



**Blacks In Government
National Training Institute
Officer Leadership Training
March 18, 2023**

Overview of Agenda/Expectations for Participants Adrienne 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/EEO 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



MEMBERSHIP BENEFITS



BLACKS IN GOVERNMENT



- **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 ASSESMENTS, ADVANCE LEARNING, AND TAKES YOU OUT OF YOUR COMFORT ZONE TO GAIN NECESSARY EXPERIENCES TO GROW**



**BIG MEMBERSHIP
BENEFITS CONT...**

- **REGIONAL TRAINING CONFERENCES THAT PROVIDE TREMEMDOUS 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 AMIND 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



E F F E C T I V E M E M B E R S H I P R E C R U I T M E N T

- **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/APPOINTED CHAIRS**
 - **CHAPTER OFFICERS/APPOINTED CHAIR**
- **LEARN PROTOCOL**



THINGS OFFICERS SHOULD KNOW



**MR. JERRY E. JACKSON
NATIONAL MEMBERSHIP CHAIR
BLACKS IN GOVERNMENT**

(301)752.9850

BIGMEMBERSHIPCHAIR@GMAIL.COM

**QUESTIONS?
QUESTIONS?**

NOW



GENERATION

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



NOW GENERATION

UNLEASHING THE LEADER WITHIN
PANEL DISCUSSION

In this interactive panel discussion, panelists will share innovative and creative ways of how to strategically use skills obtained through prior experiences -- including military service, volunteering with nonprofit organizations and/or community service projects, and through education -- to assist with unleashing the leader within!

Key Takeaways:
Learn how to incorporate outside experiences to advance your career effectively;
Begin to cultivate ideas on how to bridge the generational gap in the workplace;
Identify best practices for strategically developing your leadership toolbox.

National Training Institute
Tuesday, August 6th
1:00 pm - 3:00 pm
Sheraton Dallas Downtown
Lone Star Ballroom A4
2nd Floor Convention Center



Honorable Shirley A. Jones, Esq.
National Executive Vice President
Moderator



Stephan P. Matthews
NOW Generation Coordinator
Host



Ron Holloway
CEO, Founder



Lilian Ihenetu
President
Young Government Leaders
Houston Chapter



Honorable Gerald R. Reed
BIG Presidential Advisor & former National President



Dr. Candace SP Williams
Chair
BIG Military Veterans
EmpHASIS Program

REGION XI COUNCIL BLACKS IN GOVERNMENT EMERGING LEADERS CAREER SUMMIT

Refreshments will be provided.



SUMMARY AGENDA

- Emerging White/Black**
Presenter: Essay Worke, Senior Consultant Leadership Coach
Emerging leaders are in transition. They are making the shift from superior to boss. That comes with its own opportunities and challenges. What happens when the superior turned boss is Black? In this workshop we will explore the experiences and belief systems of successful Black leaders and identify leadership coaching as a tool to address the impact of race on leadership.
- Developing a Leader Within You 2.0**
Presenter: Kevin Coleman, KMC Empowerment
This is a Professional Development training which discusses how to develop the vision, value, influence, and motivation required of successful leaders.
- Senior Executive Service (SES) Fireside Chat**
The Honorable J. David Reeves, Former National President of Blacks in Government

DATE: SATURDAY, NOVEMBER 2, 2019
LOCATION: NOAA 1325 EAST WEST HWY, SILVER SPRING, MD
TIME: 10 AM - 1 PM
RSVP DATE: BY FRIDAY, NOVEMBER 1.
REGISTER AT: WWW.BIGRXI.ORG

PUBLIC SERVICE RECOGNITION WEEK

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



May 7
May 8

Fireside Chat: Fostering Belonging and Inclusion in the Workplace
Time: 5-5:30pm (refreshments), 5:30-6:30pm (chat)
Location: 1576 I St, NW, Washington, DC 20005, 2nd Floor
Speaker: Harvey Johnson, Deputy Assistant Secretary of Office of Resolution Management and Executive Director of Diversity and Inclusion
Limited seating. Registration is required.

Webinar: The Emotionally Intelligent Leader
Time: 12pm - 1pm
Aspiring leaders are invited to attend the complimentary webinar and learn about the elements of emotional intelligence, applications, and action items.

