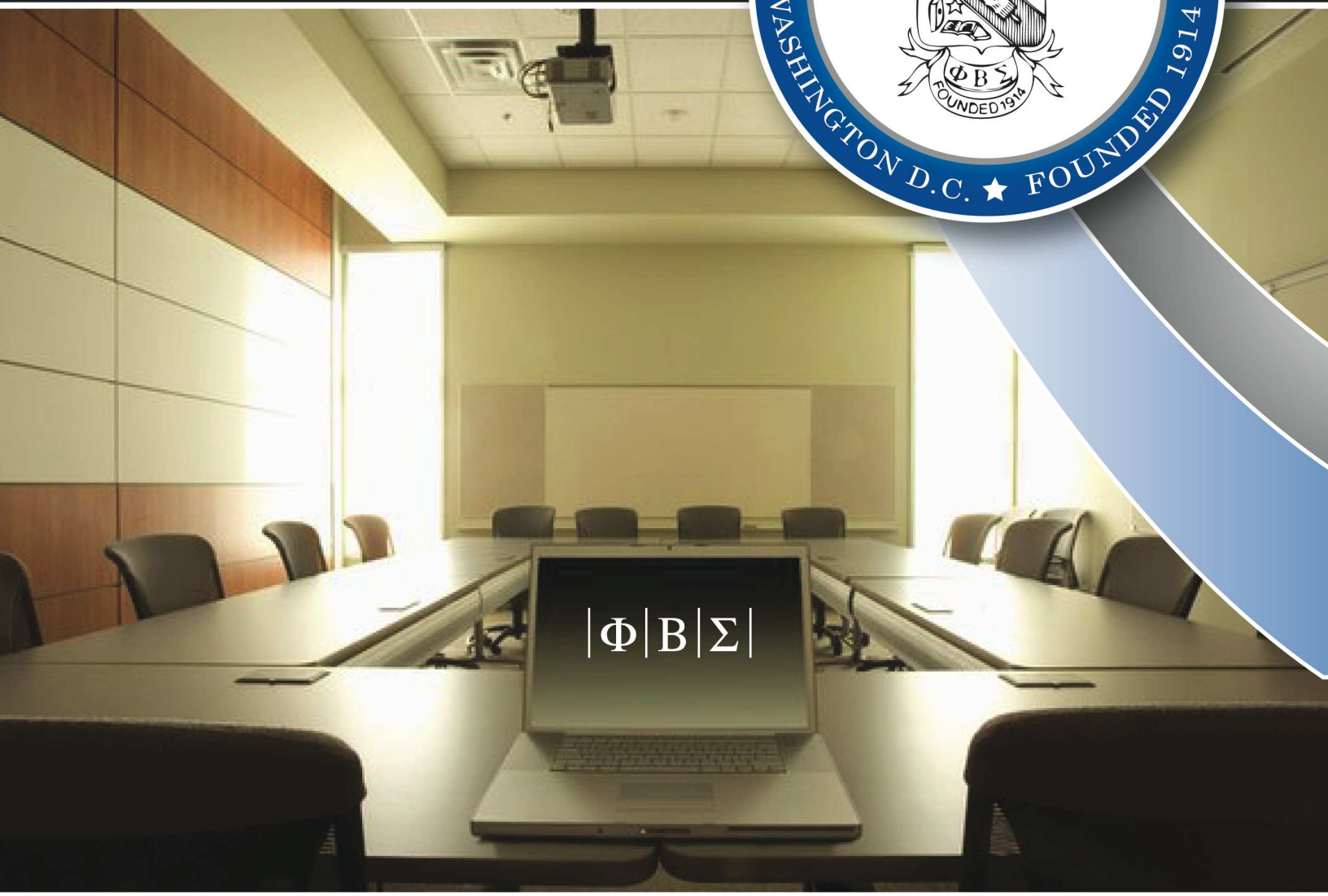


A Keynote Review

Office of the International Director of Social Action
July 2005 to Present



Presented to General Board
Atlanta, Georgia
February 27-28, 2009

John E. White, Program Officer

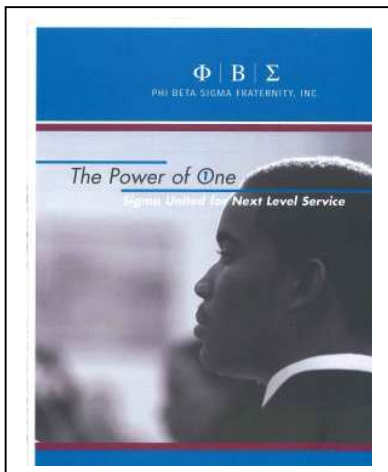
2005 Accomplishments and Results

1. Developed the Building Blocks Strategy to approach program implementation and began the journey to create a signature program.
2. Participated in program directors’ meeting hosted by International President Paul Griffin in Dallas, Texas.



