Branding

INCORRECT COLOR & FONT SIZE

INCORRECT DESIGN & COLOR

SKEWED LOGO

National Organization of Blacks In Government®
Honorable Shirley A. Jones, Esq.
National President
Branding Color Scheme and Imagery

Focus on consistent or primary color scheme

- Usage of all communique, newsletters, websites, and social media
- Recommend black, white & gold

Focus on member imagery

- Provide high-quality images of all members portrayed
- Focus on “action” images of young members
- Limit group imagery of “seasoned” BIG members to 25%
- Provide images of both young and senior members’ achievements/recognitions
Social Media Branding

*Current*

Effective organization, messaging, & management of social media

Internal Resource Management of three platforms:
- Imagery
- Content
- Minimum Posting Activity

Facebook  
Twitter  
Instagram
Social Media Branding

Goal

Effective organization, messaging, & management of social media

External Resource Management:

- Three to Five Platforms
- Imagery
- Engagement
- Follower Statistics
- Professional and Eye-catching Content Creation

- Taglines
- Hashtags
- Professional
- Consistent and Maximum Posting Activity
Video Branding

NTI

Workshops

NOW Generation
Non-Image Branding

- Focus on BIG benefits
- National Training Institute
- Social Media
- Career Enhancement
- Health/Wellness
- Corporate Sponsorship
- Mentoring/Coaching
The Future of BIG Branding and Marketing

- Keep goals established
- Use Logo frequently
- Market Research Industries of Interest
- Revisit our customers/target audience
- Improve BIG visibility
- Be True to the BIG Brand
Next Step – BIG Marketing Strategy

**Logo** – should be unique, iconic, and related to our BIG’s mission; place it everywhere

**Message** – key message you want to communicate about BIG (i.e., mission, vision, benefits, etc.)

**Integrate BIG brand** - how you answer the phone, emails,.....etc.

**Create a “voice”** that reflects BIG brand (RADIO)

**Develop a tagline** - Write a memorable, meaningful and concise statement that captures the essence of BIG.

**Design templates and create brand standards for marketing materials.** Use the same color scheme, logo placement, look and feel through out.

**Be True To Your Brand.** Customers won’t return to you--or refer you to someone else--if you don’t deliver on your brand promise.

**Enhance and expand visibility** Revisit our customers/target audience

**Market research industries of interest**

**Social Media Management**
BIG is a 501C3 Non Profit Business

BIG chapters and regional councils have a fiduciary responsibility to adhere to the annual financial reporting requirements of the Blacks In Government National Constitution, as administered by the National Board of Directors, and the Internal Revenue Service.

Failure to adhere to the established financial reporting requirements will result in chapter/council suspension, and possible revocation of your chapter’s charter.

Each Chapter\Region has a Unique EIN
Two Reporting Requirements

1. National Requirement
Failure to adhere to the established financial reporting requirements will result in chapter suspension, and possible revocation of your chapter's charter.

2. Internal Revenue Service Requirement
Most small tax-exempt organizations whose annual gross receipts are normally $50,000 or less can satisfy their annual reporting requirement by electronically submitting Form 990-N if they choose not to file Form 990 or Form 990-EZ instead.
National Reporting Requirement

First Requirement

BIG Calendar Year 2022 Financial Reports, Certifications, and IRS Electronic Filing for the year ending **December 31, 2022** are now due.

The report is inclusive of the following documents listed below, guidance for preparing and submitting financial reports can be found on [www.bignet.org](http://www.bignet.org) or by contacting National Treasurer, Duane Hill At: dhillco@comcast.net

1. BIG 990-1 Required Authorization for IRS Group Return,
2. BIG 990-2 Certification Form,
3. BIG 990-3 Financial Activity Report, and
4. BIG 990-4 Financial Institution Information Form

Due by March 31, 2023
IRS 990 Reporting Requirement

Second Requirement - 990N\Epostcard

Gross Receipts less than $50,000: Tax-exempt organizations with an annual gross of $50,000 or less can satisfy their annual reporting requirement by electronically submitting Form 990-N if they choose not to file Form 990 or Form 990-EZ instead.