Emerging Leaders Empowerment Forum

AGENDA

Tuesday, October 23, 2018
City Club, Washington, DC
8:00 AM - 11:00 AM

Hosted by Young Government Leaders (YGL) and Blacks in Government (BIG) NOW Generation
Sponsored by Management Concepts

- 7:30 - 8:00am ● Check-In, Networking, Continental Breakfast
- 8:00am ● Welcome & Introduction
 - Ayoka Perkins Knox, Chief Events Officer, YGL National Leadership Team
 - Stephan Matthews, Chair, BIG NOW Generation
 - Michelle Clark, Director, Marketing and Strategic Partnerships, Management Concepts
- 8:10 - 8:30am ● Keynote Speaker
 - Jozetta Robinson, Director, Office of the Executive Secretariat, Office of Personnel Management
- 8:30 - 10:30am ● Speakers
 - Lahaja Furaha, Organizational Culture Practice Lead and Senior Human Capital Advisor, Management Concepts (Moderator)
 - Ron Holloway, M.B.A., Management and Policy Analyst, Federal Deposit Insurance Corporation
 - Tiffany Lighthour, Ph.D., Director of Payroll and Personnel Systems, IRS
 - Arlene Pena, Chief Communications Officer, YGL National Leadership Team
 - Lisa Thomas, Ph.D., Vice Chair, Senior Executives Associations (SEA); Executive Director, Human Capital Management for the National Cemetery Administration (NCA), Department of Veterans Affairs
- 10:30 - 11:00am ● Q&A with Panelists, Interactive Discussion
- 11:00am ● Event Concludes