2006 Accomplishments and Results

1. Strengthened relationships with the March of Dimes and the American Cancer Society. Visited March of Dimes Foundation Office in New York with President Griffin in January 2006. Re-launched our partnership with American Cancer Society in January 2006.
2. Developed American Cancer Society and Phi Beta Sigma Fraternity Together Waging War Against Cancer training modules in partnership with the seven Regional Directors in Atlanta, January 2006.

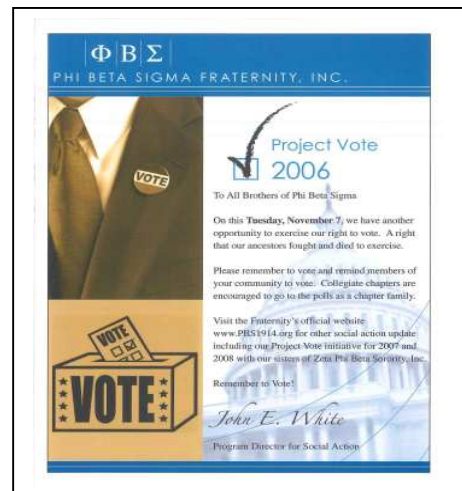


3. Developed the Chapter’s Guide for Implementing Sigma Programs & Community Initiatives. Its specific purpose is to provide a detailed guide to effectively implement our community program initiatives during this administration.
4. Provided *Programmatic Brand Awareness training* during Regional Conference cycle 2006.
5. Sponsored proposal for adoption of the electronic Program Implementation Form

(PIA) for official chapter reporting.

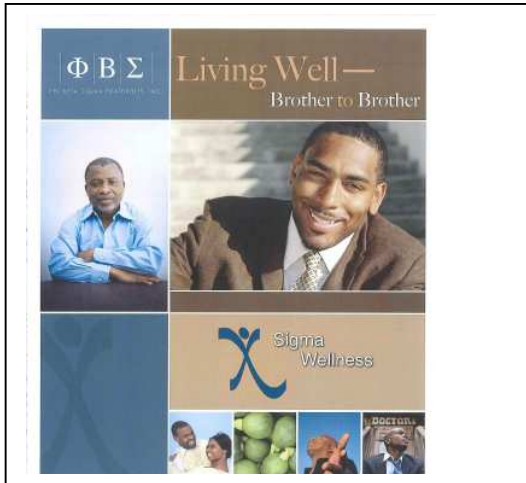
6. Strengthened the Social Action initiative brands.
7. Participation in the March of Dimes Volunteer Leadership Conference in Kansas City.
8. Facilitated Fraternity’s Health and Wellness Initiative, lead by Dr. Joseph West with a team of other Sigma physicians and scientists.
9. Developed consistent program reporting periods for the entire Fraternity.

10. Worked collaboratively with Zeta Phi Beta Grand Basileus Barbara More and Dr. Connie Hendricks, Program Director for Zeta, to develop the Zeta/Sigma Collaborative Agreement for working together on Community Initiatives. Presented for General Board consideration and approval.
11. Launched the official Social Action page on the Fraternity’s international website.
12. Increased ACS presence at PBS events through ACS participation in all regional events.
13. Increased reporting of chapters to document Phi Beta Sigma chapters contributed over \$27,000 through Relay for Life (ACS) and other gifts.
14. Increased reporting of chapters to document Phi Beta Sigma chapters contributed over \$31,000 to MOD Walk-America/Walk for Babies.
15. Successful launch of Project Vote.
16. Support received for advocacy agenda through postcard initiative led to \$602 MM funding for research institutions, including:
 - \$ 40 MM for NCI
 - \$ 4 MM for CDC towards research impacting minorities



