



2019-2020 National Directives

Jocelyn Jackson
National Chairperson

What is **FOCUS** 2020?

Family
Opportunities
Commitment
Unity
Servant Leadership

About Jocelyn



- **Hometown:** Davenport, IA
- **University:** Iowa State University (MS Mech E)
Attending University of Michigan in Fall (PhD EER)
- **Previous NSBE Experience:**
 - 2018-2019: National Vice Chair & Region V Chair Emeritus
 - 2017-2018: Region V Chair
 - 2016-2017: Region V Membership Chair
 - 2015-2016: Iowa State University Vice Chair
 - 2013-2015: Iowa State University Fundraising Chair

Engineering
is a way of LIFE!



National Directives 2019-2020

1

LEAD WITH PURPOSE

- Values-driven Leadership
- Growth and Development for all NSBE Members

2

LEVERAGE THE NSBE ECOSYSTEM

- Increased Membership Engagement
- Heightened Societal Visibility of NSBE's Community Impact

3

SECURE THE FUTURE OF NSBE

- Robust Organizational Strategy
- Institutionalize Best Practices



1

LEAD WITH PURPOSE

- Values-driven Leadership
 - Drive our mission, vision & core values
 - Improve sense of collectivism and empathy
- Growth and development for all NSBE members
 - Prioritize mentorship opportunities at scale
 - Foster a culture of professional development & career readiness
 - Create innovative solutions from stakeholder feedback

2

LEVERAGE THE NSBE ECOSYSTEM

- Increased Membership Engagement
 - Build stronger relationships between NSBE members and leadership
 - Revamp membership-centric NSBE activities
 - Increase cohesiveness within our systems & services (e.g. NSBE Now, MyNSBE, website)
 - Create multi-level emergency response protocols
- Heightened Societal Visibility of NSBE's Community Impact
 - Create NSBE branding that sticks
 - Recognize champions of our mission
 - Develop effective outreach tools and strategies
 - Streamline community engagement

3

SECURE THE FUTURE OF NSBE

- Robust organizational strategy
 - Build trust in NSBE 2025
 - Utilize stakeholder feedback and increase engagement
 - Create an execution plan for 2019-2022
- Institutionalize Best Practices
 - Improve retention-related programs and activities
 - Optimize operations, customer service, and fiscal management
 - Foster community building initiatives

FOCUSed Impact

**Enhance
cohesive and
supporting
culture**

**Improve on
areas of growth
for the
organization**

**Fulfill our
responsibility to
carry the NSBE
torch**

**Extend our
reach as a
unified Society**

**Prioritize and
inspire our
stakeholders**