NOW GENERATION

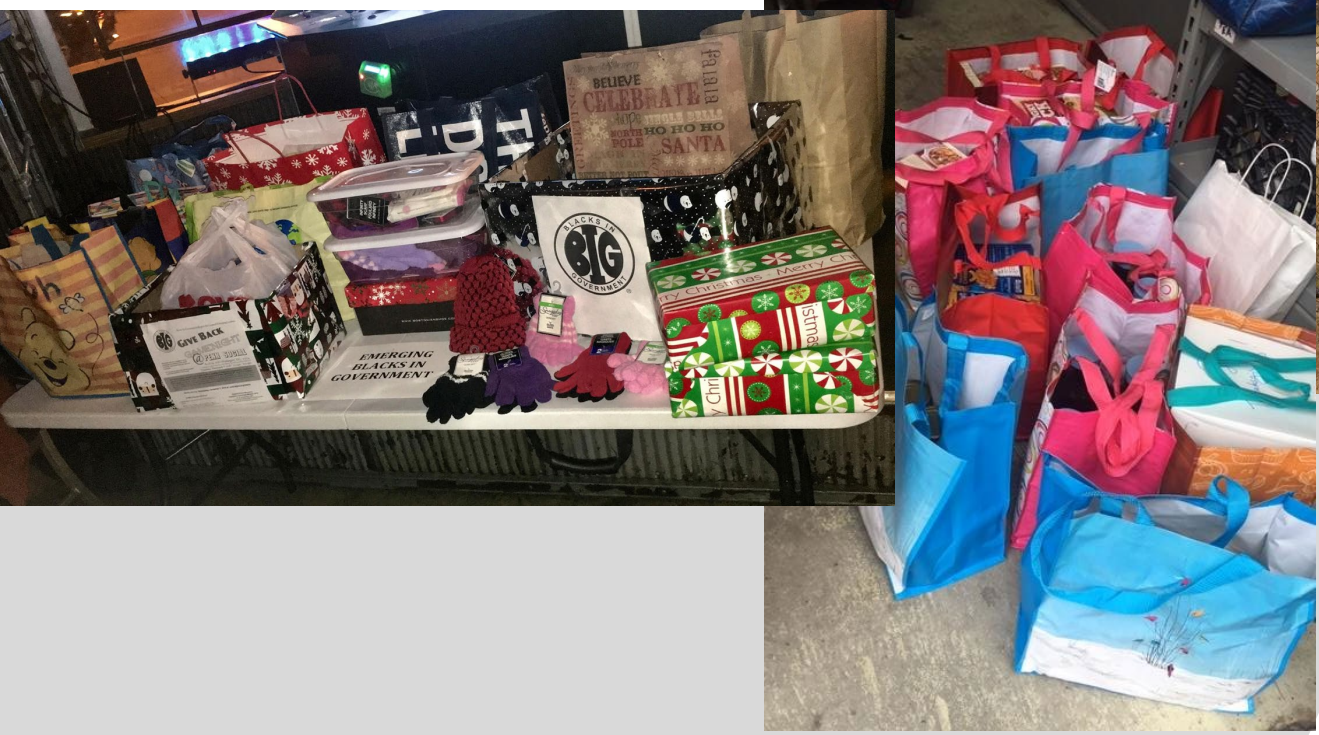


Networking!





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!