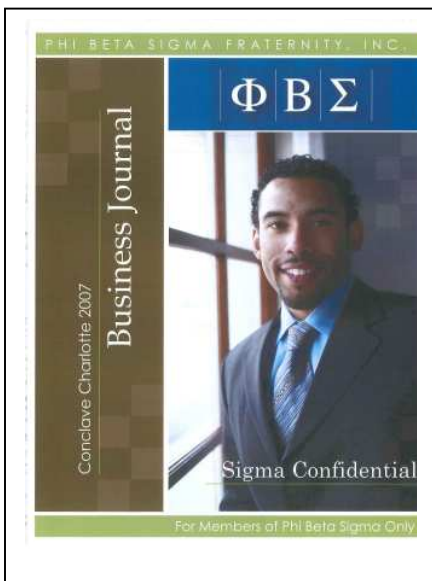
2007 Accomplishments and Results

1. Developed and launched the Fraternity’s Community Initiatives Page on the Fraternity’s international website. This page on the Fraternity’s site is known for securing information and resources on the Fraternity programs.
2. Participated in the annual review meeting with American Cancer Society leadership and presented year-end report. Developed 2008 action plan for General Board approval and implementation.
3. Represented Fraternity in the Jena Six in our stand in support of the six African American men wrongfully accused of aggravated second-degree assault and attempted murder.
4. Participated in annual review meeting with March of Dimes officials and presented year-end report. Developed 2008 action plan for General Board Approval.



5. Co-branded our Sigma Health and Wellness initiative, Living Well— Brother to Brother, with American Cancer Society. Through this brand American Cancer invested \$15,000 for marketing collaterals, including printing of the manual and training.
6. Recipient of the Outstanding General Board Service Award presented by International President Paul L. Griffin, Jr.

7. Served as Logistics and Event Manager for Conclave Charlotte. Continued the production of the Brothers' Business Journal with Brother Louis Defreeze of Louisville, Kentucky.



8. Secured \$5,000 sponsorship from March of Dimes for Conclave 2007.
9. Presented proposal to Conclave Charlotte to adopt Fraternity's Clean Speech Act of 2007. Facilitated a message alert sent to the Brotherhood from the International President and members of the General Board asking Fraternity members to refrain from using the **N** word as individuals and in Sigma step shows, chants etc. This message was also sent to Conclave resolution committee for review and recommendation to the Conclave for action.
10. Sponsored resolution along with Brothers Ian Heisser and Charles Talbert.

11. Worked with Executive Director Marco McMillian and International Vice President Kniffley in developing **Conversation among Brothers Series**, the Fraternity's HIV/AIDS awareness initiative.
12. Completed planning for Social Action Champions Learning Lab, held in conjunction with the February General Board meeting. Assisted in securing the American Cancer Society sponsorship of all Learning Lab expenses.

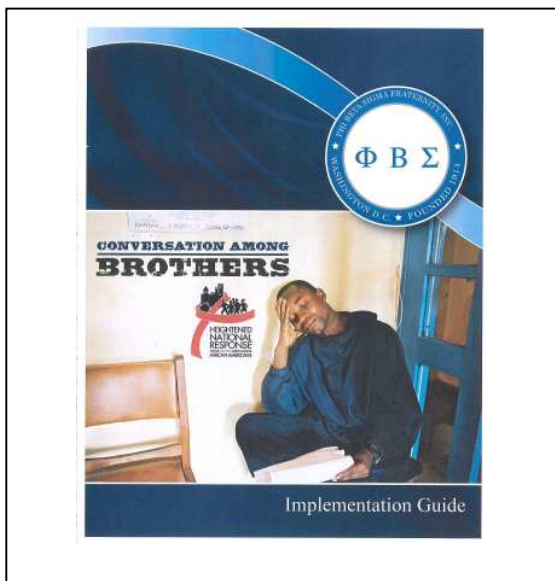
13. Increased reporting of chapters to document Phi Beta Sigma chapters contributing over \$48,000 to March of Dimes March for Babies.
14. Increased reporting of chapters to document Phi Beta Sigma chapters contributing over \$21,000 to American Cancer Society through Relay for Life and other gifts.

