



# **STRATEGIC OPERATING PLAN**

**Blacks In Government  
Region XI Council  
2016-2018 Strategic Operating Plan**

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*The Blacks In Government Strategic Operating Plan  
Describes our proposed; goals, objectives, strategies and measures  
We have identified five trends that provide context for our strategic plan*

## Message from our President

BIG was created in 1975 and incorporated as a nonprofit in 1976 to address a wide assortment of racially motivated problems faced by Black employees throughout government. In fact, an organization like BIG was in part necessary because it wasn't until 1972 that Title VII of the Civil Rights Act used to fight employment discrimination actually became applicable to government agencies. So, in 1975 when BIG was first created, our government was simply not the model employer welcoming women and Black employees and giving them equal pay perhaps as it aspires to do today.

Consequently, since its creation BIG has served as the foremost advocate for equal employment opportunity for Black employees within the government. And, in 2016, BIG will continue to be a national response to the needs of our nation's public servants, providing an opportunity for Black employees to organize around issues of mutual concern and use our collective voices to address workplace and community issues. Importantly, our organization has evolved to provide an even broader array of advocacy, career development training, mentoring, and networking for the employees we serve, making the services we provide even more vital.

For our part, our BIG Region XI Council provides leadership, direction, and guidance to the 57 chapters and interest groups in the DC, MD, and VA metropolitan area as we collectively implement the goals, objectives, and policies of BIG.

And, we seek to do that here with our 2016-2018 operating plan. It is my hope that this document will in fact be used as a roadmap to achieve higher heights in advocacy for years to come.

Best Regards,  
*Marion Allen*  
Region XI Council President

## **Vision**

*Recognized as a member-focused, World-class enterprise that is the best public sector employee advocacy organization and the only clear choice.*

## **Mission**

*Promote equity, excellence and opportunity through employee advocacy, professional development of African Americans and others dedicated to justice and equity at all levels of government.*

## **Values**

*Loyalty, Dedication, Responsiveness, Integrity, Selfless, Service and Respect*

# Introduction

## Purpose

To serve as an advocate of equal opportunity and professional development for Black government employees at the Local, State and Federal levels and others dedicated to justice for all.

## Goals and Objectives

BIG functions as an employee support group, an advocacy group and a resource group for Black civil servants

### The Stated goals are:

1. To be an advocate of equal opportunity for Blacks in government.
2. To eliminate practices of racism and racial discrimination against Blacks in government.
3. To promote professionalism among Blacks in government.
4. To develop and promote programs which will enhance ethnic pride and educational opportunities for Blacks in government.
5. To establish a mechanism for the gathering and dissemination of information to Blacks in government.
6. To provide a nonpartisan platform on major issues of local, regional, and national significance that affect Blacks in government.

## 2016 STATE OF THE REGION

Although many challenges lay ahead for the Blacks In Government (BIG) organization, today's challenges are even larger for Region Eleven (RXI). RXI boasts the largest region in the country by size, membership, and corresponding impact on BIG policies. Due to these characteristics, a heavier responsibility should reside within the region and its members. More than ever, today's tough economy, higher unemployment rates, and increased employee complaints, require advocacy for members of the federal government, to ensure equality and justice at all levels of government, and we stand ready to accept the challenge.

Historically, BIG was designed to be an advocacy organization for federal employees and our organization continue to serve in this capacity. Although times have changed, so has BIG. Today, RXI rests in the center of our nation's capital and provides leadership to 57 chapters and interest groups, and over 2500 paid members. Technological advancements, unexpected terminations, unfair labor practices, and new legislation impacting government employees are all challenges that must be watched aggressively. RXI has recognized those challenges and designed a plan of action to reinforce our advocacy efforts through legal representation, training, and collaborative networking efforts.

In order to provide our most effective and efficient means of accomplishing our vision, RXI has established goals to promote mission accomplishment through process improvements and the use of best practices. This operating plan is offered to the entire region to assist in the evaluation of its activities and measurements of success. The goals presented herein are also designed to serve as a guide and to establish standards for the upcoming year. Every effort made by the members of RXI should be aligned with these goals at the forefront. The current state of RXI will be determined by the efforts of its membership, professional growth of federal employees, and zero tolerance for discrimination.

*Rochelle Bryant*  
Blacks In Government  
Region XI Council  
Marketing and Strategic Planning Committee

*“Protect the brand”*

# GOALS AND OBJECTIVES

## **Goal 1: Speak with “One Voice” Present “One Image”**

Challenge all members to be trained on the content in the BIG constitution and by-laws, benefits and services offered, and how these areas contribute to the overall BIG image.

