



NATIONAL SOCIETY OF BLACK ENGINEERS

TORCH Month Toolkit

TORCH: NSBE's commitment to the community

VERSION 2.0

October 2013



TABLE OF CONTENTS

TABLE OF CONTENTS 1

TORCH Month Objective 2

FY13-14 TORCH Internal Objectives 2

TORCH Month Goals 3

TORCH Month Participation 3

TORCH MONTH CALENDAR 4

 October 2013 4

 Weekly Themes: 5

 TORCH Branding 5

 Technical Expertise Services 5

 STEM Community Training 5

 How to Measure Impact 5

 TORCH Month Recap Village Call 5

For More Information 6



TORCH Month Objective

To clarify and teach the TORCH Brand to our membership so that they are fully equipped with the knowledge and resources to positively impact the community.

FY13-14 TORCH Internal Objectives

A Walk for Education	Informal Science and Engineering	STEM Community Training	Technical Expertise Services	Traditional Community Service
Improve the communication and consistency between chapters, regional representatives and national representative in TORCH programming				
Improve metrics and reporting for all TORCH programming				
Build more regional and national partnerships in order to create TORCH centers accessible to chapters and community attendees				
Increase Technical Expertise Services and STEM Community Training implementation in our society; Members utilizing their technical skills in impacting the community				
Integrate TORCH into the society as both a benefit to the community as well as our members				



TORCH Month Goals

1. Communicate the TORCH Brand to membership
2. Highlight TORCH efforts throughout the society
3. Educate members on TORCH internal objectives

TORCH Month Participation

The National TORCH Committee will be hosting the following events and promotions in support of TORCH Month:

1. Weekly Google Hangouts to discuss a TORCH topic related to the TORCH internal objectives
2. Daily tweets on TORCH facts, tips, and trends
3. Weekly chapter highlights to chapters hosting an AWFE
4. Prepare TORCH Brand presentation for GBM distribution
5. Communicate with PEB, NEB, CPC and WHQ about the TORCH Brand
6. Launch TORCH and PCI awareness campaign
7. Update TORCH website and resources

Regional counterparts can participate in TORCH Month by spreading the TORCH Brand amongst their REB and regions. Here are a few ways:

1. Retweet and share social media promotions
2. Communicate with REB and chapter counterparts

All chapters can participate in TORCH Month even if you don't already have TORCH projects planned. Here are a few ways:

1. Participate or view the weekly Google Hangouts.
2. Have a general body meeting about TORCH
3. Host or participate in an AWFE
4. Collaborate with your local NSBE Professional and NSBE Jr. chapters



TORCH MONTH CALENDAR

October 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Traditional Community Service Week		1	2 National Village Call	3	4	5 
6 STEM Community Training Week	7	8	9 National Village Call	10	11	12 
13 Technical Expertise Services Week	14	15	16 National Village Call	17	18	19 
20 Informal Science and Engineering Week	21	22	23 National Village Call	24	25	26 
27 A Walk for Education Week	28	29	30 National Village Call	31	<p>Tune in every Wednesday at 9 p.m. EST</p> <p>Youtube.com/NSBEtv</p>	



Weekly Themes:

Each week, look for highlights of a different TORCH area. The TORCH Committee will also host the following online workshops which align with the internal TORCH objectives.

TORCH Branding

In order to achieve the internal TORCH objectives, clarity on TORCH and the TORCH Brand needs to be made. Join us to hear the purpose and vision of TORCH so your chapter can get off to a great start in positively impacting the community.

Technical Expertise Services

As members of the National Society of Black Engineers, we have unique technical skills and professional skills. From NSBE Jr. to NSBE Professionals, all members can offer the community a direct service. Learn how some chapters have been exercising their skills in the community.

STEM Community Training

Our members are charged with positively impacting the community. In order to form such impact, focus, unity and continuity are essential. STEM Community Training allows our members to form lasting relationships and bridge the STEM gap between our under-served communities.

How to Measure Impact

In measuring the success of TORCH and positive impact, both qualitative and quantitative information are essential. Learn what the National TORCH Committee is looking for and what tools we provide you to collect this type of information. Position your chapter for a national award, and more importantly, position your community for continual growth.

TORCH Month Recap Village Call

As TORCH Month comes to a close, we will seek to address our objectives and recap each weekly theme throughout the month. We also plan to set the framework for TORCH going forward and explain what chapters should look forward to seeing at Fall Regional Conference in the area of TORCH. We will answer any questions or concerns that our members submit.



For More Information

For general information regarding TORCH, please contact Yolanda Youngblood, National TORCH Chairperson, at torch@nsbe.org

For information about a specific area of TORCH or general assistance in developing TORCH programming, contact a member of the National TORCH Committee or your regional TORCH Contact:

2013-2014 National TORCH Committee		
Position	Name	E-mail
National TORCH Chairperson	Yolanda Youngblood	torch@nsbe.org
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Director of Strategic Development	Makeda Stephenson	nsbe.torch.strategic@gmail.com
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2013-2014 Regional TORCH Contacts		
Position	Name	E-mail
Region 1 Programs Chair	Ashley Catan	r1programs@nsbe.org
Region 2 TORCH Chair	Romaine Waite	r2torch@nsbe.org
Region 3 TORCH Chair	Sidney Jean-Baptiste	r3torch@nsbe.org
Region 4 Programs Chair	Mielecia Martin	r4programs@nsbe.org
Region 5 TORCH Chair	Kendall Belcher	r5torch@nsbe.org
Region 6 Programs Chair	Briana Helaine	r6programs@nsbe.org