2008 Accomplishments and Results

1. Distributed the Sigma Wellness –Social Action Initiatives Tool kit to over 450 chapters. The tool kit consisted of a CD, program guide and general information about program implementation and reporting.
2. Participated in annual review meeting with American Cancer Society Leadership and presented year-end report. Developed 2009 action plan for General Board approval. Participated in annual review meeting with March of Dimes officials and presented year-end report.
3. Continued to work with Executive Director Marco McMillian and International Vice President Kniffley in developing grant proposal for **Conversation among Brothers Series**. Hosted four



teleconferences to finalize plans for program implementation.



4. Hosted Social Action Champions Learning Lab held in conjunction with February 2008 General Board meeting. American Cancer Society sponsored all expenses related to learning Labs.
5. Completed seven internal communication documents to global membership.
6. Participated in the Congressional Black Caucus Leadership Conference.
7. Represented the Fraternity at 100 Black Men National Leadership Conference Program Breakfast during the Congressional Black Caucus Leadership Week.

8. This year Executive Director McMillian and International First Vice President Hammock represented the Fraternity at the Annual March of Dimes Leadership Conference.
9. Presented the Fraternity's first program accountability mid year report. Yearend report will be presented during February 2009 General Board Meeting.
10. Presented Chapter Operating Standards and Awards, Recognition for Fraternity adoption.
11. Authored the Fraternity's Awards and Recognition Criteria Handbook. Adopted by General Board.
12. Lead in the increase of chapter philanthropy giving over 40%, as compared to last year. Our contributions to American Cancer Society and March of Dimes over the past 8 months totaled over \$87,000.
13. Phi Beta Sigma chapters contributed over \$37,000 to American Cancer Society through Relay for Life and other gifts.
14. Phi Beta Sigma chapters contributed over \$53, 000 to March of Dimes through March for Babies.

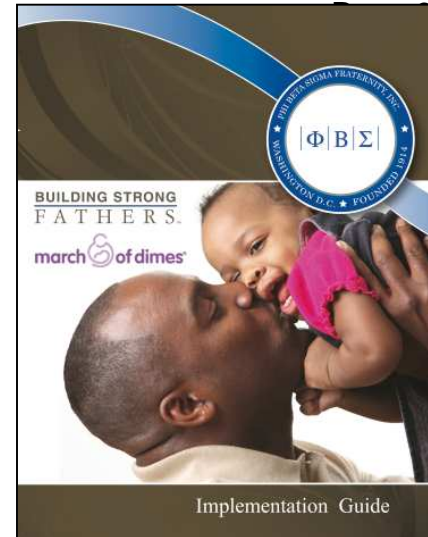
2009 Accomplishments and Results to Date

1. Presented the Fraternity's first ever-annual program report based on chapter program reporting during Regional Directors' Retreat in Baltimore, MD. This report was developed and audited by Dr. Joseph West (Upsilon Sigma) and the Westwell Group.
2. Assisted in securing the Fraternity's first ever-Federal Funding through a Federal Contract.
3. Developed the Conversation among Brothers Implementation Guide with support from Brothers Charles Talbert, Dr. Joseph West and Executive Director McMillian.



Goals for 2009

1. Work with Regional Directors to increase chapter reporting compliance of programmatic activities through electronic program implementation form by 50%.
2. Complete the planning of Sigma Day on Capitol Hill with key leadership support.
3. Continue to work with the Director of Sigma Academy in implementation of Conclave Learning Labs and Community Conference for Conclave New Orleans.
4. Serve as Event Manager of the Founders' Breakfast at Conclave New Orleans
5. Increase the presence of our strategic community partners during Conclave New Orleans.
6. Assist in bringing a minimum of \$15,000 in corporate sponsorship to Conclave New Orleans.
7. Increase Sigma participation in Relay for Life, which will allow chapters to build stronger bonds of brotherhood and raise funds for the American Cancer Society.
8. Encourage CPS III cohort registration amongst Fraternity members and develop Health & RFL ambassador partnerships.
9. Ensure General Board implementation of the Zeta Phi Beta Sorority, Inc and Phi Beta Sigma Fraternity, Inc. Collaborative Agreement on Implementing Community Initiatives.
10. Launch Building Strong Fathers Guide in collaboration with the March of Dimes.



Lessons Learned During This Tenure

1. Lack of consistent commitment from Fraternity leaders to help create a major paradigm shift in measuring and implementing our programmatic thrust. This message must be on the forefront of everything we do. "Our programs - Our Product."
2. Body and Soul - lack of commitment from Regional leadership. Lack of ACS support for sustainability.