Gross receipts over $50,000: Tax-exempt organizations with annual gross receipts greater than $50,000 must file Form 990 or Form 990-EZ.

Please be advised that the BIG financial reporting requirements are in addition to the IRS filing requirements. Therefore, you are required to submit a copy of the IRS acceptance email for your chapter/region along with the BIG forms to the National Office.

User Guide and Instructions for Form 990-N, 990EZ and 990: Links are on www.bignet.org

990N must be submitted electronically
Delegate Strength Determination

As per the Blacks In Government National Constitution, Article VII, Section 2, Subsection C.(4), Chapter Delegates:

“In determining delegate eligibility, only Regular members of Chapters in good financial standing with the Regional Council and the National Organization at least sixty (60) days prior to the Assembly shall be counted unless the Chapter being represented is less than 60 days old.”
Delegate Strength Determination

1. To be considered eligible to have delegates, the Chapter must be in an active status 60 days prior to the convening of the NDA, unless exempted by the National Board of Directors (NBoD). That is the Chapter must maintain at least ten (10) qualified regular active dues-paying members and complete a financial report and forward the report to the National Organization annually. This excludes Chapters who have been chartered less than 60 days.

2. Any Nonexempt Chapter not having 10 regular active dues-paying members 60 days prior to the convening of the NDA will be ineligible to have delegates.
Delegate Strength Determination

3. A qualified regular member is defined as a member whose membership category is Regular member (RM), Regular Life member (RLM) and Regular Gold Plus member (RGPM).

4. The Number of Chapter delegates is a factor based on the number of qualified RM, RLM or RGPM who are in good financial standing with the National Organization and Regional Council 60 days prior to the convening of the Delegates Assembly. Associate members are not counted when determining the number of authorized delegates.
Delegate Strength Chart

<table>
<thead>
<tr>
<th>Chapter Membership</th>
<th>Number of Delegates</th>
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<tr>
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</tr>
<tr>
<td>Over 500</td>
<td>40</td>
</tr>
</tbody>
</table>
Comments\Questions

Email National Assistant Treasurer:
dhillco@comcast.net
Blacks In Government
National Assistant Treasurer
Duane Hill
dhillco@comcast.net

Thank you!
March 18, 2023 - OLT Flash Knowledge Questions

Members of the NEC and NBOD not eligible for prizes

1. Honorable Shirley Jones, National President - Who can quickly name one of the songs, TV shows or politicians or sporting events that I mentioned was going on in 1975 when Blackstone government was created?

2. Honorable Katherine Cage, Chair, National Board of Directors - How many years have I been a member of Blacks and government?

3. Adrianne Callahan, National Programs and Planning Committee Chair – There was a common theme mentioned by both the National Membership Chair and the NOW Generation Chair regarding what all BIG members need to do? What is that?

4. Lynn Simpson, National Communications and Public Relations Committee Chair - In creating Flyers, can you use a logo that does not have that little R at the bottom of it?

5. Duane Hill, National Assistant Treasurer - What is the cutoff for having your rosters in order? In order to have your delegates determined for the National Delegate Assembly?

6. Jerry Jackson, National Membership Committee Chair - There are two things BIG really takes pride and we have discussed today as foundational fruits for this organizational – what are they?

Congratulations to these lighting flash typists - Winners in No Specific Order (Note, after auditing the responses, additional winners were identified 😊)

Frank Williams, Region XI
Ron McCullough, Region IX
Abel Fisshaye, Region X
Mae Rowlett, Region VI
Dana White, Region XI
Thomas Booth, Region VIII
Lorraine Brown, Region III
Honorable Lamonte Johnson, Region XI
Affirmative Employment/Equal Employment Opportunity (EEO). The Affirmative Employment/EEO committee shall develop programs to address issues of employment discrimination raised by BIG members; shall review/monitor federal agencies annual EEO Program Status Reports to the EEO Commission to ensure compliance with EEO Management Directive 715 and the goal of achieving a Model EEO program; shall provide statistical feedback to the organization on the status of Black government employees in all areas noted on the annual Federal Equal Opportunity Recruitment Program Report. The committee will monitor all matters pertaining to affirmative action and work to assist in developing BIG's position on any legislation or regulations impacting the advancement and employment opportunities of Blacks in government.”
AGENCY COMPLIANCE AND REVIEW

- Review/Monitor federal agencies annual EEO Program Status Reports to the EEOC to ensure compliance with EEO Management Directive 715 and the goal of achieving a Model EEO program.