## **Goal 2: Enhance Training Efforts**

To promote personal and professional development training quarterly and annually throughout the Region and Chapters that will enhance members’ promotion and performance potential.

## **Goal 3: Develop Partnerships**

Engage and establish collaborative efforts with governmental agencies at all levels, seek to strengthen and/or create alliances with minority service and professional organizations, HBCUs, and affinity groups in DC, MD, and VA area to promote the mission of Blacks in Government.

## **GOAL 4: Enhance Communications with External Stakeholders**

Enhance communication with and receipt of the BIG message by all local, state, and federal employees

## **Goal 5: Inspiring a Future Generation of Excellence**

Centered around five critical areas that will help prepare our youth to reach their full potential—mentorship; financial literary and leadership training; career training and education; pre-professional career opportunities; and scholarship opportunities

## **Goal 1: Speak with “One Voice” Present “One Image”**

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Promote a clear, consistent, effective organizational description that provides positive visibility and encourages support from other nonprofit organizations and individuals. BIG’s organizational message should communicate the nature of our organization, including its purpose, uniqueness, and scope of activities. In order to be effective at communicating a unified message, members and officers must be trained by chapter Presidents or RXIC officers to demonstrate familiarization of BIG’s constitution, Region XI and chapter by-laws, and all benefits available to BIG members.

**Objective 1a:** Challenge all members to be trained on the content in the BIG constitution and by-laws, benefits and services offered, and how these areas contribute to the overall BIG image.

### **Strategies:**

- Re-emphasize the purpose and scope of our organization to all members of RXI by conducting training at the chapter level for all members
- Promote activities that add value to the BIG image and the RXIC vision, through partnerships with other advocacy agencies and non-profit organizations
- Maintain a proactive role in diversity programs at federal government agencies
- Promote members understanding of meeting protocols, organizational development and the impact of actions taken on behalf of members during mitigation and risk assessments
- Implement a BIG marketing strategy within each chapter’s parent agency that promotes BIG’s purpose and aids in increased membership

## **Measures:**

- Obtaining documented training list from Chapter Presidents identifying members that have taken the training by March 1. At least 75% of the chapter should be trained on the purpose, mission, and benefits of BIG membership.
- Evaluate chapter activity reports from Chapter Presidents or P/E Chairs
- Provide competition credit to chapters that actively participate in diversity programs
- Compare membership's end of the year baseline to future monthly growth

## Goal 2: Enhance Training Efforts

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Develop a comprehensive and effective organizational training plan that will align with the overall mission of BIG to promote equity, opportunity and networking opportunities in the Region. This process will be done through development of leadership training, executive coaching, mentoring, employee training and train the trainer efforts.

**Objective 2A:** To promote personal and professional development training quarterly and annually throughout the Region and Chapters that will enhance members' promotion and performance potential.

### Strategies:

- Assess member training needs within each chapter and submit proposal of required training to P&E Chair. (such as: Customer Service Training, management Skills, Communication Skills, Leadership Skills, Change Management, Organizational Change, Team Building, Goal Setting and Time Control, Safety Training, Audit Skills Training, and Presentation Skills)
- Develop job bank that identifies priority positions within federal government
- Develop strategic partnerships with like-minded affinity organizations to share training resources and presenters.
- Encourage members to attend the Regional Training Conference
- Establish a training division or committee that would establish ,monitor, and conduct train the trainer sessions to ensure that all levels of training are conducted in the Chapters
- Encourage each chapter to conduct training programs for its members and prospective members that enhance their skill levels and knowledge base.

**Measures:**

- Conduct surveys after each training sessions to determine effectiveness of training
- Produce a list of job opportunities and request member notification if applying
- Identify chapters that have attended training sessions
- Survey members via online response to website and use data to measure skill levels of organizational knowledge of BIG.

## Goal 3: Develop Partnerships

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Be recognized as a Resource and Partner: Region XI consists of more than 50 Chapters at various federal agencies. Each federal agency supports the government in unique ways. Region XI must capitalize on the diversity of BIG in utilizing its programs to provide potential partners with a promotional platform to build brand awareness and publicize their commitment to BIG's goals to promote EQUITY in all aspects of American life, EXCELLENCE in public service, and OPPORTUNITY for all Americans. We must collaborate with organizations in order to resolve matters that negatively impact our mutual organizations and constituencies. And, we must engage community leaders and noted individuals that align with the goals and objectives that has been advanced and approved by the national office from business, government and the media to bring Region XI the high-profile allies and advocacy needed.