3. The structure of our Fraternity breeds an environment of inconsistency and lack of accountability. We must look at our programming structure.
4. Mandatory learning labs for program implementation and measurement are critical for our success.
5. From a 2006 General Board Survey on national program participation less than 40% of Board members participate in Sigma program implementation in local chapters. This still holds true today.
6. Because of our success in securing Federal funding, we are now at the table with key stakeholders and policy makers. We must deliver on results. This requires the buy-in of all Fraternity leaders.
7. As Fraternity leaders, we avoid accountability. This includes holding our members and our leaders accountable to meet standards, adherence to policies, etc.
8. A lack of effective communication to the membership and in many cases among leadership has been a key factor in creating most of our problems and issues. As an administration, we continue to fail in delivering effective messages to our membership and communities we serve. Our accomplishments have been the Fraternity's greatest secrets.

Recommendations to General Board for Action

1. **That the General Board adopts and implements the Annual Chapter Report Submission Guidelines Policy. This policy is written and proposed by the Program Director for Social Action. See appendix section for draft of policy.**
2. **That the General Board approves the terms, goals and deliverables as outlined in the Memorandum of Understandings for both March of Dimes and American Cancer Society, recognizing that both Memorandums of Understanding expired December 2008.**
3. **That our Legal Counsel, John Turner, ensures that the following programs and logos are registered and trademark established within the next 90 days. See appendix section of this report for detail.**
 - **The Sigma Wellness Logo - Building Healthier Communities**
 - **Conversation among Brothers Program Document and Logo**
 - **Building Strong Fathers Logo and Program Document**

- **Living Well- Brother to Brother – Logo and Program Document**
- **Phi Beta Sigma *Sleep Out For The Homeless –Logo and Program Document***

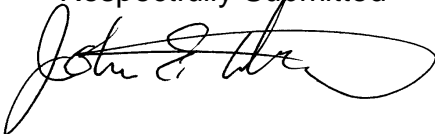
Closing

Again, thank you for your confidence in my ability to lead our Fraternity's Social Action agenda. Together, we have created a vision for our future. I challenge members of this Board of Directors to lead by example in participating and implementing our national initiatives. As my second term comes to close, I feel confident we have traveled well on this journey. We have many accomplishments that have opened new doors for growth and opportunity for Sigma growth and impact.

Special thanks to the ***Social Action Leadership Team***: Brothers Joseph West, Michael Long, International Vice President Steven Kniffley Jr., Executive Director Marco McMillian, Charles Talbert, Robert Greaux, Louis Defreeze, Marquis Miles and all of our Regional Program Directors of Social Action for their commitment to make things happen!

Be Well!

Respectfully Submitted



Appendix Section

1. 2008 Annual Report At A Glance (Handout)
2. Proposed Policy for Submission and Guidelines for Chapter Reports
3. Detail for Trademark and Registering Logos and Program Documents

GENERAL BOARD ADOPTED POLICY AND PROCEDURE <i>For Global Implementation and Accountability</i>		
Subject: Chapter Annual Reports Submission to Regional Offices and Corporate Headquarters	No. 102	Page: 1 of 4
Author: John E. White, Program Director for Social Action	Effective Date: 2/28/09	Revised Date:
Confirming Adoption by Signature	2/28/09	
President's Signature		
Executive Director's Signature		

Proposed Policy for Submission and Guidelines for Chapter Reports

PURPOSE:

- To provide detail for chapters on presenting the formal Annual Report to respective Regional Office and Corporate Headquarters
- To provide symmetry and alignment with the recently adopted *Chapter Operating Standards and Awards, Recognition Process*
- To provide revision and clarification of Chapter reports process approved during Houston Conclave 1973
- The annual report also serves as a tool in supporting the results of the annual chapter assessment.

POLICY STATEMENT:

As per Fraternity's constitution, all Chapters are required to submit a formal chapter report on an annual basis. Chapters will be required to report in the following 5 focused areas:

- Scholarship and Academic Achievement
- Program Implementation and Reporting
- Membership Growth and Retention
- Chapter Operations
- Chapter Special Projects, Activities and Events

REQUIRED SUBMISSION PERIOD:

All chapters are required to submit an annual report to the office of the Regional Director by February 9th of each year. The report will cover the chapter's activities for the year just concluded (January 1st through December 31st). Each Regional Director is required to submit to the Corporate Headquarters for the International Standards and Awards Committee Review by March 9th of each year. *During this first year of this revised policy, chapters will submit the Annual Chapter Report to office of Regional Director at least two weeks prior to respective regional conference. Each Regional Director will be required to review and submit annual report to Corporate Headquarters for committee review by June 1st.*

ACCOUNTABILITY:

All Chapters are mandated to submit an Annual Chapter Report. Chapters who fail to present Annual Report may be suspended and/or fined by their Regional Director.