- Provide statistical feedback to the organization on the status of Black government employees in all areas noted on the annual Federal Equal Opportunity Recruitment Program Report

- Monitor all matters legislation pertaining to affirmative employment.
COMPLAINT ADVISORS AND ASSISTANCE

- Trained BIG member to help others address discrimination in the workplace.
RACISM AND DISPARATE TREATMENT FORUM

- Allow members to discuss charges of adverse, disparate and inappropriate treatment toward them as minorities in the workplace
- Provide documentary evidence of adverse impact and disparate treatment in the workplace
- Allow BIG to work with agencies to develop strategies and plans to address issues and concerns of minority employees
DISCRIMINATION AWARENESS PROGRAM

- This program allows members to discuss charges of adverse, disparate and inappropriate treatment toward them in the workplace.

- Provides documentary evidence of adverse impact and disparate treatment in the workplace.
EEO INSTITUTE

- Purpose is to increase awareness of EEO complaint processes and policy issues.

- Facilitates a cadre of workshops centered specifically on EEO issues that relate to the federal, state, and local EEO complaint processes.

- Highlights policy issues that impact public servants.
LEGAL REVIEW PROGRAM

What It Is
What It Isn’t

Aditya McDuffy, Esq., LL.M.
Chair, National Legal Review Committee
WHAT IT ISN’T

BIG and the National Legal Review Committee do not provide legal advice.

BIG can’t represent you in court or a legal matter.
WHAT IT IS

ATTORNEY ASSISTANCE PROGRAM

$2,500 grants to help BIG members with legal expenses. Helps BIG members enforce antidiscrimination laws.
WHAT IT IS

ATTORNEY RESOURCES

Online listings of attorneys sponsored by bar associations and other organizations.

Law firms and attorneys recommended by BIG members.

BIG Legal Sponsors that offer BIG members discounts.

Links to articles on how to hire an attorney.
WHAT IT IS

LEGAL REVIEW PROGRAM

Training on legal subjects.

Advises BIG leaders on risks associated with various activities.
THINGS TO KNOW

Most Legal Review Committee members are government employees that volunteer on the committee. Committee members have families and work full-time jobs and aren’t able to immediately respond to member inquiries.

Government attorneys can’t use their law licenses to represent government employees in cases against the government.

According to a 2023 article on Forbes.com, the average hourly fee attorneys charged in 2022 was $313. Yet, many BIG members believe that BIG should provide legal representation for them when they pay $30 per year in dues.

Some employment law attorneys accept contingency fees. Many do not. Contingency fee cases are accepted when the attorney is fairly certain to when the case. Fee percentages range from 33% to 40% of amounts recovered plus additional law firm expenses.
IF YOU HAVE QUESTIONS …

LegalReview@bignet.org

BIGNET.ORG – National Programs/Legal Review
How are you feeling today?

- 😊 Excited to engage with BIG Leadership
- 😊 Eager to learn more about BIG
- 😊 Ready to Refresh my knowledge of BIG Programs
- 😊 Chill - Supportive/Voluntold Seasoned BIG Leader
- 😊 The Struggle is Real! - St. Patrick’s Day Shenanigans....

Overall, how satisfied are you with the training/workshop?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Your response</th>
<th>%</th>
</tr>
</thead>
<tbody>
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<td>79%</td>
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<td>0%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>

As a BIG Leader, How would you address the following areas - in order of importance?

- Membership
- FLAG Program
- NOW Generation
- AE/EO
- Financial Responsibilities
- BIG Hierarchy
- BIG Branding
- Legal Review

20 responses