**Objective 3A:** Engage and establish collaborative efforts with governmental agencies at all levels, seek to strengthen and/or create alliances with minority service and professional organizations, HBCUs, and affinity groups in DC, MD, and VA area to promote the mission of Blacks in Government.

### Strategies:

- Develop strategic partnerships with affinity organizations, professional associations, and educational institutions with similar missions and values as BIG.
- Participate in a minimum of six national/local fairs or events in communities to target outreach to state/local government employees.
- Provide quarterly updates via phone/correspondence/newsletter to stakeholders to promote BIG's accomplishments and to engage in them in participatory dialogue.
- Promote and utilize BIG programs and training to facilitate career and personal development.

- Engage community leaders and noted individuals from business, government and the media to bring high-profile allies and advocacy necessary to promote BIG.
- Create a calendar of annual events of organizations and encourage BIG members attendance in BIG attire throughout the year (NAACP, NUL, FEW, FAPAC)
- Establish working relationships with fraternities & sororities to collaborate on mutual interests.
- Establish working relationships with non-profit organizations and community organizations to collaborate on issues that will benefit BIG members.
- Invite sponsorship and recognize other professional organizations at Holiday GALA and other BIG events.

## **Measures:**

- Capture and report chapter activities quarterly by using a tracking and trending report that includes event date, activity, target audience, and outcome/status of their activities.
- Increase dissemination and readership of Region XI Weekly Announcements, newsletters, and other BIG literature among stakeholders and partners.
- Assess resources of ongoing partnerships with current and future stakeholders quarterly

## **GOAL 4: Enhance Communications with External Stakeholders**

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Make every effort to increase the flow of communication through various methods (print, radio, and broadcast media), that will enhance the image and increase awareness of the Blacks In Government's purpose and services to federal employees and the community. Region XI is made up of diverse cultures and will require a systematic approach to the way the region communicates with the public. Various methods such as social, print, broadcast media and personal interviews are the preferred methods to reach our external stakeholders and potential members. Due to the geographic location covered by Region XI, extensive efforts to improve communication are necessary to support the life of the organization, promote organizational awareness and improve unified efforts to accomplish the mission of Blacks in Government.

**Objective 4A:** Enhance communication with and receipt of the BIG message by all local, state, and federal employees

### **Strategies:**

- Present information to the public that increases awareness of the services provided by BIG
- Create unique and innovative methods that promote the efforts and accomplishments of the members
- Maximize the use of various media available to the public and external stakeholders (ie. Facebook, LinkedIn and websites)
- Provide a means of communication with other organizations that share common goals
- Educate agency managers and leaders on the value of employee training with BIG

- Produce a public relations plan that trains our members on addressing the public
- Develop a means of communication for youth and college students to be informed about BIG
- Engage in activities with other minority and special emphasis groups
- Perform analysis and surveys to measure communication effectiveness
- Highlight all events, accomplishments, and actions taken by the organization

### **Measures:**

- Conduct Membership survey's to measure the overall effectiveness of organizational communication
- Evaluate communication processes quarterly and make changes to reduce redundancy
- Confirm student awareness at colleges and universities from staff responses
- Assess agency awareness and support of BIG policies and programs
- Gauge chapter advertising with regional advertising to limit repetition and reduce cost

## **Goal 5: Inspiring a Future Generation of Excellence**

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*To provide opportunities, guidance (and mentorship) for youth to grow socially, intellectually, and emotionally and expose pre-college and college students to careers in government and develop future leaders. Region XI must provide opportunities for youth to grow socially, intellectually, and emotionally. We must design programs to successfully meet developmental needs of youth and help them become productive citizens. Any such program should utilize the talents and skills of BIG members as mentors to help youth transition from adolescence to adulthood. In line with BIG's preamble, this program will help ensure that our youth will have the opportunity for full, complete and equitable access to jobs, education, advancement, housing and health services.*

**Objective 5A:** Centered around five critical areas that will help prepare our youth to reach their full potential—mentorship; financial literacy and leadership training; career training and education; pre-professional career opportunities; and scholarship opportunities

- **Strategies:**
- Encourage establishment of Flag programs at each chapter
- Strengthen joint ventures with community organizations, government agencies, corporations, businesses, and other stakeholders to provide youth with employment
- Introduce youths and college seniors to career opportunities that exist in the government workforce—at the federal, state, and local levels and provide a robust plan of action to familiarize young adults with the goals and objectives of Blacks In Government
- Improve the relationship between college seniors as they begin to enter the workforce by reviewing student resumes and providing sound advice. Create an open window of opportunities for college

seniors to speak at the regional council meeting for a 15 minute period about their experience and the challenges they face