EVALUATION:

The annual report will be reviewed by the respective Regional Director and evaluated by each region's Standard and Awards Committee and the International Standard and Awards Committee.

DEVELOPING THE ANNUAL REPORT:

1. Prepare a professional cover, which includes the name of your chapter, your region, College or University, City where chapter is located.
2. Ensure first page includes chapter address, officers and contact information, and chapter's email address.
3. Include Summary Report of Chapter Self Assessment Results.
4. Utilize your results of the Chapter Self Assessment Tool to report in each of the following categories:

a. Scholarship and Academic achievement

In this section, provide academic demographics. For example, undergraduate should list cumulative GPA and alumni chapters discuss academic performance of chapters you advise. Alumni Chapters are to share learning opportunities and special presentations that took place in chapter meetings. Alumni chapters are to also provide academic demographical information as presented in the self-assessment.

b. Program Implementation and Reporting

In this section the chapter is able to provide documentation on implementing Fraternity programs. The chapter is encouraged to add action photos. The chapter should also provide a summary and accountability of community service hours.

c. *Membership Growth and Retention*

In this section chapters are to provide a chapter roster, which include contact information for each member. Include total active brothers, newly initiated brothers, reinstated brothers, and transferred brothers from collegiate to alumni chapters as well as other transfers. Alumni chapters indicate career or business industry/title. Collegiate chapters, indicate classification and your career goals. Chapters are to share membership growth and strategies as well as outcomes/results of those goals and strategies.

d. *Chapter Operations*

This section allows the chapter to share a complete operations assessment of chapter. Use the standards included in the Chapter's Self Assessment Tool to lead your discussions.

e. *Chapter Special Projects, Activities and Events*

In this section the chapter can report and document chapter signature events, special projects, and activities that do not fall under the Program Implementation and Reporting section.

OTHER REPORTING NOTES:

- Report is to be presented in two formats: printed and saved on compact disc (CD) in PDF format. All CD's and CD envelope must be properly labeled.
- Each chapter must present two copies of the printed report along with a CD for each copy.
- Printed reports should be professional binded or in folder with plastic cover.



Phi Beta Sigma Fraternity, Inc. Chapter Self Assessment Summary of Results

Name of Chapter _____
 College/University _____
 City/Community _____
 Region _____
 Chapter Address _____
 President's Name _____

Telephone _____ Email _____

Advisor's Name _____ Email _____
 (Collegiate)

Chapter Level Status*

Areas of Focus	Total Possible Points	Your Chapter Points
Scholarship and Academic Achievement	100	
Program Implementation and Reporting	275	
Membership Growth and Retention	90	
Chapter Operations	270	
Risk Management	125	
TOTAL	860	


Chapter Overall Performance Levels and Analysis	Check One
If your chapter score is 761-860+, your chapter is rated Gold Status	
If your chapter score is 661-760, your chapter is rated Silver Status	
If your chapter score is 561-660, your chapter is rated Bronze Status	
If your chapter score is below 561, your chapter is rated Marginal Status	

Chapters in Marginal Status will be placed on performance review until performance is brought up to a minimum of Bronze Status

*Chapters are evaluated and compete for awards per chapter size

- Level I consist of chapters with active membership 40 or plus
- Level II consist of Chapters with active membership 16 to 39
- Level III consist of chapters with active member ship 5 to 15

Detail for Trademark and Registering Logos and Program Documents



The Phi Beta Sigma Fraternity, Inc. Sigma on Capitol Hill logo visually consists of two elements: the fraternity Greek letters, four rule, and capital hill symbol.