NOW



GENERATION

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

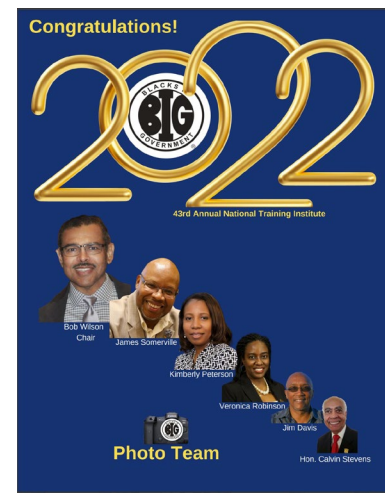


PROPER LOGO USAGE



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



Facebook



Instagram



LinkedIn



Twitter



You Tube



TikTok

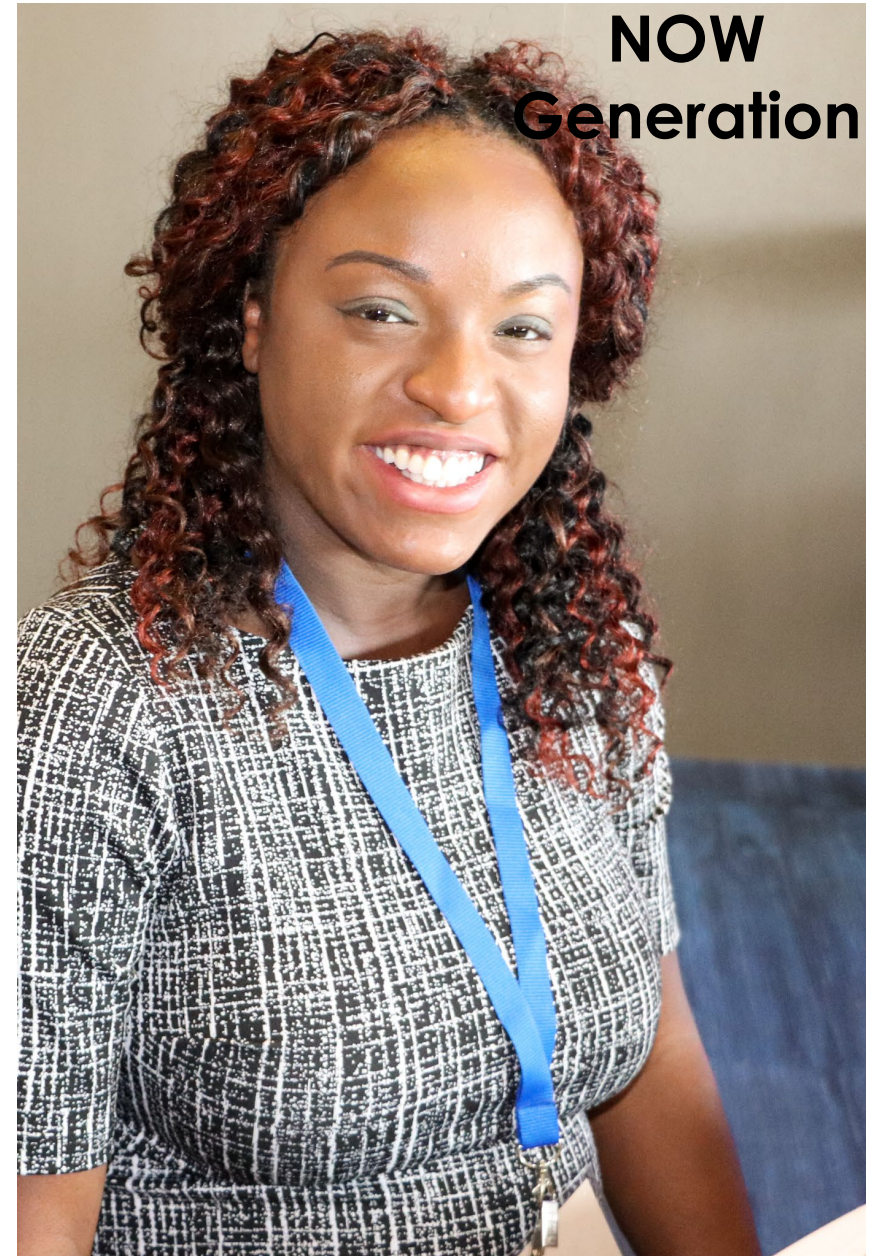


NTI

Video Branding



**FLAG
STEM**



**NOW
Generation**



Workshops

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



Blacks In Government

990 Financial Compliance Requirements

How Delegate Strength is Determined



990 Financial Reporting Requirements

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.

Mandatory Reporting Requirements



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 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

Chapter Membership	Number of Delegates
1-25	2
26-50	4
51-75	6
76-100	8
101-300	16
301-500	32
Over 500	40



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. Adrienne 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 lightning 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
National
Constitution
Responsibilities

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 other 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



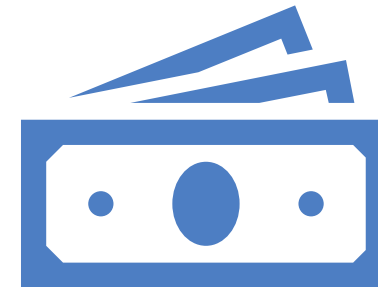
BIG and the
National Legal
Review Committee
do not provide legal
advice.

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 win 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

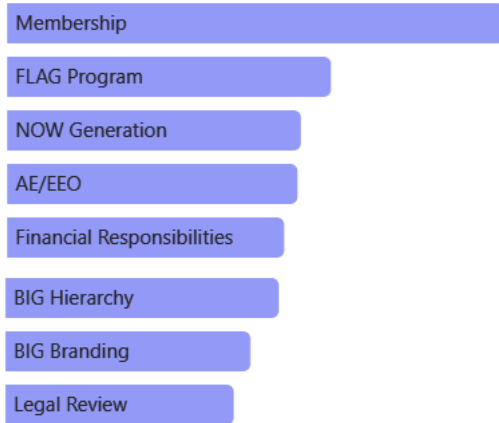
How are you feeling today?

- 😄 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?



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



20 responses



Dr. Wilda Parker-Collins Nati...



J David Reeves



dhillco



Ju'le Hicks



jay



Wade Darry (CDC/DDNID/...



Adrienne Callahan



Calvin Stevens



Lynn Simpson



Earl Simmons



BIG National President Shirle...



Alice Mercer



Katherine Cage - Honorable



Carol Davis



Marlon V. Allen



Eunice Turner



Gwendra Lowe



Jerry Jackson, National ...



Benson, Ruth



Cheryl Gray



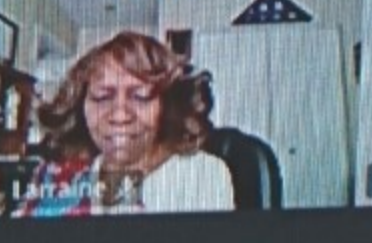
Mae Rowlett/ACF R6



Mechelle (Guest)



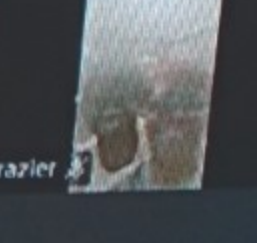
Michael McCrimmon



Lorraine



Steven Peyton



Frazier



Dale Scott