- Establish partnership with area local schools that can equip young people in their formative years with the basics of financial education can give them the knowledge, skills, and confidence they need to manage their finances once they enter the workforce

## **Measures:**

- Assess the relationship and awareness of the BIG organization at local colleges
- Evaluate chapter FLAG programs to determine if activities are available to improve relationships and growth opportunities for college students
- Determine the impact of student involvement at Region Council meeting and speaking engagements as a college student at BIG events
- Measure student knowledge levels of sound financial management practices through chapter evaluation methods

## **About the Council**

The Purpose of the regional council is to implement the goals, policies and objectives of Blacks In Government as set forth in the National Constitution. The Regional Council represents all Chapters located in the Washington Metropolitan Area: District of Columbia, Charles County MD, Montgomery County MD, Prince Georges County MD, Alexandria VA, Arlington County VA, Fairfax City VA, Fairfax County VA, Falls Church VA, Loudoun County VA and Prince William County VA.

The Council consists of two (2) elected Regional Directors to the National Board of Directors and three (3) elected Chapter Representatives. Each regional council representative works together to support their chapter goals and the goals of the Region. The council determines the policy of the Region and has the authority to undertake all appropriate actions requiring the attention of the Region.

The Council meetings are held every second Saturday of the month at 10:00 a.m at the National Oceanic Atmospheric Administration (NOAA) in Silver Spring, Maryland. 1325 East West Highway Silver Spring, MD. All Members are welcome to attend

## **2016 Region XI Officers**

**Marion V. Allen, President**

Renaee Allen, 1st Vice President

Jesse Sharpe, 2nd Vice President

LaShan Haynes, Recording Secretary

Michael McCrimmon, Correspondence Secretary

April Powers-Matthews, Treasurer

Kevin Coleman, Financial Secretary

Vacant, Parliamentarian

Lamonte. Johnson, Sergeant-At-Arms

William Speight, Sergeant-At-Arms

## **2016 Board of Directors**

Dr. Hezekiah Braxton III, Director

Wesley Jarmon, Director

# **ROLES AND RESPONSIBILITIES OF REGIONAL REPRESENTATIVES**

- The Regional Council shall consist of two (2) elected Regional Directors to the National Board of Directors, and each Chapter is authorized three (3) elected representatives on the Regional Council to serve a minimum of 2 years from January 1 to December 31. (As set forth on page 3, RXIC Bylaws, Revised April 14, 2012 – Article III Section 3.B., Regional Council Structure, Composition and Authority)
- National Constitution Article III, Section 3.B.3 –Alternate Regional Representatives.
- RXIC Bylaws, Article III, Section IV sets out what the Council does through the elected Regional Representatives.
- Regional Representatives must be financial at their Chapters, Region and National
- Regional Representatives are expected to attend monthly meetings of the Region XI Council on time and seated at roll call.
- Sign-In as Regional Representative and/or an Alternate on the Region's Roster. The alternate can only serve in the absence of the primary chapter rep.
- Take Notes of the meetings, gather reports and communicate with your Chapters
- Vote on behalf of your Chapter – if, you must as an individual, vote your conscience
- Assist with ensuring all required forms are submitted to appropriate RXIC officials, i.e., current Form 4, signed and dated by Chapter President and Secretary to be submitted to Recording Secretary, and Regional dues payable every January to the Council via Financial Secretary

- Original FORM 990's to National Office attention – National Treasurer; 2 copies for Regional Board of Directors and (1) Regional Financial Secretary
- Bring governing documents to Council meetings–National Constitution, RXIC Bylaws, Standing Rules and have a copy of your Chapter's FORM 4 for handy reference
- Invest in a copy of Robert's Rules of Order, 11th edition newly revised – be familiar with parliamentary procedures
- Adhere to Standing Rules
- Print in advance and review all posted Committee Reports and Council Meeting Minutes
- Participate in Regional deliberations; agree to disagree
- Review RXIC 2016 calendar with Chapter hospitality designations
- Subscribe to Regional list serve; visit Regional and National websites frequently
- Become a good listener and Ask questions; participate on Regional Committees

Being a Regional Representative is an important responsibility – you are the liaison between the Council and your Chapter; and a collective, unified voice for the Region



***Advocacy***

***Education***

***Community***

***Leadership***

BIG RXI Council is an advocate of equal opportunity and professional development for Black government employees at the Local, State and Federal government levels and others dedicated to justice for all.