A one or two day sweep of Capitol Hill offices where Fraternity and Sorority Members address Members of Congress and their staff, informing them of the work that Phi Beta Sigma and Zeta Phi Beta are doing for their constituents. They will be introduced to our partner connections and understand legislation that we support or oppose. Special emphasis will be placed on district-specific activities that have the greatest impact on the Members' constituency. Leaders from both organizations will meet with the leadership of the U.S. House and Senate, the Congressional Black Caucus and other leaders that champion causes supported by Phi Beta Sigma and Zeta Phi Beta. This event is scheduled in October of each year.

Font Type:

Colors:

C = 0 M = 0 Y=0 K=100

C = 0 M = 0 Y=0 K=0



The Phi Beta Sigma Fraternity, Inc. Code Blu logo visually consists of three elements: the fraternity Greek letters, four rule, and Communication symbol Code blu (All Caps)

Our partnership with the American Cancer Society marks a new advocacy outreach strategy that will effectively engage Phi Beta Sigma members to take action in legislative campaigns.

American Cancer Society has developed a high tech web site that allow members of Sigma, Zeta, family and community to write letters to congressional leaders requesting action on particular legislative issues.

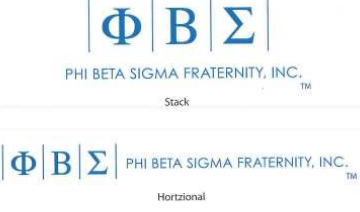
Brothers will receive the Code Blue Message via email. Code Blue Alerts take two minutes of easy action that helps increase funding for prevention of health disparities and other Health issues.

Font Type: ITC Avant Grade Gothic

Colors:

C = 95 M = 65 Y=0 K=1

C = 0 M = 0 Y=0 K=0




The Phi Beta Sigma Fraternity, Inc. corporate logo visually consists of three elements: the fraternity Greek letters, four rule, and Phi Beta Sigma Fraternity, Inc. (All Caps)

Font Type: ITC Avant Grade Gothic

Colors:

C = 95 M = 76 Y=25 K=10



The Phi Beta Sigma Fraternity, Inc. Simga Wellness Living Well Brother to Brother logo visually consists of two elements: Living Well with dash rule. (60pt) and Brother to Brother (30 pt)


Living Well – Brother to Brother is a Men's Health Initiative designed to educate and inform the community about key health issues facing men of color. The Initiative is meant to engage the community in a dialogue about our health and solutions to improve our well-being. The Program Guide is designed around five health modules. Each module has one or more sessions and should be completed in its entirety before moving on to the next module. Each module has a series of slides. The slides and manual are designed to work together to provide consistency and simplicity. All may be downloaded from the Social Action website.

Font Type: Big Caslon Medium

Colors:

C = 30 M = 50 Y=75 K=10

C = 40 M = 70 Y=100 K=50




The Phi Beta Sigma Fraternity, Inc. sigma project vote visually consists of three elements: Sigma Project Vote and Vote Box symbol.

Through Sigma Project Vote, chapters are encouraged to continuously register and educate citizens to participate in the democratic process. We will work jointly with Zeta Phi Beta Sorority, Inc. to make a positive impact in our communities by registering 100,000 new voters. Chapters are encouraged to kick off voter registration drives during the months of February and March. The Sigma – Zeta Voter Registration Total Up Day is set for the second Saturday in September of each year.

Font Type: ITC Avant Grade Gothic (Bold)

Colors:

- C = 95 M = 65 Y=0 K=1
- C = 0 M = 0 Y=0 K=0
- C = 0 M = 98 Y=100 K=0
- C = 0 M = 0 Y=0 K=100




The Phi Beta Sigma Fraternity, Inc. Building Strong Fathers series logo visually consists of three elements: the fraternity Greek letters, four rule, and Building Strong (Bold) Fathers (All Caps)

Through a partnership with March of Dimes, the two organizations work together to prevent premature births and build strong fathers and male role models in the African American community through sponsoring Building Strong Father Seminars. The seminar also focus on four Key Messages on Fatherhood Role in Preventing Premature Births.

Font Type: Helvetica Bold
 Garamond No9T

Colors:

- C = 95 M = 76 Y=25 K=10
- C = 50 M = 50 Y=60 K=25



The Phi Beta Sigma Fraternity, Inc. Building Sigma Wellness logo visually consists of three elements: Sigma Wellness, one rule, and Building Healthier Communities

Font Type: ITC Avant Grade Gothic

Colors:

- C = 95 M = 76 Y=25 K=10
- C = 50 M = 50 Y=60 K=25